

Unipd Track: Management and Marketing

3rd year @Unipd		CLERMONT SCHOOL OF BUSINESS	
ASSOCIAZIONE 1			
	ECTS		ECTS
OPERATIONS MANAGEMENT AND DIGITAL TECHNOLOGIES	6	Diagnose and Build the Strategy: an International and Sustainable Development Perspective	5
HUMAN RESOURCE MANAGEMENT	6	Create a Professional Website and use Digital Marketing Tools	5
INDUSTRIAL ORGANIZATION AND HIGH-TECH MARKETS	6	Introduction to Research Methodology	3
MANAGEMENT ACCOUNTING AND CONTROL SYSTEMS	6	Analyze Financial Deals and to explore the Functioning of Financial Markets	6
MARKETING	6	Analyze Cultural Differences to enhance Professional Interactions	6
		Analyze the Dynamics of Geopolitical Power at the Political-Military, Economic, and Environmental Levels	5
CREDITI LIBERI (TAF D)			
		Negotiate in English	4
		Set up a Sales Organization	5
		Develop Multicultural Teambuilding Skills	2
		Study Ethics and Morality in Business	5
		Communicate and Convince in FLE 1 (French as Foreign Language)	2
		Communicate and Convince in FLE 2 (French as Foreign Language)	2
		Boost your Talents & Career	2
		Optional course sem 1 (scegli 1)	4
		Optional course sem 2 (scegli 1)	4
			60 ECTS
SCEGLIERE 2/6 DEI SEGUENTI ESAMI A LIBERA SCELTA: 1 PER SEMESTRE			
		Denominazione dell'attività	ECTS
		Understanding the Current Hot Topics and Anticipating the Foreseeable Trends in the Sport Business Industry	4
		Explore International Management: an Interdisciplinary Approach	4
		Understanding the Economics of Globalization	4
		Explore the Fundamentals of Financial Technologies / Fintechs and the Digitalisation of Finance	4
		Get Started with Digital Marketing	4
		Visualize and Analyze Data	4

BACHELOR IN INTERNATIONAL MANAGEMENT - YEAR 3 ALL IN ENGLISH - 2025/2026							
1ST SEMESTER	MODULE CODE	COURSES	COURSE LEADER	FACE TO FACE CLASS	INDIVIDUAL WORK	TOTAL HOURS OF INSTRUCTION	ECTS CREDITS
	Core courses			150	450	600	24
	CFE-BIM-05-MCTEAM-CL-EN	Develop multicultural teambuilding skills	VIGIER Mary	12	38	50	2
	CFE-BIM-05-ETHIC-CL-EN	Study ethics and morality in business	FOX-MURATON Mélissa	36	89	125	5
	CFE-BIM-05-STRAT-CL-EN	Diagnose and Build the Strategy: an International and Sustainable Development perspective	NGUYEN Pham	36	89	125	5
	CFE-BIM-05-BNEGO-CL-EN	Negotiate in English	TARANTINI José	24	76	100	4
	CFE-BIM-05-WEBMKG-CL-EN	Create a professional website and use digital marketing tools	METZ Kevin	30	95	125	5
	CFE-BIM-05-RESEARCH-CL-EN	Introduction to research methodology *	BOREL Pascale	12	63	75	3
	CFE-BIM-05-OUTILS-CL-EN	Advanced numerical tools **	BRILLAUD Noé	12	63	75	3
	Cultural development and foreign language			18	32	50	2
	CFE-BIM-05-ES-CL-EN	Communicate and convince in Spanish	BRUGUIERS-BONNARD Lara	18	32	50	2
	CFE-BIM-05-IT-CL-EN	Communicate and convince in Italian	BRUGUIERS-BONNARD Lara	18	32	50	2
	CFE-BIM-05-AL-CL-EN	Communicate and convince in German	BRUGUIERS-BONNARD Lara	18	32	50	2
	CFE-BIM-05-CH-CL-EN	Communicate and convince in Chinese	BRUGUIERS-BONNARD Lara	18	32	50	2
	CFE-BIM-05-FLE-CL-EN	Communicate and convince in FLE (French as a Foreign Language)	BRUGUIERS-BONNARD Lara	24	26	50	2
	Optional Courses (1)			24	76	100	4
	CFE-BIM-05-SPORTBUS-CL-EN	Understanding the current hot topics and anticipating the foreseeable trends in the Sport Business Industry	BOISSEL Jérôme	24	76	100	4
	CFE-BIM-05-INTMTG-CL-EN	Explore International management: an interdisciplinary approach	FOURE JOOPEN Helga / NGUYEN Pham	24	76	100	4
	CFE-BIM-05-ECGLOB-CL-EN	Understanding the economics of globalization	CHEN Jinzhao	24	76	100	4
	CFE-BIM-05-FINTECH-CL-EN	Explore the fundamentals of financial technologies/Fintechs and the digitalisation of finance	TURKI Aymen	24	76	100	4
	TOTAL SEMESTRE 1			192	558	750	30

* Compulsory for degree seeking students; only for students present all year and those on exchange abroad in semester 1. Module repeated in S2 for students on exchange abroad in S1.

** Only offered for credits seeking students

INTERVENANTS
VIGIER Mary/ FOURE JOOPEN Helga/ MIKLUHA Karin
FOX MURATON Melissa
LINGEMANN Christian/ NGUYEN Pham/ XU Lu
TARANTINI José / LYON-VEYSSET Audrey / POTIGNY Jean-Michel / FOULON Brice
METZ Kevin
BRILLAUD Noé
VILLACIS Maria-Isabelle
LEANDRI Catherine
CROZE Didier
HUANG CHABRILLAT Shu-Ching
CROZE Didier / EVANGELISTA Françoise / GUITTARD Marion/ SAKOWSKA Anna
DUVAL Bruno / PAPIN Jean-Pascal
FOURE JOOPEN Helga / NASHO Elda /NGUYEN Pham
CHEN Jinzhao
ALICI Yurt

BACHELOR IN INTERNATIONAL MANAGEMENT - YEAR 3 ALL IN ENGLISH - 2025/2026							
2ND SEMESTER	MODULE CODE	COURSES	COURSE LEADER	FACE TO FACE CLASS	INDIVIDUAL WORK	TOTAL HOURS OF INSTRUCTION	ECTS CREDITS
	Core courses			123	477	600	24
	CFE-BIM-06-OPFIN-CL-EN	Analyze financial deals and to explore the functioning of financial markets	TURKI Aymen	30	120	150	6
	CFE-BIM-06-INTPRO-CL-EN	Analyze cultural differences to enhance professional interactions	METZ Kevin	30	120	150	6
	CFE-BIM-06-GEOPOL-CL-EN	Analyze the dynamics of geopolitical power at the political-military, economic, and environmental levels	NASHO AH-PINE Elda	24	101	125	5
	CFE-BIM-06-ORGCOM-CL-EN	Set up a sales organization	POTIGNY Jean-Michel	24	101	125	5
	CFE-BIM-06-TALENTS-CL-EN	Boost your talents & career	VIGIER Mary	15	35	50	2
	Cultural development and foreign language			18	32	50	2
	CFE-BIM-06-ES-CL-EN	Communicate and convince in Spanish	BRUGUIERS-BONNARD Lara	18	32	50	2
	CFE-BIM-06-IT-CL-EN	Communicate and convince in Italian	BRUGUIERS-BONNARD Lara	18	32	50	2
	CFE-BIM-06-AL-CL-EN	Communicate and convince in German	BRUGUIERS-BONNARD Lara	18	32	50	2
	CFE-BIM-06-CH-CL-EN	Communicate and convince in Chinese	BRUGUIERS-BONNARD Lara	18	32	50	2
	CFE-BIM-06-FLE-CL-EN	Communicate and convince in FLE (French as a Foreign Language)	BRUGUIERS-BONNARD Lara	24	26	50	2
	Optional Courses (1)			24	76	100	4
	CFE-BIM-06-DMKG-CL-EN	Get Started with Digital Marketing	GALLIÉ Jean-Baptiste	24	76	100	4
	CFE-BIM-06-DATA-CL-EN	Visualize and Analyze Data		24	76	100	4
	TOTAL SEMESTRE 2			165	585	750	30
	TOTAL SEMESTRE 1 + SEMESTRE 2			357	1143	1500	60

INTERVENANTS
TURKI Aymen / CHEN Jinzhao / BONAMY Pierre-Yves
HUANG CHABRILLAT Shu-Ching
LINGEMANN Christian
LYON-VEYSSET Audrey / POTIGNY Jean-Michel / TARANTINI José / DELOULE Sebastien
VIGIER Mary / KIT Anaïs / LANIRAY Marine
CRiado GOMEZ Ana
LEANDRI Catherine
CROZE Didier
HUANG CHABRILLAT Shu-Ching
CROZE Didier / EVANGELISTA Françoise / GUITTARD Marion/ SAKOWSKA Anna