

CURRICULUM	ECTS credits	Hours	Lecturer	Language
<b>Module 1: INTERNATIONAL SALES IN THE EUROPE-ASIA ZONE</b>	7	50		
MC4 - Developing an international business plan	3	20	Ronja NIELSEN	English
MC5 - Carrying out business negotiations in a complex environment	4	30	Aymeric BEAUMONT	English
<b>Module 2: BUSINESS AND MARKETING STUDIES AND STRATEGIES IN THE EUROPE-ASIA ZONE</b>	9	75		
MA4 - Integrating the digital dimension in the development strategy	3	30	Antoine CHARVOZ	English
MB1 - Assessing actual markets	3	20	Paul-Henri PERROT	English
MB2 - Mastering the international management and financing techniques	3	25	Pascal BOEDEC	French
<b>Module 3: INTERNATIONAL PURCHASES IN THE EUROPE-ASIA ZONE</b>	6	50		
MC1 - Developing a sourcing policy	3	25	Sophie MELEDO	English
MC2 - Assessing the financial sustainability of the partner company 1	3	25	Pascal BOEDEC	French
<b>Module 4: ADMINISTRATIVE MANAGEMENT OF COMMERCIAL EXCHANGES</b>	3	15		
MC3 - Securing the contractual commitments for international operations	3	15	Nathalie ALLAIN	English
<b>Module 5: MANAGING THE INTERNATIONAL SERVICE AND COORDINATE THE ACTIVITIES</b>	9	82		
MF1 - Organizing the human and financial resources of an international department	3	25	François HUBER	English
MF2 - Managing an international and multicultural team	3	25	Stéphane ALLAIN	English
MF4 - Optimizing the employees' technical performances	3	20	François HUBER	English
RSE & Quality management		12	Marion DUZAN	English
<b>Module 6: ASIAN LANGUAGES, CULTURES, AND ECONOMIES</b>	10	158		
A61 - Languages: Chinese / Japanese / Korean / FLE	6	108		
M62 - Doing business with China	1	10	Alexandre CHAUX	English
M63 - Doing business with Japan	1	10	Kosuke KAWASAKI	English

M64 - Doing business with Korea	1	10	Juhee KIM MAURICE	English
M67 - Doing business with ASEAN	1	12	Paul-Henri PERROT	English
M65 - Doing business with Thailand	1	8	Ruchira TROGLIA	English
<b>MODULE 7: UNIVERSITY STAY IN ASIA or EMBA EUROPE PROGRAM</b>	10			
A71 - University stay China-Korea-Japan/ Europe Program for international students	10			
<b>Module 9: PROFESSIONAL MAJOR (ELECTIVE COURSE)</b>	5	40		
LUXURY MARKETS	5	40	Hélène CHENESSEAU	English
GLOBAL SOURCING	5	30	Julien LE GUEN	English
SUPPLY CHAIN		10	Renaud MICHAL	English
DIGITAL MARKETING	5	40	Antoine CHARVOZ	English
<b>TOTAL</b>	<b>59</b>	<b>470</b>		

CURRICULUM	ECTS credits	Hours	Lecturer	Language	Evaluation methods
<b>MODULE A: DEVELOPING THE INTERNATIONAL DEVELOPMENT STRATEGY</b>	6	75			
MA1 - Analyzing market trends at the global level	5	20	Paul-Henri PERROT	English	Report : elaborating a business development strategy
MA2 - Choosing the lines and directions of international development		20	Paul-Henri PERROT		
MA3 - Integrating the international strategy in the company's development policy		20	Paul-Henri PERROT		
MA4 - Integrating the digital dimension in the development strategy	1	15	Antoine CHARVOZ	English	Study Case
<b>MODULE B: DESIGNING AN INTERNATIONAL DEVELOPMENT PLAN</b>	6	60			
MB2 - Mastering international management and financing techniques	6	25	Pascal BOEDEC	French	Simulation of a real case and drafting of a report (coeff. 4) and 20-min. oral presentation.
MB3 - Identifying the potential development of new markets		20	Paul-Henri PERROT	English	
MB4 - Defining priority markets and specific strategies		15	Paul-Henri PERROT	English	
<b>MODULE C: MANAGING RELATIONS WITH PARTNERS AND BUSINESS NEGOTIATIONS</b>	8	75			
MC2 - Assessing the financial sustainability of the partner company	4	25	Pascal BOEDEC	French	Study case : Partners selection and business plan making
MC4 - Developing an international business plan		20	Ronja NIELSEN	English	
MC6 - Carrying out business negotiations in a complex environment and in a foreign language/ Asian markets	4	30	Ronja NIELSEN	English	Oral : 20 min. preparation / 20 min. negotiation
<b>MODULE D: MANAGING SALES STRATEGY AND OPERATIONAL MARKETING</b>	8	85			
MD1 - Defining the development of projects to be conducted	8	25	Jean-Paul PERESSON	English	Report : Defining and managing commercial and operational strategy - company mission
MD2 - Setting up the overall provisional budget of the various development projects		10	Jean-Paul PERESSON	English	
MD3 - Adapating the business strategy to the regulatory and legal contexts of the target countries		20	Nathalie ALLAIN	English	
MD4 - Analyzing the operational strategies to be conducted		25	Jean-Paul PERESSON	English	
MD5 - Managing the implementation of international operational actions		5	Jean-Paul PERESSON	English	
<b>MODULE E: MONITORING AND ADJUSTING THE DEVELOPMENT PLAN</b>	4	50			
ME2 - Deciding on the corrective actions to be taken in the line with the company's strategy	4	25	Alexandre CHAUX	English	Oral : defining a readjustment strategy, presentation before the

ME3 - Presenting and justifying a readjustment strategy to the company's general direction	4	25	Alexandre CHAUX	English	strategy, preparation before the test, 30 min. oral presentation
<b>MODULE F: MANAGING THE INTERNATIONAL DEPARTMENT AND COORDINATING ACTIVITIES</b>	<b>8</b>	<b>60</b>			
MF3 - Managing an international and multicultural team in a foreign language	2	40	Stéphane ALLAIN	English	Oral : Multicultural team management
MF5 - Optimizing the employees' potential	6	20	François HUBER	English	Study case : Organizing an international service
<b>PROFESSIONNAL PRACTICE AND ASSESSMENT - Internship in a company (6 month)</b>	<b>20</b>				
71-Written internship report	8				
72-Oral presentation	8				
73-Tutor assessment	4				
<b>MODULE 9: PROFESSIONNAL MAJOR (ELECTIVE COURSE)</b>	<b>4</b>	<b>40</b>			
LUXURY MARKET	4	40	Hélène CHENESSEAU	English	Continuous assessment and final exam
MG 2 - GLOBAL SOURCING	4	40	Sophie MELEDO	English	Continuous assessment and final exam
DIGITAL MARKETING	4	40	Antoine CHARVOZ	English	Continuous assessment and final exam
<b>MODULE F: LANGUAGE (Chinese/Japanese/Korean/FLE)</b>	<b>6</b>	<b>120</b>			
A61 - Languages Chinese / Japanese / Korean / FLE	6	120			Continuous assessment and final exam
Individual support for internship search in China		8	Alexandre CHAUX		
Individual support for internship search in Korea		9	Juhee KIM MAURICE		
Individual support for internship search in Japan		8	Kosuke KAWASAKI		
<b>TOTAL</b>		<b>565</b>			