

M1 MCI DIGITAL BUSINESS & ARTIFICIAL INTELLIGENCE

SEMESTRE 1

		SESSION 1					SESSION 2	
		GENERAL			DEROGATOIRE			
ECTS	MATIERES	% Contrôle continu	% Examen écrit	% Examen oral	% Examen écrit	% Examen oral	% Examen écrit	% Examen oral
4	UE 1 : Implementing Strategies for International Trade Development							
2	International Digital Business Law		100		100		100	
2	Supply chain management		100		100		100	
4	UE 2 : Developing International Marketing and Management Strategies							
2	International Strategy and Innovation Management		100		100		100	
2	Intercultural Marketing & Management		100		100		100	
4	UE 3 : Analyzing Global Financial and Monetary Environments							
2	Financial analysis		100		100		100	
2	International monetary economics and geopolitics		100		100		100	
4	UE 4 : Integrating Artificial Intelligence into Business Decision-Making							
2	Basics of Artificial Intelligence		100		100		100	
2	Data analysis		100		100		100	
7	UE 5 : Leading Business Innovation through Digital Transformation							
3	Companies Transformation	100				100		100
2	International Business Consulting & Digital Solutions	100				100		100
2	Applied Digital Marketing	100				100		100
7	UE 6 : Driving International Digital Strategies							
3	Digital Strategy & Innovation	100				100		100
2	Cloud & Data Infrastructure for Global Business	100				100		100
2	<u>Cours en LV2:</u> Soit Geopolítica de los mercados hispanoamericanos Soit les entreprises transnationales (en mandarin) Soit KI-Implementierung im deutschen Mittelstand: Herausforderungen, Branchen und Diskrepanzen auf Unternehmensebene Soit Cours en italien	100				100		100
UNITÉ D ENSEIGNEMENT FACULTATIVE								
	UE Facultative : UE Enhancing Foreign Language Proficiency							
	FL3	100				100		100

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SEMESTRE 2

		session 1			session 2	
		Général			%Ecrit	%Oral
ECTS	MATIERES	%TD	%Ecrit	%Oral		
30	UE 7 : Developing Professional Skills Abroad					
30	Internship abroad (4 to 6 months) or Aurora learning studies abroad or Master Thesis or Double Degree			100		100

ATTENTION : PAS DE COMPENSATION ENTRE LES SEMESTRES 1 & 2