

## List of courses taught in English Autumn & Spring Semester 2023/24

Applications should be submitted :  
for **Autumn** Semester or **all academic year** by **31th May**  
for **Spring** Semester by **18<sup>th</sup> October**

<b>IUT - YEAR 2 -</b>	
<b>SEMESTER 3 ("lectures" 01/09/2023 to 16/12/2023)</b>	
Course Title	ECTS
Sales Talks	3
Quantitative techniques and graphical representation	2
International Strategy and Monitoring	2
International Marketing and Sales	2
Business English	2
French as A Foreign Language For Erasmus	3 (compulsory)
French as A Foreign Language For Erasmus - Intercultural communication	2 (compulsory)
Tourism and Heritage	3
Research project	3
Group project: analysing and choosing foreign markets to develop a business offer abroad	4
Group project : Leading a project/preparing an event using marketing techniques	3
Group project : contributing to the development or the creation of an organization	3

<b>SEMESTER 4 (2/01/2024 to early April 2024)</b>	
Course Title	ECTS
Marketing Strategy	2
International Trade	2
Consumer Law	2
Purchasing Strategy	2
Business English	2
Intercultural Management	2
Group Project : Participating in the creation or development of an organisation in compliance with regulatory constraints and in a sustainable governance approach	3
Group Project : Organizing an event and evaluating it using commercial tools	3
Group project: Developing an International Offer	4
French as A Foreign Language For Erasmus	3 (compulsory)
French as A Foreign Language For Erasmus - Intercultural communication	2 (compulsory)
Tourism and Heritage (same course as in autumn term: to be replaced by Research Project for students who attended <i>tourism and heritage</i> in the autumn term)	3