

PROGRAMME TAUGHT IN ENGLISH

Program IBA 2016 2017

January-June

MODULES	ECTS Credits	Course	Exam	Total	Instructors
<u>MARKETING & SALES PROCESSES</u>					
SALES MARKETING	3	18 h	2 h	20	M. DEBATTE
INTERNATIONAL MARKETING	3	13 h 30	1 h 30	15	M. HAYLER
WEB-MARKETING	3	27 h	3 h	30	M. MOUSOLI
WEB-DESING	3	13 h 30	1 h 30	15	M. MOUSOLI
CYBER SECURITY	3	16 h 00	2 h 00	18	M. MOUSOLI
<u>ENVIRONMENT OF THE COMPANY</u>					
LEGAL ENVIRONMENT OF INTERNATIONAL SELLING	3	13 h 30	1 h 30	15	M. RAYMOND
COMMODITIES MARKETS	3	13 h 30	1 h 30	15	M. PETIT ROUX
<u>HUMAN RESOURCES MANAGEMENT</u>					
NEGOCIATING SKILLS	3	27 h	3 h	30	Ms TWIST
LEADERSHIP	3	13 h 30	1 h 30	15	M. PETIT ROUX
<u>LANGUAGES</u>					
FRENCH	3	13 h 30	1 h 30	15	Ms TERRIER
TOTAL	30			188	