

Curriculum 2025/2026
BBA International
Year 4
 LA ROCHELLE Campus

FALL SEMESTER		
September 04th, 2025 - December 19th, 2025		
Code	Courses	ECTS
	COMMON COURSES	
BBA4_2526_LR_CL_S1_A_FINSBGM1G0008	International Business Game	5
BBA4_2526_LR_CL_S1_A_STRSTRM1G0094	International Strategy & CSR	5
BBA4_2526_LR_CL_S1_A_CLTCLTM1G0028	Geopolitics Americas	3
BBA4_2526_LR_CL_S1_A_FINTIMM1S0019	Certification SCRUM MASTER	2
	Total COMMON COURSES	15
SPECIALISATIONS		
International Corporate Finance		
BBA4_2526_LR_CL_FINA_S1_A_FINFINM1G0281	Corporate Finance & International Strategies	5
BBA4_2526_LR_CL_FINA_S1_A_FINFINM1S0030	Risk Management and International Finance	5
BBA4_2526_LR_CL_FINA_S1_A_FINFINM1S0029	Mergers and Acquisitions	2
BBA4_2526_LR_CL_FINA_S1_A_FINFINM1S0032	Sustainable Finance	3
International Marketing & Sales Management		
BBA4_2526_LR_CL_SMGT_S1_A_MKGMKGM1S0357	Innovation Marketing and Value Co-creation	5
BBA4_2526_LR_CL_SMGT_S1_A_MKGMKGM1S0355	Brand Management and Merchandising	5
BBA4_2526_LR_CL_SMGT_S1_A_MKGMKGM1S0356	Distribution, Channel Management and e-commerce	2
BBA4_2526_LR_CL_SMGT_S1_A_MKGMKGM1S0358	International Sales Management	3
	Total Specialisation	15
TOTAL ECTS COMMON COURSES + MAJORS		30

* French for International Students courses are in French

SPRING SEMESTER					
January 05th, 2026 - April 5th, 2026					
Code		Courses		ECTS	
		COMMON COURSES			
BBA4_2526_LR_CL_S2_A_RHMMANM1S0007		Team Management and Leadership Skills at Workplace		5	
BBA4_2526_LR_CL_S2_A_FINFINM1G0283		International Financial Mgt		5	
BBA4_2526_LR_CL_S2_A_FINCPTM1G0009		Cost & Budgeting Mgt		5	
BBA4_2526_LR_CL_S2_A_MKGMKGM1S0359		Luxury sectorial analysis : Hospitality, Fashion, Yachting, Food and Wine		5	
BBA4_2526_LR_CL_S2_A_SPPLOGM1S0038		Sustainable Supply Chain Mgt		5	
BBA4_2526_LR_CL_S2_A_STRSTRM1G0095		Ethics		3	
BBA4_2425_LR_CL_S2_F_LANFRA00G0002	BBA4_2526_LR_CL_S2_A_FINTIMM1S0029	French courses beginner	OR	Google Analytics certification	2
BBA4_2425_LR_CL_S2_F_LANFRA00G0004		French courses intermediate			
BBA4_2425_LR_CL_S2_F_LANFRA00G0006		French courses advanced			
		Total COMMON COURSES			30

*Courses may be subject to modifications