



ECE Lyon

COURSES TAUGHT IN ENGLISH FOR INTERNATIONAL STUDENTS

1ST YEAR

1st Semester: 15/09/08 - 20/02/09
2nd Semester: 02/03/09 - 12/06/09

DEPARTMENT	SUBJECT	SEMESTER	CONTACT HOURS	ECTS CREDITS
Culture & Environment	Press Review	2	12h	2
Marketing & International Trade	International Business	2	15h	2,5
	The American Educational System	2	3h	-
	European Week	2	18h	2

2ND YEAR

1st Semester: 09/09/08 - 19/12/08
2nd Semester: 30/03/09 - 19/06/09

DEPARTMENT	SUBJECT	SEMESTER	CONTACT HOURS	ECTS CREDITS
Culture & Environment	American Studies	1	12h	1,5
	Cross-Cultural Management	1&2	12h	3,5
	Geostrategy	2	15h	2
	Press Review	2	9h	1,5
Foreign Language	Business English	2	12h	1,5
	Business English & TOEFL	1	42h	2,5
Marketing & International Trade	International Marketing	1	15h	3
	International Advertising	2	15h	2

3RD YEAR

1st Semester: 09/09/08 - 19/12/08
2nd Semester: 16/02/09 - 20/05/09

DEPARTMENT	SUBJECT	SEMESTER	CONTACT HOURS	ECTS CREDITS
Culture & Environment	Business Ethics	1&2	12h	2
	* Globalization - The Flat World	1	40h	6
Foreign Languages	Business English	1&2	30h	3
Management & Finance	* Principles of Finance	1	40h	6
	Supply Chain Management	1&2	18h	2
	Risk Management	1&2	12h	2
Marketing & International Commerce	* Principles of Marketing	1	40h	6
	Strategic Marketing	1&2	18h	2
Management & General Policy	Corporate Strategy	1&2	18h	2
Marketing & International Trade	Consumer Behavior	1&2	15h	3
Finance & International Management	Financial Accounting Standards (US GAAP)	1&2	15h	3
Team Work & Research	* Business Game (Integrated Seminar)	1&2	24h	6

* STRONGLY RECOMMENDED

4TH YEAR

1st Semester: 16/09/08 - 19/12/08

DEPARTMENT	SUBJECT	SEMESTER	CONTACT HOURS	ECTS CREDITS
Culture & Environment	Globalization	1	12h	2
Foreign Languages	Oral Exam-Preparation	1	24	2
Management & Finance	Supply Chain Management II	1	12h	2
	Organizational and Decision-Making Theory	1	12h	2
Marketing & International Trade	Consumer Relationship Management	1	18h	2
	Brand Management	1	18h	2
	Marketing B-to-B	1	15h	2,5
Finance & International Management	Corporate Finance	1	12h	2,5
	Portfolio Management	1	12h	2



ECE Bordeaux

COURSES TAUGHT IN ENGLISH FOR INTERNATIONAL STUDENTS

3rd YEAR

1st Semester: 09/09/08 - 19/12/09

2nd Semester: 16/02/09 - 22/05/09

DEPARTMENT	SUBJECT	SEMESTERS	CONTACT HOURS	ECTS CREDITS
Foreign Language & Culture	Business English & TOEIC	1&2	22h	5
	Business French	1&2	46h	5
Management and Finance	Supply Chain Management	1&2	12h	2
Marketing & International Business	Strategic Marketing	1&2	12h	2
	International Business Ethics	1&2	14h	2
	Introduction to Foreign Market	1&2	18h	5
Major: International Marketing	International Marketing	1&2	12h	2
	Consumer Behavior	1&2	12h	2
Management & General Policy	Human Resource Management (Integrated Seminar)	1&2	18h	5
Teamwork & Research	International Business Game	1&2	18h	5