

COURSE LIST - FALL 2021 - UNDERGRADUATE LEVEL 3

BACHELOR 3 - LEVEL 3		
Course name	ECTS	Course objectives
Financial Analysis	3	<ul style="list-style-type: none"> - To understand the functional logic of a company - To read and interpret the financial situation of a company
Services Management (Business Game)	3	<ul style="list-style-type: none"> - To analyze customer needs and expectations - To identify key organizational variables that influence the success of a project - To adapt to the complexity of operating as a team with a common goal - To make decisions and understand the implications of decisions
Business Plan Methodology	3	<ul style="list-style-type: none"> - To evaluate entrepreneurial opportunities - To diagnose and overcome entrepreneurial difficulties and hurdles - To apply problem solving skills - To communicate and persuade effectively
Advanced Office Skills	2	<ul style="list-style-type: none"> - To manage and edit large documents - To conduct document mailings - To analyse survey data - To conduct financial calculations - To communicate results through graphics
Company Performance Optimization	2	<ul style="list-style-type: none"> - To acquire the competences to communicate effectively with specialists - To structure decision making to facilitate the implementation of company performance optimization tools - To interpret and use results in companies
Strategic Marketing	3	<ul style="list-style-type: none"> - To be able to build a coherent strategy based on segmentation, targeting and positioning - To analyse and present market data towards a specific end - To integrate the digital transformation into strategic marketing plans - To select and put in use appropriate models for conceptualizing markets
Tax Planning	2	<ul style="list-style-type: none"> - To introduce business taxation - To study the taxation of companies in its different legal forms (sole proprietorships, partnerships, corporations) - To calculate corporate tax - To study corporate profits from household taxation
Project Management	3	<ul style="list-style-type: none"> - To apply project management tools to a given context - To develop a project plan - To integrate time, budget and customer needs into project planning
E: International Trade	3	<ul style="list-style-type: none"> - To build an export plan or an international plan - To explore and assess relevant entry markets - To use international commercial tools such as INCOTERMS
E: Conflict Management	2	<ul style="list-style-type: none"> - To analyse the psycho-sociological factors - To develop team management skills
E: Commercial Contract Law	2	<ul style="list-style-type: none"> - To resolve legal issues in a structured and clear manner - To manage effectively the different sales contracts
E: Sales Management	3	<ul style="list-style-type: none"> - To identify and understand a sales opportunity/situation - To design a sales action plan which incorporates ROI analysis

PGE 1 - LEVEL 3		
Course name	ECTS	Course objectives
Adaptability and Soft Skills	1	<ul style="list-style-type: none"> - To introduce soft skills by experimenting with situations and scenarios - To encourage creativity, collaboration and agility
Business Computing	2	<ul style="list-style-type: none"> - To use basic functions for word, spreadsheet and presentation tools - To design a presentation for professional use
Financial Accounting	3	<ul style="list-style-type: none"> - To understand the accounting logic and mechanisms - To keep simple accounts and understand the annual accounts of a company
Introduction to Economic and Social Issues	3	<ul style="list-style-type: none"> - To develop general culture relating to the great contemporary economic issues: the organization and regulation of the economy and technological changes, growth and employment
Law	2	<ul style="list-style-type: none"> - To understand the fundamental principles and the main concepts of private law - To know the essential rules that govern economic and commercial activities
Management Control	3	<ul style="list-style-type: none"> - To understand the role of management control in the organization - To understand the processes for establishing the forecast budgets
Marketing Fundamentals	3	<ul style="list-style-type: none"> - To understand the fundamentals of marketing - To be able to analyze a market - To know the basic concepts of segmentation, targeting and positioning
Modern Economic System	3	<ul style="list-style-type: none"> - To understand the short and medium-term challenges in order to grasp current developments - To be able to offer a relevant presentation related to fundamental or current economic and social fact
Organizational Theory	3	<ul style="list-style-type: none"> - To understand the drivers of organizations - To know the theories that explain the behaviours of their stakeholders - To apply them to concrete situations
Team Management	3	<ul style="list-style-type: none"> - To equip with main project management skills - To define project goals and objectives and develop a work breakdown structure - To control and assess progress at each step and lead the project team
Foreign languages (Chinese, German, Italian, Spanish, French)	2	<ul style="list-style-type: none"> - Learn the language (different levels)