

LICENCE 3 AEI PARCOURS EUROPE
SEMESTRE 5

ECTS	MATIERES	CM	TD	%TD	SESSION 1				SESSION 2	
					GENERAL			DEROGATOIRE	%ECRIT	%ORAL
					%ECRIT	%ORAL				
8	UE 1 : Analyzing Business via Accounting & Law									
4	General Accounting and international business	X	X	100			100		100	
4	Business Law	X			100		100		100	
4	UE 2 : Exploring Digital Marketing & ICT									
3	Digital Marketing	X			100		100		100	
1	Smart Office: New Generation of Bureautic Tools & AI		X	100				100		100
9	UE 3 : Analyzing Business Strategies, Ethics, and Finance Principles									
3	Business strategy and artificial intelligence	X			100		100		100	
3	Business ethics	X			100		100		100	
3	Principles of trade finance	X			100		100		100	
9	UE 4 : Understanding International Trade and Exchanges with the European Area									
2	Organizational theories of management	X			100		100		100	
2	Development economics	X			100		100		100	
3	TOEIC Training		X	100				100		100
2	Stratégies des marchés étrangers en LV2: Allemand - Espagnol - Italien	X		100				100		100
UNITÉ D ENSEIGNEMENT FACULTATIVE										
	UE Facultative : UE Enhancing learning strategies in foreign languages									
	Communication and contemporary issues in FL3: German - Spanish - Italian		X	100				100		100

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SEMESTRE 6

ECTS	MATIERES	CM	TD	% Contrôle continu	SESSION 1				SESSION 2	
					GENERAL			DEROGATOIRE	% Examen écrit	% Examen oral
					% Examen écrit	% Examen oral				
9	UE 5 : Developing Analytical tools for understanding international markets and consumers									
3	International trade and new geographic economics	X			100		100		100	
4	Consumer behavior	X	X	100				100		100
2	UE 6 : Applying Artificial Intelligence									
2	Artificial Intelligence for International Trade	X			100		100		100	
6	UE 7 : Understanding Business Taxation, Digital, and International Strategies									
3	Business tax system	X			100		100		100	
3	Global Business	X			100		100		100	
9	UE 8 : Understanding International Trade and Exchanges with the European Area									
3	Stratégies internationales en LV2: Allemand - Espagnol - Italien	X		100				100		100
3	Geopolitics in Europe	X				100		100		100
3	Finance and credits	X			100		100		100	
6	UE 9 : Enhancing Professional Experience (3–4 months internship) or Participating in International Study Programs									
6	Summer program in a foreign country, Aurora learning activities or Internship abroad (3 to 4 months)			100				100		100
UNITÉ D ENSEIGNEMENT FACULTATIVE										
	UE Facultative : Enhancing learning strategies in foreign languages									
	Business communication in FL3: German - Spanish - Italian		X	100				100		100