

**M2 MCI - COMMERCE INTERNATIONAL ET LE MONDE AMERIQUE DU
NORD - EN ALTERNANCE (406H)**

		MODALITES DE CONTROLE DES CONNAISSANCES					
		CONTROLE CONTINU		EXAMEN		2EME SESSION	
		ECRIT %	ORAL %	ECRIT %	ORAL %	ECRIT %	ORAL %
ECTS	MATIERES						
7	UE 1 : Globalization						
2	Geostrategy	50	50			100	
2	Legal Engineering of International Trade	50	50			100	
3	Sustainable Economies	50	50			100	
4	UE 2 : International Trade Digitalization						
2	Web Marketing	50	50			100	
2	Big Data Analytics	50	50			100	
7	UE 3 : International Financial Management						
3	International Projects Financing	50	50			100	
2	International Business Development Financing	50	50			100	
2	International Projects Management	50	50			100	
6	UE 4 : New Business Management	50	50			100	
3	Marketing Research for Innovation	50	50			100	
3	Leadership and Intercultural Management	50	50			100	
6	UE 5 : Specialization: North American Business Models (bilingual)						
2	North American Organizations and Business Development	50	50			100	
2	CRM and Social Netwoking	50	50			100	
2	FL 2 : spanish	50	50			100	
30	UE 6 : Professionnalisation						
5	Business Game	50	50			100	
25	Projet/Mission Pro ; Evaluation ; Intégration & Team Building	50	50			50	50