

# EXEMPLES DE CONTRATS D'ÉTUDES

Ces exemples, validés par les responsables pédagogiques, vous aident à construire votre projet de choix de cours. Ils sont modifiables et à adapter selon vos besoins. Avant de finaliser votre contrat, assurez-vous que les cours existent toujours sur le site de l'université partenaire. Votre projet doit correspondre aux unités d'enseignement (UE) du diplôme TSM que vous avez choisi.

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## Bachelor in Global Management 2

### EUROPE :

#### Espagne : CUNEF University

Course Code	Course title at the receiving institution (as indicated in the course catalogue)	Semester (1 or 2)	ECTS Credits
G23	Managerial accounting	2	6
G22	Business strategy and analysis	2	6
G9	Mathematics II	2	6
G26	Entrepreneurship and Innovation	2	6
G199	International organizations and	2	6

**Irlande : Trinity College**

<b>Course Code</b>	<b>Course title at the receiving institution (as indicated in the course catalogue)</b>	<b>Semester (1 or 2)</b>	<b>ECTS Credits</b>
BUU22510	Organisational behavior	1	5
BUU33700	Contemporary Marketing Management	1	5
BUU22580	Business Ethics	1	5
BUU33521	Management accounting for business	1	5
BUU33521	Managing people and leading change	1	5
BUU22570	Creative thinking and innovation	1	5
BUU33804	Social and Environmental innovation	2	5
BUU44702	New Product Development	2	5
BUU22560	Introduction to operations management	2	5
BUU33660	Organisation theory and organisational analysis	2	5
BUU22520	Principles of marketing	2	5
BUU33805	Financial risk management	2	5
<b>TOTAL</b>			60

**Pays-Bas : Maastricht University**

<b>Course Code</b>	<b>Course title at the receiving institution (as indicated in the course catalogue)</b>	<b>Semester (1 or 2)</b>	<b>ECTS Credits</b>
EBC2059	Management Accounting	1	6.5
EBC2100	Crisis Management in Organisations	1	6.5
EBC2178	Responsible data use	1	6.5
EBC2009	Marketing Management	1	6.5
EBS2035	Interview Skills and Techniques	1	4
EBC2175	Project and Process Management	2	6.5
EBC2070	International Financial Management	2	6.5
EBC2163	Human Resource management	2	6.5
EBC2158	Entrepreneurship and Small Business	2	6.5
EBS2019	Communication and Leadership Skills	2	4
<b>TOTAL</b>			60

**Royaume-Uni : Reading University**

Course Code	Course title at the receiving institution (as indicated in the course catalogue)	Semester (1 or 2)	ECTS Credits	Grade	French Grade (/20)
AC201	Management Accounting	2	10		
MM393	Corporate Strategy	2	10		
IC211	FX and International Debt Markets	2	10		

**HORS EUROPE :**

**Indonésie : Gadjra Mada University**

Course code	Course title at the receiving institution (as indicated in the course catalogue)	Semester (1 or 2)
EBMN2121	Human Resource Management	1
EBMN2125	Business Process Improvement and Innovation	1
EBMN2122	Financial Management	1
EBMN2121	International Business	1
AKU2203	Cost and Management Accounting	2
EBMN2122	Business Modelling	2
EBIE22220	Introduction to Economics 2	2
EBMN2120	Basic Anthropology	2

## Japon : Hitotsubashi University

Course code	Course title at the receiving institution (as indicated in the course catalogue)	Semester (1 or 2)
1HC71101	Human Resources and Diversity Management in Japan	1
1HC72101	Intercultural Communication in Japanese Business	1
1JD41101	tQuantitative Analysis in International Politics	1
1BB27801	Intermediate Course in Management	1
1HB70102	Basic Japanese I	1
1JD25201	International Organizations	2
1BE45201	Special lecture, international comparison in innovation A	2
1HC71001	Japanese Management A	2
1HC70101	Explore Japan	2
1HB71401	Intermediate Japanese I	2

## Bachelor in Global Management 3

EUROPE :

Autriche : University of Economics and Business

Course Code	Course title at the receiving institution (as indicated in the course catalogue)	Semester (1 or 2)	ECTS Credits
5285	Course III - Corporate Finance	1	6
4201	Course II - Strategic Business Analytics and	1	6
4859	Course V - Banks, Accounting and Supervision	1	6
6325	Advanced Strategic Management	1	6
5420	Business Psychology I	1	6

**Espagne : Universidad de Navarra**

Course Code	Course title at the receiving institution (as indicated in the course catalogue)	Semester (1 or 2)	ECTS Credits
ECONOM-0	Economy and society for a sustainable	1	6
STRATE-09	E-commerce	1	3
ESPANO-03	Español A2: comunicación y cultura	1	6
INFORM-08	Information system	1	6
FINANC-076	Financial Accounting I A	1	6
BUSINE-080	Business case analysis I	1	3
FASHIO-097	Fashion business strategy	1	3
<b>TOTAL</b>			33



**Turquie : Galatasaray University**

<b>Course Code</b>	<b>Course title at the receiving institution (as indicated in the course catalogue)</b>	<b>Semester (1 or 2)</b>	<b>ECTS Credits</b>
G457	financial diagnosis	1	5
G421	strategic management	1	5
G497	Business Ethics	1	5
G213	applied statistics	1	6
G427	Current Approaches in Management	1	5
G221	Management and Organization	1	6

**HORS EUROPE :**

**Etats-Unis : Dickinson College**

<b>Course code</b>	<b>Course title at the receiving institution (as indicated in the course catalogue)</b>	<b>Semester (1 or 2)</b>
290	Global Business: Theory and Context	1
250	Finance	1
400	Seminar in International Business Policy and Strategy	1
351	Corporate and Entrepreneurial Finance	1

## Mexique : Tec de Monterrey

Course Code	Course title at the receiving institution (as indicated in the course catalogue)	Semester (1 or 2)	X	+	✓
AD-1014	Business Leadership	1	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FZ-1011	Financial Decision		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
AD-2035	Introduction to Conscious Business		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
NI-1004	International Competitiveness and Business Opportunities		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

## Licence 2 - Gestion

EUROPE :

Hongrie : Budapest Business University

Course Code	Course title at the receiving institution (as indicated in the course catalogue)	Semester (1 or 2)	ECTS Credits
KOOG0BA0	Communication and Media Law	2	6
PEOK0BA06	Money and Capital Markets	1	6
PRKA0BA03	Presentation skills Development and rhetoric	2	3
SZAI0BA06	Basics of Accounting / Accounting (1)	1	6
VAEK0BA06	Corporate Finance	1	6
VAAN0BB06	Entrepreneurship	1	6
TAEI0BA03	The social History of the Media	2	3
UZOK0BA06	Business Law and International	1	6
MAAI0BC03	Co-Sciences of Marketing Communication	2	3
PEAI0BA06	Introduction to Finance	2	6
KOAN0BA0	Environmental Economics	2	3
SZAI0BA06	Introduction to Accounting	2	6
<b>TOTAL</b>			60

**HORS EUROPE :**

**Corée : Solbridge International School of Business**

<b>Course code</b>	<b>Course title at the receiving institution (as indicated in the course catalogue)</b>	<b>Semester (1 or 2)</b>
ACC203	Managerial Accounting	2
ASM411B	Asian Marketing	2
ACC201B	Financial Accounting	2
FIN305	Introduction to Corporate Finance	2
BUS314C	Business Law and Ethics	2
KOR201	Korean Intermediate 1	2

**Corée : Chonnam National University**

<b>Course code</b>	<b>Course title at the receiving institution (as indicated in the course catalogue)</b>	<b>Semester (1 or 2)</b>
BUS2034	Comptabilité de gestion 2	2
BUS4026	Service Marketing	2
BUS3002	Théorie de l'investissement	2
BUS1002	Principles of Accounting	2

## L3 Comptabilité-Contrôle

### EUROPE

#### Slovaquie - University of Economics in Bratislava

Course Code	Course title at the receiving institution (as indicated in the course catalogue)	Semester (1 or 2)	X	+	✓	ECTS Credits
KÚA FHI/NIE2	Accounting for managers	1	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	6
KPF FPM/MM	Corporate financial analysis	1	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	6
KMO OF/OOE	European Union	1	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	8
KM FPM/MME	Management decision-making	1	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	6
KPOI NHF/NN	Risk Management and insurances	1	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	6

### HORS EUROPE

#### Canada - Université du Québec à Montréal

Course code	Course title at the receiving institution (as indicated in the course catalogue)	Semester (1 or 2)
JUR1031	Introduction au droit des affaires	1
AOT4200	Introduction à la gestion des opérations	1
DSR2011	Responsabilité Sociale des entreprises	1
MGT2150	Management	1
SCO1240	Introduction à la comptabilité financière	1

**Canada - Université du Québec à Trois-Rivières**

<b>Course code</b>	<b>Course title at the receiving institution (as indicated in the course catalogue)</b>	<b>Semester (1 or 2)</b>
CTB1027	Comptabilité financière I : postes courants	1
ADM1031	Valeurs mobilières	1
GAE1003	Entrepreneuriat et démarrage d' entreprises	1
GAE1046	Management international	1

## LICENCE 3 Management

### EUROPE

#### Allemagne - Technische Universität München (TUM)

MGT001472	Applied Strategy and Organization: Strategies for international Corporations	2	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	3
WI000023	Economics II - Macroeconomics	2	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	6
WI001057	Cost Accounting	2	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	6
WI000285	Innovative Entrepreneurs	2	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	3
MGT001404	Scaling Entrepreneurial Ventures	2	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	6
WI001281	The Economics of Firm Competition	2	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	6

## Espagne - Universitat Pompeu Fabra

Course Code	Course title at the receiving institution (as indicated in the course catalogue)	Semester (1 or 2)	ECTS Credits
21137	Marketing	1	5
21958	Business Logistics	1	5
20668	Psychology and Business	1	5
25885	Entrepreneurship and Innovation in the Third	1	5
21916	Consumer Behaviour	2	5
20687	Commercial Management II	2	5
21861	Human Resources II	2	5
21142	Strategic Management I	2	5
21866	Entrepreneurship	3	5
20669	Digital and Direct Management	3	5
21320	Present and Future of European Integration	3	5
21871	Current Issues in Business Policy	3	5
<b>TOTAL</b>			60



## Italie - Università degli studi di Bologna

Course Code	Course title at the receiving institution (as indicated in the course catalogue)	Semester (1 or 2)	ECTS Credits
47736	Accounting	1	9
37296	Commercial Law	1	8
90548	Introduction to project financing	1	6
83692	Introduction to italian culture	1	6
96343	Programing lab 2	1	2

## Norvège - Norwegian School of Economics (NHH)

Course Code	Course title at the receiving institution (as indicated in the course catalogue)	Semester (1 or 2)	ECTS Credits
BED3E	Finance	1	7.5
SAM17	Economics and Psychology	1	7.5
SOL12	Management Consulting	1	7.5
SOL13	Purchasing Strategy and Supply Chain	1	7.5
NOR10	Norwegian Language for Foreign Students level	1	2

## HORS EUROPE

### Colombie - Universidad del Rosario

Course Code	Course title at the receiving institution (as indicated in the course catalogue)	Semester (1 or 2)	X	+	✓
10810012	Strategy	2	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
16920002	International Trade	2	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
16910066	Business Intelligence With Big Data	2	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
15220017	Juego Gerencial y Simulacion de Empresa	2	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

### Mexique - ITESM

Course code	Course title at the receiving institution (as indicated in the course catalogue)	Semester (1 or 2)
ADM-11013	International management	1
ADM-14413	Managerial skills development	1
ADM-12022	global strategy	1
ADM-15750	finance and the mexican financial system	1

## LICENCE 3 Marketing

### EUROPE

#### Finlande - University of Vaasa

Course Code	Course title at the receiving institution (as indicated in the course catalogue)	Semester (1 or 2)	ECTS Credits
JOHT2032	Leading People	1	5
MARK2035	Cultures of Consumption	1	5
JOHT2005	International Management	1	5
MARK2060	Essentials of Digital Marketing and Online Platforms	1	5
MARK2012	Export Marketing	1	5
JOHT3002	Cross-Cultural Management	1	5

#### Royaume-Uni - Essex University

Course Code	Course title at the receiving institution (as <u>indicated</u> in the course catalogue)	Semester (1 or 2)	ECTS Credits
BE431-5-AU-CO	Business Strategy	1	7,5
BE440-6-AU-CO	Brand Management	1	7,5
BE311-5-AU-CO	Corporate Finance	1	7,5
BE313-5-AU-CO	Portfolio Analysis	1	7,5
BE411-5-ZU-CO	Operations and Supply Chain Management	2	7,5
BE530-6-ZU-CO	Critical Marketing Perspectives	2	7,5
BE518-5-ZU-CO	Digital Marketing and Social Media	2	7,5
BE304-4-ZU-CO	Introduction to Finance	2	7,5

## HORS EUROPE

### Japon - Meiji University

Course code	Course title at the receiving institution (as indicated in the course catalogue)	Semester (1 or 2)
17507201	Fundamentals of Management A	2
17506701	Strategic Business Communication A	2
17426901	Strategic Marketing A	2
17508201	Contents Business A	2
17425901	Transcultural management A	2
17508001	Internet Business A	2

## Licence 3 Numérique et Management

### EUROPE

#### Irlande - Trinity College Dublin

Course Code	Course title at the receiving institution (as indicated in the course catalogue)	Semester (1 or 2)	ECTS Credits
ECU44131	The World Economy	1	10
BUU44510	International Business & The Global Economy	1	5
ECU33061	Economics of Policy Issues A	1	5
ECU33041	Economics of Less Developed Countries A	1	5
BUU33806	Digital and AI Strategy	1	5
BUU44510	International Business & The Global Economy	2	5
ECU33062	Economics of Policy Issues B	2	5
CSU44081	Entrepreneurship & High Tech Venture Creation	2	5
GGU33915	Globalisation and Geopolitics	2	5
ECU33042	Economics of Less Developed Countries B	2	5
BUU44702	New Product Development	2	5
<b>TOTAL</b>			60

## M1 Comptabilité Contrôle et Audit Organisationnel

EUROPE

Allemagne - Johann Wolfgang Goethe Universität

Course Code	Course title at the receiving institution (as indicated in the course catalogue)	Semester (1 or 2)	ECTS Credits
HOB1_W24	Topics in Financial Reporting	1	6
SMMA	Strategic Market Management	1	6
POMA	Portfolio Management	1	6
STEN	Strategic Entrepreneurship	1	6
CSBE	CSRD & Business Ethics	1	6
BOM1_S24	Contemporary Topics in Empirical Management Accounting Research	2	6
WPMF_MC	Management Control and Incentives	2	6
HAKI_S24	Personal Finance	2	6
NFRM	Non-Financial and ESG Risk Management	2	6
PIEC	Performance Measurement, Incentives and	2	6

## Espagne - Universidad de Cadiz

Course Code	Course title at the receiving institution (as indicated in the course catalogue)	Semester (1 or 2)	ECTS Credits
21507020	CONTABILIDAD DE GESTIÓN	2	6
21507023	ANÁLISIS DE LOS ESTADOS FINANCIEROS	2	6
21507042	RESPONSABILIDAD SOCIAL DE LA	2	6
21506037	HABILIDADES DIRECTIVAS	2	6
21506034	CREACIÓN DE EMPRESAS	2	6

## HORS EUROPE

## Thaïlande - Mahidol University

Course code	Course title at the receiving institution (as indicated in the course catalogue)	Semester (1 or 2)
MGMG 509	Strategic Management	1
MGMG 513	Financial Management	1
MGMG 503	Operation Management	1
MGMG 547	Managing People in Organizations	1
MGMG 517	Investment Management	2
MGMG 748	Financial Planning, Strategy and Value Creation	2
MGMG 598	Managing Business Information and Emerging Managing	2
MGMG 605	Project Management	2

## M1 Finance

### EUROPE

#### Allemagne - Universität Hamburg

85-205	Banking	1	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	6
85-210	Current topics in Banking and Behavioral Finance	1	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	6
85-501	Quantitative Business Process Analysis and Optimization	1	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	6
85-506	Applied Optimization	1	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	6
85-710	Technology and Innovation Management	1	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	

22-30.100	Derivatives: Pricing and Hedging	2	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	6
23-31.41.221	International Accounting and Controlling	2	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	6
23-21.73.211	Corporate Financial Statements	2	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	6
23-31.34.221	International CSR Reporting	2	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	6
22-30.105	Panel Data Econometrics using Stata	2	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	6



**Italie - Università degli Studi di Roma 'Tor Vergata'**

<b>Semestre</b>	<b>Code ECTS</b>	<b>Intitulé de la matière</b>	<b>Crédits</b>
1	8011971	Asset Pricing	6
1	8011462	Investment Banking	6
1	8010848	Statistics	6
1	8011969	Coding and Data Analysis for finance	6
1	801181	Derivatives	6
2	8011970	Time Series and Econometrics	6
2	8011660	Financial Market Models	6
2	8010428	Corporate Finance	6
2	8011288	Financial Econometrics	6
2	8011973	Fixed income	6

## M1 Gestion des Ressources Humaines

### EUROPE

#### Italie – Tor Vergata Rome

Bloc de compétences	Semestre	Code ECTS	Intitulé de la matière	Crédits
Compétences Transversales	1	8011739	Organisational psychology	6
	1	8011738	Organisational communication and presentation skills	6
Compétences Disciplinaires	1	8011213	Organisational dynamics and behavior	6
	1	8011859	General management	12
		Total ECTS : 30.00		

**HORS EUROPE :****Pérou – Universidad del Pacifico**

<b>Bloc de compétences</b>	<b>Semestre</b>	<b>Code ECTS</b>	<b>Intitulé de la matière</b>
<b>Compétences Disciplinaires</b>	1	141765	Selección y Evaluación de Personal
	1	141402	Human Resource Management
<b>Compétences Transversales</b>	1	1MN034	Estrategias de Comunicación
	1	141401	Manejo de Conflictos
<b>Compétences Disciplinaires</b>	2	1MN013	International Human Resources Management
	2	140752	Gestión de la Cultura Empresarial
<b>Compétences Transversales</b>	2	1MN144	Marketing Analytics
	2	141616	Cross Cultural & International Management

## M1 Management Stratégique

### EUROPE

#### Espagne - Universidad Carlos III de Madrid

Course Code	Course title at the receiving institution (as indicated in the course catalogue)	Semester (1 or 2)	ECTS Credits
	Effective language strategies	1	3
	Introduction to business administration	1	6
	Consumer behavior	1	6
	Strategic management	1	6
	Operations management	1	6
	Entrepreneurship	1	3

#### Estonie - Tallinn University of Technology

Course Code	Course title at the receiving institution (as indicated in the course catalogue)	Semester (1 or 2)	ECTS Credits
MMO5450	Strategic Management	1	6
MMO5500	Management and Leadership	1	6
TMJ3300	Entrepreneurship and Business Planning	1	6
MNI5160	Entrepreneurship, Innovation and Technology Management	1	6
TMM2150	Basic Marketing	1	6

## Pays-Bas : Maastricht University

Course Code	Course title at the receiving institution (as indicated in the course catalogue)	Semester (1 or 2)	ECTS Credits
EBC4078	Marketing strategy and innovation	1	6,5
EBC4041	Strategic Entrepreneurship and innovation	1	6,5
EBC4044	International competitive analysis and strategy	1	6,5
EBC4016	Supply chain operations management	1	6,5
EBS2144	Creativity and concept development	1	4
EBC4076	Service management	2	6,5
EBC4059	Business process management	2	6,5
EBC4107	Business intelligence case studies	2	6,5
EBC4106	Business innovation and sustainable development	2	6,5
EBS2015	Business plan	2	4

## HORS EUROPE

### Japon - Hitotsubashi University

Course code	Course title at the receiving institution (as indicated in the course catalogue)	Semester (1 or 2)
70158	ENTREPRENEURSHIP AND SMALL BUSINESS	2
78091	JAPANESE PRODUCTION MANAGEMENT SYSTEMS	2
23236	ORGANIZATIONAL CHANGE	2
17398	DEEP CULTURE DIFFERENCE : UNDERSTANDING	2
90320	CYBER CIVILIZATION: REVOLUTION AND EVOLUTION	2

### Thaïlande - Mahidol University

Course code	Course title at the receiving institution (as indicated in the course catalogue)	Semester (1 or 2)
MGMG547	Managing people in organization	1
MGMG509	Strategic Management	1
MGMG810	Managing Digital Transformation in Healthcare organizations	1
MGMG697	Thematic Paper : Consulting Practice (Data to intelligence)	1

## M1 Management International

### EUROPE

#### Allemagne - Universität Hamburg

Course Code	Course title at the receiving institution (as indicated in the course catalogue)	Semester (1 or 2)	ECTS Credits
85-111	Business process management	1	6
83-505	Supply chain management	1	6
23-31.18.22	Corporate Strategy	1	6
83-203	Corporate finance	1	6
85-902	International taxation I	1	6
83-804	Entreprise resource planning with SAP	2	6
85-006	Market research	2	6
83-702	Entrepreneurial firm	2	6
85-114	E-business	2	6
83-707	Introduction to positive organizationan science	2	6

**Italie - Università degli Studi di Napoli "Parthenope"**

<b>Course Code</b>	<b>Course title at the receiving institution (as indicated in the course catalogue)</b>	<b>Semester (1 or 2)</b>	<b>ECTS Credits</b>
A001150	Cross Cultural Management	1	9
A001656	Political Economy and Innovation	2	6
A001147	International Monetary Economics	2	9
A001149	Risk Management	2	6
A002068	Internationalization And Export Management	1	6
A001666	Entrepreneurship	1	9
A002069	Brand Management (Iebm Ii Part)	2	6
A001653	Innovation And Business Design	1	9



## Corée - Chonnam University

Course code	Course title at the receiving institution (as indicated in the course catalogue)	Semester (1 or 2)
BUS1001	Principals of management	1
BUS9031	Principals of Marketing Reasearch	1
BUS1002	Principals of accounting	1
GR25395	Behaviral and Experimental Research Methodologies for	1
CLT0965	Everyday Korean 1	1
GR00632	Management information system	2
BUS2017	Financial management	2
BUS2035	Global Business Management	2
BUS2016	Marketing Management	2
CLT0965	Everyday Korean 1	2

## M1 Marketing

### EUROPE

#### Danemark - Copenhagen Business School (CBS)

Course Code	Course title at the receiving institution (as indicated in the course catalogue)	Semester (1 or 2)	ECTS Credits
KAN-CKOM	Communication and Social Media Management	1	7.5
KAN-CKOM	International Markets and Consumers	1	7.5
KAN-CCMV	Open innovation and Branding	1	7.5
BA-BEBUO	Statistics	1	7.5
BBLCV2301	Marketing Essentials in a Perspective of Future	2	7.5
BEBUO101	Marketing	2	7.5
CCMVV403	The Role of Emotions in Marketing and	2	7.5
CKOMV150	Consumer Culture and Market Segmentation	2	7.5
<b>TOTAL</b>			60

## Espagne - CUNEF Universidad

Course Code	Course title at the receiving institution (as indicated in the course catalogue)	Semester (1 or 2)	ECTS Credits
G30	Market research and analysis	2	6
G16	Marketing management	2	6
G26	Entrepreneurship and innovation	2	6
G199	International business and global management	2	6
G 309	International marketing	2	6
G 37	Ethics and social responsibility	2	6

## Norvège - BI Norwegian Business School

Course Code	Course title at the receiving institution (as indicated in the course catalogue)	Semester (1 or 2)	ECTS Credits
GRA 6440	Marketing Innovation Management	1	6
GRA 6433	Marketing Communication	1	6
GRA 4145	Brand Management	1	6
GRA 3136	New Venture Creation	1	6
EDI 3520	Digital Marketing	1	7,5
GRA 6143	Corporate Branding and Storytelling	2	6
ELE 3902	Multisensory Experiences	2	7,5
GRA 3151	Foundations of Innovation and Corporate	2	6
ELE 3919	Strategic Sustainable Innovation	2	7,5
GRA 6437	Marketing Researchs	2	6