

# Bachelor in Management 2021\_2022 - Year 1 (English Track)

Programme manager: Aude Gwendoline



## Programme Mission:

*"Acquire all assets and tools to commit oneself into practical managerial actions and create a positive impact on the economy, human beings and our planet. "*

## FALL SEMESTER

### CORE MODULES

Fundamentals of Accounting 1  
Contemporary Economic Issues  
Business Information Systems  
Marketing Analysis  
H.R. Fundamentals: Individual & Organisation  
The Firm in its Environment  
Introduction à la Supply Chain

### TRANSVERSAL SKILLS

Communicate effectively in writing in a professional setting

### COMPULSORY EVENT

International Fair

### LANGUAGE MODULES

English Communication for Business  
Chinese LV2  
Chinese LV2 - Beginner  
German LV2  
Italian LV2  
Russian LV2  
Spanish LV2  
French LV2 (for International students and/or students with TOEIC or equivalent already validated on entry)

## SPRING SEMESTER

### CORE MODULES

Fundamentals of Accounting 2  
Marketing Mix  
Sustainable Development  
Applied data analysis  
Management and Development of the Firm  
Sales Techniques

### TRANSVERSAL SKILLS

Communicate effectively orally in a professional setting

### LANGUAGE MODULES

English Communication for Business  
Chinese LV2  
Chinese LV2 - Beginner  
German LV2  
Italian LV2  
Russian LV2  
Spanish LV2  
French Culture (for International students and/or students with TOEIC or equivalent already validated on entry)

### TALENT AND CAREER

Talents & Career Passport including:  
Career Development  
Corporate Days (2/year)  
Professional experience (8 weeks minimum)