BEM Program 2022/23

Module	Semester	Course title	Credits
Core Courses	A	Cases in International Marketing	5 ECTS
	A	Introduction to European Economic Policy	5 ECTS
	A	Business Negotiation	5 ECTS
Electives courses (choose 2 courses)	A	Basics in Strategy	5 ECTS
	A	Business Models New Paradigms	5 ECTS
	A	Innovation Management	5 ECTS
	A	Introduction to Entrepreneurship and Sustainibility Challenges	5 ECTS
	A	Digital transformation	5 ECTS
	A	Organizational Psychology	5 ECTS
	A	*European Integration History from a Transnational Perspective**	5 ECTS
French language course	A	French language course A (depending on the level - from A0 to C1)	5 ECTS
Core Courses	B	Principles in International Team Management	5 ECTS
	B	Strategic analysis	5 ECTS
	B	Financial Performance Analysis	5 ECTS
Electives courses (choose 2 courses)	B	Basics in Supply Chain Management	5 ECTS
	B	Strategic Decisions in Marketing (Business Game)	5 ECTS
	B	Ethics and Management	5 ECTS
	B	Leadership & HRM	5 ECTS
	B	Introduction to Investment and Financial Markets	5 ECTS
	B	Theatre & Body Language: Tools of Management	5 ECTS
French language course	B	French language course B (depending on the level - from A0 to C1)	5 ECTS
			Total 60 ECTS
Extracurricular mandatory modules	A + B	CforCSR	E-learning/platform

** A new elective course, proposed by the EPICUR alliance. Kindly note that places are limited in this elective course and a seperate application is required. Acceptance is decided by the organisers of the course.*