

**Unipd Track: Management and Marketing**

3rd year @Unipd

ESC-CLERMONT

**ASSOCIAZIONE 1**

	ECTS		ECTS
OPERATIONS MANAGEMENT AND DIGITAL TECHNOLOGIES	6	Strategy and International Development	5
HUMAN RESOURCE MANAGEMENT	6	Web Site Development & Marketing	5
INDUSTRIAL ORGANIZATION AND HIGH-TECH MARKETS	6	International Economy and Finance	6
MANAGEMENT ACCOUNTING AND CONTROL SYSTEMS	6	Cross Cultural Management	6
MARKETING	6	Geopolitics	5
		Research Methodology	3

**CREDITI LIBERI (TAF D)**

Business Negotiation 1	4
Sales Organization	5
Business Ethics	5
Multicultural Teambuilding	2
French Foreign Language and Cultural Development	2
French and Cultural Development	2
Make Sense Project	2
Optional course sem 1 (scegli 1)	4
Optional course sem 2 (scegli 1)	4

**60 ECTS**

**SCEGLIERE 2/7 DEI SEGUENTI ESAMI A LIBERA SCELTA: 1 PER SEMESTRE**

Denominazione dell'attività	ECTS	Periodo di erogazione
Sport Business Tendancies	4	Fall (Sept-Dec)
International Management an Interdisciplinary Approach	4	Fall (Sept-Dec)
Economics & Globalization - Trends and Risks	4	Fall (Sept-Dec)
Innovative Finance and Digitalization	4	Fall (Sept-Dec)
Digital Marketing	4	Spring (Jan - May)
Business Intelligence 2	4	Spring (Jan - May)

BACHELOR IN INTERNATIONAL MANAGEMENT - YEAR 3 ALL IN ENGLISH - 2024/2025						
MODULE CODE	COURSES	COURSE LEADER	FACE TO FACE CLASS	INDIVIDUAL WORK	TOTAL HOURS OF INSTRUCTION	ECTS CREDITS
<b>Core courses - Double Degree Students should choose all the classes below</b>			<b>150</b>	<b>450</b>	<b>600</b>	<b>24</b>
1 CFE-BIM-05-MCTEAM-CL-EN	Multicultural Teambuilding	VIGIER Mary	12	38	50	2
2 CFE-BIM-05-BETHIC-CL-EN	Business Ethics	FOX MURATON Melissa	36	89	125	5
3 CFE-BIM-05-STRAT-CL-EN	Strategy and International Development	NGUYEN Pham	36	89	125	5
4 CFE-BIM-05-BNEGO-CL-EN	Business Negotiation	TARANTINI José	24	76	100	4
5 CFE-BIM-05-WEBMKT-CL-EN	Web Site Development & Marketing	METZ Kevin	30	95	125	5
6 CFE-BIM-05-RESEARCH-CL-EN	Research methodology*	BOREL Pascale	12	63	75	3
7 CFE-BIM-05-TOOLS-CL-EN	Advanced numerical tools**	TAT Roya	12	63	75	3
<b>Cultural development and foreign language - Choose French</b>			<b>18</b>	<b>32</b>	<b>50</b>	<b>2</b>
8 CFE-BIM-05-ESP-CL-EN	Spanish	BRUGUIERS-BONNARD Lara	18	32	50	2
9 CFE-BIM-05-ITA-CL-EN	Italian	BRUGUIERS-BONNARD Lara	18	32	50	2
10 CFE-BIM-05-ALL-CL-EN	German	BRUGUIERS-BONNARD Lara	18	32	50	2
11 CFE-BIM-05-CHI-CL-EN	Chinese	BRUGUIERS-BONNARD Lara	18	32	50	2
12 CFE-BIM-05-FLE-CL-EN	French - Foreign Language and Cultural Development	BRUGUIERS-BONNARD Lara	24	26	50	2
<b>Optional Courses (1) CHOOSE 1 ONLY</b>			<b>24</b>	<b>76</b>	<b>100</b>	<b>4</b>
13 CFE-BIM-05-SPORTBUS-CL-EN	Sport Business Tendancies	BOISSEL Jérôme	24	76	100	4
14 CFE-BIM-05-INTMGT-CL-EN	International Management an Interdisciplinary Approach	FOURE JOOPEN Helga / NGUYEN Pham	24	76	100	4
15 CFE-BIM-05-EGLOB-CL-EN	Economics & Globalization - trends and risks	CHEN Jinzhao	24	76	100	4
16 CFE-BIM-05-FIN-CL-EN	Innovative Finance and digitalization	TURKI Aymen	24	76	100	4
<b>TOTAL SEMESTRE 1</b>			<b>192</b>	<b>558</b>	<b>750</b>	<b>30</b>

\* Compulsory for degree seeking students; only for students present all year and those on exchange abroad in semester 1. Module repeated in S2 for students on exchange abroad in S1.  
 \*\* Only offered for credits seeking students

INTERVENANTS
VIGIER Mary/ FOURE JOOPEN Helga/ MIKLUHA Karin
FOX MURATON Melissa
LINGEMANN Christian/ NGUYEN Pham/ XU Lu
TARANTINI José / LYON-VEYSSET Audrey / POTIGNY Jean-Michel / FOULON Brice
METZ Kevin
VILLACIS Maria-Isabelle
LEANDRI Catherine
CROZE Didier
HUANG CHABRILLAT Shu-Ching
CROZE Didier / EVANGELISTA Françoise / GUITTARD Marion/ SAKOWSKA Anna
DUVAL Bruno / PAPIN Jean-Pascal
FOURE JOOPEN Helga / NASHO Elda / NGUYEN Pham
CHEN Jinzhao
AUCI Yurt

BACHELOR IN INTERNATIONAL MANAGEMENT - YEAR 3 ALL IN ENGLISH - 2024/2025						
MODULE CODE	COURSES	COURSE LEADER	FACE TO FACE CLASS	INDIVIDUAL WORK	TOTAL HOURS OF INSTRUCTION	ECTS CREDITS
<b>Core courses - If a double degree student - choose all courses below</b>			<b>123</b>	<b>477</b>	<b>600</b>	<b>24</b>
1 CFE-BIM-06-IEF-CL-EN	International Economics and Finance	TURKI Aymen	30	120	150	6
2 CFE-BIM-06-CCW-CL-EN	Cross Cultural Management	METZ Kevin	30	120	150	6
3 CFE-BIM-06-GEO-CL-EN	Geopolitics	NASHO AH-PINE Elda	24	101	125	5
4 CFE-BIM-06-SORGA-CL-EN	Sales Organization	POTIGNY Jean-Michel	24	101	125	5
5 CFE-BIM-06-PMS-CL-EN	Projet Make sense	VIGIER Mary	15	35	50	2
<b>Cultural development and foreign language - Choose French</b>			<b>18</b>	<b>32</b>	<b>50</b>	<b>2</b>
6 CFE-BIM-06-ES-CL-EN	Spanish	BRUGUIERS-BONNARD Lara	18	32	50	2
7 CFE-BIM-06-IT-CL-EN	Italian	BRUGUIERS-BONNARD Lara	18	32	50	2
8 CFE-BIM-06-AL-CL-EN	German	BRUGUIERS-BONNARD Lara	18	32	50	2
9 CFE-BIM-06-CH-CL-EN	Chinese	BRUGUIERS-BONNARD Lara	18	32	50	2
10 CFE-BIM-06-FR-CL-EN	French - Foreign Language and Cultural Development	BRUGUIERS-BONNARD Lara	24	26	50	2
<b>Optional Courses (1) - CHOOSE 1 ONLY</b>			<b>24</b>	<b>76</b>	<b>100</b>	<b>4</b>
11 CFE-BIM-06-DM-CL-EN	Digital Marketing	GALLIÉ Jean-Baptiste	24	76	100	4
12 CFE-BIM-06-BI-CL-EN	Business Intelligence	DOUAILLAT Sébastien	24	76	100	4
<b>TOTAL SEMESTRE 2</b>			<b>165</b>	<b>585</b>	<b>750</b>	<b>30</b>
<b>TOTAL SEMESTRE 1 + SEMESTRE 2</b>			<b>357</b>	<b>1143</b>	<b>1500</b>	<b>60</b>

INTERVENANTS
TURKI Aymen / CHEN Jinzhao / BONAMY Pierre-Yves
HUANG CHABRILLAT Shu-Ching
LINGEMANN Christian
LYON-VEYSSET Audrey / POTIGNY Jean-Michel / TARANTINI José / DELOULE Sebastien
VIGIER Mary / KIT Anais / LANIRAY Marine
CRADIO GOMEZ Ana
LEANDRI Catherine
CROZE Didier
HUANG CHABRILLAT Shu-Ching
CROZE Didier / EVANGELISTA Françoise / GUITTARD Marion/ SAKOWSKA Anna
