

MASTER 1
LEA (applied foreign languages)

SEMESTER 7	ECTS	CM	TD	TPL
UE 701 ENGLISH LANGUAGE AND BUSINESS STRATEGIES	6			
Applied business language		10h	10h	
Written Professional Communication		4h	8h	
Oral Professional Communication		4h	8h	
Intercultural Relations		20h		
UE 702 LANGUAGE B AND BUSINESS STRATEGIES	6			
Applied business language (language B)		10h	10h	
Written professional communication (language B)		4h	8h	
Intercultural Relations (language B)		20h		
Oral professional communication		4h	8h	
UE 703 CULTURAL AND LINGUISTIC OPENNESS (2 CHOICES OUT OF 3)	3			
Language C			24h	
Cultural world and current events, language (A): English			20h	
Cultural world and current events, language (B): AEIPR			20h	
UE 704 CONTEXT AND TOOLS OF INTERNATIONAL TRADE				
Analysis of the international situation		10h	8h	
Community law and international law		10h	8h	
International project management		10h	8h	
UE 705 INTERNATIONAL COMMERCIAL RELATIONS				
International marketing policy		10h	8h	
International commercial negotiation		10h	8h	
Communication & Information System of the international company			18h	
UE 706 INTERNATIONAL FINANCIAL MANAGEMENT	5			
Financial Analysis		10h	8h	
Financing of the international company		10h	8h	
International Taxation		10h	8h	
Principles of corporate management			15h	
SEMESTER 8				
UE 801 ENGLISH LANGUAGE APPLIED TO BUSINESS COMMUNICATION	6			
Practice of the technical language			12h	
External and internal company communication		4h	8h	
Oral professional communication			12h	
UE 802 LANGUAGE B APPLIED TO BUSINESS COMMUNICATION	6			
Practice of the technical language (language B)			12h	
External and internal company communication (language B)		4h	8h	
Oral professional communication			12h	
UE 803 CULTURAL AND LINGUISTIC OPENNESS (2 CHOICES OUT OF 3)	3			
Language C			12h	
Cultural world and current events, language A			12h	
Cultural world and current events, language B			12h	
UE 804 NEW TECHNIQUES IN INTERNATIONAL TRADE	5			
E-commerce		10h		
Diagnosis and prospection of foreign markets		10h	8h	
International strategic decisions		10h	8h	
UE 805 MANAGEMENT OF EXPORT MARKETS	4			
Export risks		10h	8h	
Logistics and transport regulations		10h	8h	
UE 806 INTERNSHIP	5			
Recruitment techniques and international HRM		10h	8h	
Preparation for the internship		10h	8h	
Internship		10h	8h	
	Total number of student hours	219h	371h	

MASTER 2
LEA

Semester 9	ECTS	CM	TD	TPL
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UE 901 BUSINESS LANGUAGE PRACTICE: ENGLISH	5			
Negotiation techniques (Language A)		10h	5h	
English language applied to international trade		10h	5h	
UE 902 BUSINESS LANGUAGE PRACTICE: LANGUAGE B	5			
Negotiation techniques (Language B)		10h	5h	
Language B applied to international trade		10h	5h	
UE 903: CULTURAL AND LINGUISTIC OPENNESS 1	3			
Cultural world and current events: Language A			12h	
Cultural world and current events: Language B			12h	
Practice of Language C			12h	
UE 904: PRINCIPLES OF BUSINESS MANAGEMENT	5			
Financial analysis and accounting of the international company		10h	5h	
Human Resources Management		10h	5h	
UE 905 ORGANISATION OF THE INTERNATIONAL COMPANY	6			
International legal mechanisms		10h	5h	
Management and promotion of international projects		10h	5h	
Corporate strategy I		9h	4h	
UE 906 E-BUSINESS I	6			
Digital communication and international business networks		10h	5h	
CtoC social networks		10h	5h	
International commercial negotiation		10h	8h	
Communication & Information System of the international company			18h	
Semester 10	ECTS	CM	TD	TPL
E 1001 BUSINESS LANGUAGE PRACTICE: ENGLISH	5			
English language applied to the sales force and marketing		10h	5h	
Professional situation		10h	5h	
UE 1002 BUSINESS LANGUAGE PRACTICE - LANGUAGE B	5			
Language B applied to the sales force and marketing		10h	5h	
Professional situation		10h	5h	
UE 1003 CULTURAL AND LINGUISTIC OPENNESS 1	2			
Cultural world and current events: Language A			6h	
Cultural world and current events: Language B			6h	
Language C practice			6h	
UE 1004 INTERNATIONAL BUSINESS STRATEGY	5			
Strategic marketing and market approach		10h	5h	
Logistic strategies		10h	5h	
Corporate strategy II		9h	4h	
UE 1005 E-BUSINESS II	4			
E-merchandising		10h	5h	
Mobile marketing		10h	5h	
UE 1006 PREPARATION FOR PROFESSIONAL INTEGRATION AND INTERNSHIP	9			
Business game: entrepreneurial simulation			18h	
Knowledge of the professional environment			12h	
Preparation for the internship and internship			6h	
	Total number of student hours	198h	152h	