



Bachelor Program 2nd and 3rd Years Course Plans and Syllabus Academic Year 2025 - 2026



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2nd Year of study – Bachelor Program

Objectives: Apply management tools and methods while being cognizant of societal and environmental issues and contribute to the company's activities in a multicultural context.

Semester 3 – Sept. to Dec. 2025

Course Title	Hours	ECTS
<i>TU1 - Strategic, Organizational, and entrepreneurial Skills</i>		
International Business	21	3
Micro-behavior of economic agents	28	4
Digital Business Transformation	28	4
Total TU	77	11
<i>TU2 - Operational Management Skills</i>		
Management Accounting	28	4
Responsible Marketing Mix	28	4
Total TU	56	8
<i>TU4 - Openess and Responsibility Skills</i>		
Managing Otherwise	14	2
International Week 3	14	2
Total TU	28	4
<i>TU5 - Analytical skills and Critical Thinking</i>		
Statistics for Business	28	4
Total TU	28	4
<i>TU6 - Professional Development skills</i>		
French as a foreign language	28	3
Total TU	28	6
Semester 3 total (for visiting students)	217	30

Semester 4 – Jan. to April 2026

Course Title	Hours	ECTS
TU2 - Operational Management Skills		
Sales and Negotiation Techniques	28	4
Financial Statements Analysis	28	4
Total TU	56	8
TU3 - Managerial and Behavioral Skills		
Responsible Management	21	3
Human Ressources and Diversity Management	21	3
Total TU	42	6
TU4 - Openness and Responsibility Skills		
International Week 4	14	2
Hackathon - SD Challenge	21	3
Total TU	35	5
TU5 - Analytical Skills and Critical Thinking		
Data Management	21	3
Total TU	21	3
TU6 - Professionnal Development skills		
Business Writing and Oral Communication	14	2
French as a foreign language	28	3
Total TU	42	5
Semester 4 total (for visiting students)	223	27

3rd Year of study – Bachelor Programme

Preamble: As the number of places available in BIBA Year 3 is limited, priority will be given to double degree students over credit transfer students.

Option 1 - Credit Transfer: Students who have achieved, in their home university, 2 years (eq. 120 ECTS credits) in a Bachelor program will take some or all the courses of the year 3 (final year) of our BIBA program.

Credit transfer students must register for at least 20 ECTS credits per semester.

Students can study one semester (either semester one or two) or the academic year.

Option 2 - Double Degree: Students who have achieved, in their home university, min. 2 years (eq. 120 ECTS credits) in one of the Bachelor programs indicated in the cooperation agreement signed with their home university, will follow the **whole course plan of the 3rd year (Licence 3)** of our Bachelor of International Business Administration (BIBA) program – *Diplôme en Management International des Affaires*, visé BAC+3 Grade de Licence, level 6 (180 ECTS).

Objectives: Mobilize one's critical thinking capacity to conduct activities within the company and propose solutions adapted to a globalized and digitalized environment.

3rd Year of study - Semester 5 – Sept. to Dec. 2025

Semester 1 (Fall) courses	Hours	ECTS
Teaching Unit (TU) 1 - Strategic, Organizational and Entrepreneurial Skills		
International Marketing	28	4
International Economics and Sustainability	28	4
Strategic Management	28	4
Total TU1	84	12
TU2 - Operational Management Skills		
Corporate Finance	28	4
Operation and Sustainable Supply Chains	28	4
Total TU2	56	8
TU3 - Managerial and Behavioral Skills		
Organizational Behavior & International HRM	30	4
Total TU3	30	4
TU5 - Analytical Skills and Critical Thinking		
AI-enable Business Intelligence	14	2
Total TU5	14	2
TU6 - Professional Development Skills		
Doing Business in France 1	14	2
French as a Foreign Language	21	2
Total TU4	35	4
Total Semester 1	219	30

3rd Year of study - Semester 6 – Jan. to April 2026

Semester 2 (Spring) courses	Hours	ECTS
TU1 - Strategic, Organizational and Entrepreneurial Skills		
Sustainable Business Models and Value Creation	21	3
Total TU1	21	3
TU4 - Openess and Responsibility Skills		
Business Game - Sustainable Development	21	3
AI for Business	14	2
Total TU5	35	5
TU6 - Professional Development Skills (students must choose 2 tracks of 3 courses + 1 Elective course and French as Foreign Language)		
IB track: - Risk Management and Global Compliance - Global Business Challenge: strategy and execution - Global Leadership and Intercultural Negotiation Skills	63	9
Digital Marketing and AI track: - Introduction to Digital Marketing - Digital Marketing: Using AI to Optimize Customer Experience - Social Media Marketing and Content Strategy	63	9
Luxury Management track: - The Fundamentals of Luxury (History and Development) - Retail and Luxury Marketing - Talent Management and Leadership in the Luxury Industry	63	9
Elective - Personnal Project Management	14	2
Elective - My job booster	14	2
French as a foreign language	21	2
Total TU6	161	9
Total Semester 2	217	30