

ONLINE UNDERGRADUATE SUMMER PROGRAM 2021

PAIRINGS	COURSES TITLES	COURSE COUNTAINS	LANGUAGE OF TEACHING	HOURS	ECTS
A	International Luxury Brand Marketing	<p>This course has several distinct parts:</p> <ul style="list-style-type: none"> o- Introduction to International Marketing and Brand Management o- Luxury Brand Management and Marketing o- Luxury Retailing and Distribution Management o- Luxury consumer behaviour <p>This course is designed to introduce the student to the nature and practice of international marketing management. This will include an understanding of international marketing terminology, models and concepts. The course develops an awareness of the complexities found in international marketing. Focus is given on understanding the international marketing environment, marketing management tools, and developing entry strategies.</p>	ENGLISH	45	6
	International Business Management	<p>Nowadays manager is expected from the start to be and do everything. This course will take a look at business management skills and competencies from an international perspective focusing not only on cross-cultural awareness and problem-solving, but also on preventing conflicts before they arise and negotiating one's way out of them when they cannot be avoided. The course will look closely at internationalization strategies and cases from a decidedly management point of view.</p> <ul style="list-style-type: none"> oPart One: Cross-Cultural Management oPart Two: International Corporate Management oPart Three: International Conflict Prevention and Negotiation 	ENGLISH	45	6

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B	International Business Management	<p>Nowadays manager is expected from the start to be and do everything. This course will take a look at business management skills and competencies from an international perspective focusing not only on cross-cultural awareness and problem-solving, but also on preventing conflicts before they arise and negotiating one's way out of them when they cannot be avoided. The course will look closely at internationalization strategies and cases from a decidedly management point of view.</p> <ul style="list-style-type: none"> oPart One: Cross-Cultural Management oPart Two: International Corporate Management oPart Three: International Conflict Prevention and Negotiation 	ENGLISH	45	6
	Digital Culture, Innovation & New Markets	<p>This course provides an experienced-based approach to the digital driven innovation process of multinational companies through an innovation project carried out by multicultural student teams during the program and through the visit of innovative companies related to the subject.</p> <ul style="list-style-type: none"> o Consumers trends: GenY, GenZ, etc. o Competitive intelligence: dashboard creation, and so on o Idea generation and experimentation: rapid prototyping, etc. o Communication: mobile marketing, blog marketing, social media marketing for innovations, and so on 	ENGLISH	45	6

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C	European studies + European economics	<p>Students will learn the origins of the European Union, its historical development and the current state of the Union. After introducing the students to the most relevant historical personalities, treaties and institutions, the students will be guided to analyse current issues of interest, like democracy within the EU, the European elections in 2019 and Brexit negotiations.</p> <p>This course aims to provide a general understanding of the European Union from an IPE perspective. It looks at the functioning and the policies of the European Union as well as the effects both within and outside the EU of the application of those policies. In order to understand some of the economic issues studied, the programme includes some refreshers of basic macro-economic theory. By the end of the course, students should be able to provide their personal, critical analysis of the most controversial European economic, political and social issues.</p>	ENGLISH	45	6
	Intercultural Communication & French Cultural awareness	<p>Introduction to fundamental concepts of intercultural communication and cultural awareness:</p> <ul style="list-style-type: none"> - skills and competences for efficient communication - cross-cultural stereotypes, perception and cultural awareness - focus on French national culture: wine, gastronomy, heritage, tradition, French cinema, literature, music amongst others - symbols and collective identity 	ENGLISH	45	6