

Année	Course Code	Course Name	Course Name	Professor	Course Hours	ECTS
Année 3	UE 1 : L'ENTREPRISE DANS SON ENVIRONNEMENT				12	2,5
	4_3IB	International Business	International Business	BERNEMAN Corinne	12	2,5
	UE 2 : GESTION & FINANCE				36	7,5
	4_3DM	Data management	Data management	BILLOUARD-FUENTES Delphine	12	2,5
	4_3OBM	Organizational behavior management	Organizational behavior management	BOZIOELOS Nikos	12	2,5
	4_3PM	Performance management	Performance management	CIAMPI Claire	12	2,5
	UE 3 : COMMERCE, MARKETING & COMMUNICATION				12	2,5
	4_3CE	Customer experience	Customer experience	AURICOMBE Brigitte	12	2,5
	UE 4 : TECHNIQUES QUANTITATIVES & OUTILS NUMERIQUES				12	2,5
	4_3AI	AI for business	AI for business	BRIGUI Imène	12	2,5
	UE 5 : LANGUES & CULTURES				36	0
	LV2	LV2 (Allemand, Espagnol, Français Langue Etrangère, Italien...)		MEASSON Corinne	18	Pass / Fail
	LV3	LV3 (Arabe, Chinois, Japonais, Portugais...)		MEASSON Corinne	18	
	UE 6 : ÉLECTIFS				48	10
	4_3IPL	Introduction to Python language	Introduction to Python language	POTY Chantal (Byseven)	24	5
	4_3LEI	Legal & economic issues of digital platform	Legal & economic issues of digital platform	RUBLE Richard	24	5
	4_3FTI	Financial & taxation issues for multi national corporations	Financial & taxation issues for multi national corporations	ROUANNE Maité	24	5
	4_3BI	Business intelligence	Business intelligence	POTY Chantal (Byseven)	24	5
	UE 6 : PROJETS & DEVELOPPMENT PERSONNEL				51	35
	4_3BC	Business challenge	Business challenge	MESTRALLET Eric	27	2,5
	4_3BG	Business game international business development	Business game international business development	MESTRALLET Eric	24	2,5
	4_3EES	Évaluation entreprise stage A3	Internship Y3 company evaluation	COURBON Bruno	0	7,5
	4_3EMP	Évènements carrière employeur A3	Career employment events Y3	PONT Muriel	0	0
	4_3STA	Évaluation livrables stage A3	Internship Y3 report evaluation	COURBON Bruno	0	22,5
UE 7 : EXPERIENCES EARLY MAKERS				30	0	
4_3CAR	Career development A3	Career development Y3	PONT Muriel	12	0	
4_3EVT	Introduction week	Introduction week	POTY Chantal	18	0	
TOTAL BBA Y3					189	60

Année	Course Code	Course Name	Course Name	Professor	Course Hours	ECTS	
Année 4	UE 1 : L'ENTREPRISE DANS SON ENVIRONNEMENT				24	5	
	4_4CG	Corporate governance	Corporate governance	POTY Chantal (NEITER Viviane)	12	2,5	
	4_4MI	Managing innovation	Managing innovation	KHVATOVA Tatiana	12	2,5	
	UE 2 : GESTION & FINANCE				42	10	
	4_4MCA	Managing a competitive advantage	Managing a competitive advantage	XIONG Lisa	18	5	
	4_4OE	Operational excellence	Operational excellence	SILA Ismail	12	2,5	
	4_4SCM	Sociology of organizations	Sociology of organizations	MAGAKIAN Jean Louis	12	2,5	
	UE 3 : COMMERCE, MARKETING & COMMUNICATION				12	2,5	
	4_4SAM	Strategic access to market	Strategic access to market	GROSSO Monica	12	2,5	
	UE 4 : TECHNIQUES QUANTITATIVES & OUTILS NUMERIQUES				12	2,5	
	4_4DT	Digital transformation	Digital transformation	MAGAKIAN Jean Louis (SAILLER Florian)	12	2,5	
	UE 5 : LANGUES & CULTURES				36	0	
	LV2	LV2 (Allemand, Espagnol, Français Langue Etrangère, Italien...)		MEASSON Corinne	18	Pass / Fail	
	LV3	LV3 (Arabe, Chinois, Japonais, Portugais...)		MEASSON Corinne	18		
	UE 6 : MAJEURES				96	20	
		Luxury marketing			PHAN Michel	96	20
	4C4FLM	Fundamentals of luxury marketing	Fundamentals of luxury marketing	PHAN Michel	24	5	
	4C4LBM	Luxury brand management	Luxury brand management	PHAN Michel	24	5	
	4C4LCB	Luxury consumer behavior	Luxury consumer behavior	PHAN Michel	24	5	
	4C4LRS	Luxury retail and service operations	Luxury retail and service operations	PHAN Michel	24	5	
		Work & organizations			JACOB Marie-Rachel	96	20
		International Business			BORBELY Adrian	96	20
	4C4IAI	Economic and legal dimensions of international business	Economic and legal dimensions of international business	BORBELY Adrian	24	5	
	4C4IID	International development strategy	International development strategy	BORBELY Adrian	24	5	
	4C4IIF	Team management and HRM in an international context	Team management and HRM in an international context	BORBELY Adrian	24	5	
	4C4IIN	International negotiation	International negotiation	BORBELY Adrian	24	5	
	UE 6 : PROJETS & DEVELOPPMENT PERSONNEL				24	2,5	
4_4EMP	Évènements carrière employeur A4	Career employment events Y4	PONT Muriel	0	0		
4_4BG	Business game	Business game	DEGOT Christine	24	2,5		
UE 7 : EXPERIENCES EARLY MAKERS				12	0		
4_4CAR	Career development A4	Career development Y4	PONT Muriel	12	0		
TOTAL BBA Y4					268	60	

Identifiant	Site
4A	St-Etienne
4B	Casablanca
4C	Paris
4D	Shanghai
4E	Shanghai Zhizhu
4F	Bhubaneswar
4G	SHN
4I	St-Etienne parcours Anglophone