

Bachelor in Branch: business sciences

Specialty: *marketing*

The most important objectives of this licence are

Students will identify, assess, and shape entrepreneurial opportunities in a variety of contexts.

Students will understand business ethics and issues of social responsibility.

Students will demonstrate effective communication and professional behavioral skills in business settings.

Field	Branch	Speciality
Business economics and management sciences	<i>Business sciences</i>	<i>Marketing</i>

First Semester

Teaching unit	Matter	Credit	Coefficient	Course	TD	Practical Work	HV/W
Fundamental Unit	financial accounting 1	6	3	3	1.30		4.30
	micro-economy1	6	3	3	1.30		4.30
	introduction to economy	6	3	3	1.30		4.30
Methodological unit	Statistics 1	5	3	3	1.30		4.30
	Mathematics 1	4	2	1.30	1.30		3
Discovery unit	Introduction to the sociology of organisations	1	1	1.30			1.30
	Introduction to law	1	1	1.30			1.30

Teaching unit	Matter	Credit	Coefficient	Course	TD	Practical Work	HV/W
Transversale Unit	English language	1	1		1.30		1.30

Second Semester 2

Teaching unit	Matter	Credit	Coefficient	Courses	TD	Practical Work	HV/W
Fundamental Unit	financial accounting 2	6	3	3	1.30		4.30
	micro economy 2	4	2	1.30	1.30		3
	Entreprise's economy	4	2	1.30	1.30		3
	Economic's History thought	4	2	1.30	1.30		3
Methodological unit	Statistics 2	5	3	3	1.30		4.30
	Mathematics 2	4	2	1.30	1.30		3
Discovery unit	Computing 1	1	1			1.30	1.30
	commercial law	1	1	1.30			1.30
Transversale Unit	English language 2	1	1		1.30		1.30

Third Semester

Teaching unit	Matter	Credit	Coefficient	Courses	TD	Practical Work	HV/W
Fundamental Unit	Entreprise's management	6	2	1.30	1.30		3
	macro-economy1	6	2	1.30	1.30		3

Teaching unit	Matter	Credit	Coefficient	Courses	TD	Practical Work	HV/W
	financial analysis	5	2	1.30	1.30		3
Methodological unit	Statistics 3	3	2	1.30	1.30		3
	Entreprise's mathematics	3	2	1.30	1.30		3
	methodology	1	1	1.30			1.30
Discovery unit	Monetary Economics and Capital Markets	4	2	1.30	1.30		3
	Computing 2	1	2	1.30		1.30	3
Transversale Unit	English language	1	1		1.30		1.30

Fourth semester

Teaching unit	Matter	Credit	Coefficient	Courses	TD	Practical Work	HV/W
Fundamental Unit	Entreprise's economy	6	2	1.30	1.30		3
	macro-economy2	6	2	1.30	1.30		3
	Public Finance	4	1	1.30	1.30		3
Methodological unit	marketing	5	2	1.30	1.30		3
	financial mathematics	5	2	1.30	1.30		3
Discovery unit	Computing 3	3	2	1.30		1.30	3
Transversale Unit	Corruption and work ethics	1	1	1.30			1.30

Fifth semester

Teaching unit	Matter	Credit	Coefficient	Courses	TD	Practical Work TP	HV/W
Fundamental Unit	Marketing information systems	6	2	1.30	1.30		3
	Marketing research	6	2	1.30	1.30		3
	Consumer behavior	6	2	1.30	1.30		3
Methodological unit	Green marketing	5	2	1.30	1.30		3
	Communication	4	1	1.30			1.30
Discovery unit	Consumer's protection law	2	1	1.30			1.30
Transversale Unit	English language	1	1		1.30		1.30

Six Semester

Teaching unit	Matter	Credit	Coefficient	Courses	TD	Practical Work	HV/W
Fundamental Unit	Strategic marketing	6	2	1.30	1.30		3
	International marketing	6	2	1.30	1.30		3
	Electronic marketing	6	2	1.30	1.30		3
Methodological unit	Data_base analysis	5	2	1.30		1.30	3
	Internship report	4	1				
Discovery unit	Competition law	2	1	1.30			1.30

Teaching unit	Matter	Credit	Coefficient	Courses	TD	Practical Work	HV/W
Transversale Unit	English language	1	1		1.30		1.30