NOVANCIA Bachelor 3rd year 2014 - 2015

How to choose your courses

* Only one course can be selected per unit.
* In units comprising several courses, please note that all the courses are scheduled to run concurrently
* Certain courses are offered with or without a project: “Ethics and sustainable development”,”Business marketing”,“Innovation” and “Geopolitic” : please specify whether the course you have chosen is with or without a project
* For units 3.1 to 3.5: the language of the courses chosen must be consistent: the student must choose to do all the courses in English or all in French
* The students are not allowed to make a course change after classes have begun

*In black : courses taught in English*

*In blue : courses taught in French*

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| Fall semester 2014 – 23rd September 2014 – 19th December 2014 | | | | | |
|  | Language | Contact hours | Projects | US credits | ECTS credits |
| Unit 3.1  3.1.1 Strategy analysis  3.1.2 *Analyse stratégique* | English  *French* | 30  30 |  | 2  2 | 3  3 |
| Unit 3.2  3.2.1 Business plan-finance  3.2.2 *Business plan financier* | English  *French* | 30  30 |  | 2  2 | 3  3 |
| Unit 3.3  3.3.1 Ethics and sustainable development (with project)  3.3.2 Ethics and sustainable development (without project)  3.3.3 *Ethique et développement durable* | English  English  *French* | 30  30  30 | 15 | 3  2  2 | 5  3  3 |
| Unit 3.4  3.4.1 *Droit des sociétés*  3.4.2 International business law | *French*  English | 30  30 |  | 2  2 | 3  3 |
| Unit 3.5  3.5.1 Human resource management  3.5.2 *Gestion des Ressources Humaines* | English  *French* | 30  30 |  | 2  2 | 3  3 |
| Unit 3.6  3.6.1 Humanitarian actions in the French economy | English | 15 |  | 1 | 2 |
| Unit 3.7  3.7.1 French as a foreign language |  | 30 |  | 2 | 3 |
| Unit 3.8  3.8.1 Economic intelligence  *3.8.2 Intelligence économique*  3.8.3Media & society  *3.8.4* *Media & societé* | English  *French*  English  *French* | 20  20  20  20 |  | 1  1  1  1 | 2  2  2  2 |
| Unit 3.9  3.9.1 Perspectives on Innovation  *3.9.2 Marketing des affaires* | English  *French* | 30  30 |  | 2  2 | 4  4 |
| Unit 3.10  3.10.1 Business Marketing (with project)  3.10.2 Business marketing (without project)  *3.10.2 Réseaux et entrepreneurs*  3.10.3 Brand management | English  English  *French*  English | 30  30  30  30 | 15 | 3  2  2  2 | 6  4  4  4 |

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| Fall semester 2014 – 23rd September 2014 – 19th December 2014 | | | | | |
|  | Language | Contact hours | Projects | US credits | ECTS credits |
| Unit 3.11  3.11.1 Perspectives on innovation (with project)  3.11.2 Perspectives on Innovation (without project)  *3.11.3 Perspectives sur l’Innovation*  *3.11.4 Gestion des marques*  3.11.5 Geopolitic (with project)  3.11.6 Geopolitic (without project)  *3.11.7 Géopolitique* | English  English  *French*  *French*  English  English  *French* | 30  30  30  30  30  30  30 | 15  15 | 3  2  2  2  3  2  2 | 6  4  4  4  6  4  4 |
| Unit 3.12  3.12.1 Financial engineering  *3.12.2 Ingénierie financière*  3.12.3 International and intercultural management | English  *French*  English | 30  30  30 |  | 2  2  2 | 4  4  4 |

NOVANCIA Bachelor 3rd year English Track

*How to choose courses?*

* Only one course can be selected per unit.
* In units comprising several courses, please note that all the courses are scheduled to run concurrently
* For units 3.14 to 3.17: the language of the courses chosen must be consistent: the student must choose to do all the courses in English or all in French
* The students are not allowed to make a course change after classes have begun

*In black : courses taught in English*

*In blue : courses taught in French*

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|  | Spring semester 2015 – 05th January – 3rd April 2015 | | | | | |
|  | | Language | Contact hours | Projects | US credits | ECTS credits |
| Unit 3.14  3.14.1 People management  3.14.2 *Management des hommes* | | English  *French* | 30  30 |  | 2  2 | 3  3 |
| Unit 3.15  3.15.1 Business game  3.15.2 *Jeu d’entreprise* | | English  *French* | 20  20 |  | 1  1 | 2  2 |
| Unit 3.16  3.16.1 National and international business development  3.16.2 *Développement d’affaires national et international* | | English  *French* | 35  35 |  | 3  3 | 4  4 |
| Unit 3.17  3.17.1 Professional opportunities and challenges + Sectorial research paper  3.17.2 *Perspectives et enjeux professionnels + dossier recherche sectorielle*  3.17.3 Job hunting technics  + Internship (DD students only) | | English  *French*  English | 15  15  15 |  | 5  5  5 | 9  9  9 |
| Unit 3.18  3.18.1 French as a foreign language | |  | 30 |  | 2 | 3 |
| Unit 3.19  3.19.1 Multi channel strategy & merchandising  3.19.2 *Stratégie multicanal et merchandising*  3.19.3 *Evaluation d’entreprise*  3.19.4 *Accompagnement de projet* | | English  *French*  *French*  *French* | 30  30  30  30 |  | 2  2  2  2 | 4  4  4  4 |
| Unit 3.20  3.20.1 *Business development*  3.20.2 *Stratégie multi canal et merchandising*  3.20.3 Cultural marketing  3.20.4 International relations | | *French*  *French*  English  English | 30  30  30  30 |  | 2  2  2  2 | 4  4  4  4 |
| Unit 3.21  3.21.1 *Sociologie des activités économiques*  3.21.2 Sociological approach to business  3.21.3 *Fiscalité*  3.21.4 Multi-channel strategy and merchandising | | *French*  English  *French*  English | 30  30  30  30 |  | 2  2  2  2 | 4  4  4  4 |