**MASTER 1 LEA CILA**

**TOTAL hours for each module out conferences, seminars, etc. (254 h/student)**

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| --- | --- | --- | --- | --- |
| **CODE** | **TITLE** | **Language** | **NB hours/St** | **CREDITS** |
|  | **SEMESTER 1** |  | **142h** | **30** |
| **5CHKAUE3** | **International Enterprise Development** |   | **42h** | **10** |
|   | Droit du commerce international Global Strategic Management | FrenchEnglish | 21h21h |  |
| **5CHKBUE3** | **Marketing and Management** |   | **46 h** | **10** |
|   | Essentials of Marketing Market Research Indicateurs de performance commerciale et tableaux croisés | EnglishEnglishFrench | 19h15h12h |  |
| **5CHKBUE3** | **Negotiation** |   | **54h** | **10** |
|   | Interprétation de liaison et animation réunionNegotiation Negotiation | English EnglishChinese | 18h 18h18h |  |
|  |  |  |  |  |
|  | **SEMESTER 2** |  | **112 h** | **30** |
| **5CHKAUE3** | **International Enterprise Development** |   | **54h** | **10** |
|   | The Chinese Economy: Achievements, Prospects and Challenge Communication de crise à l’international. Media training Problématique managériale. Individus et organisation  | English FrenchFrench | 18h 21h 15h |  |
| **5CHKBUE3** | **Marketing and Management** |   | **28h** | **10** |
|   | Essentials of Finance Marketing et innovation | EnglishFrench | 19h9h |  |
| **5CHKBUE3** | **Case Studies**  |   | **30h** | **10** |
|   | Case Studies | English | 15h |  |
|   | Etudes de cas | Chinese | 15h |  |
| OR | **INTERNSHIP 6 months** |   |  |  |

**MASTER 2 LEA CILA**

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| **CODE** | **TITLE** | **Language** | **NB hours/St** | **CREDITS** |
|  | **SEMESTER 3** |  | **290h** | **30** |
| **5CHKAUE3** | International Business Management  |   | **144h** | **15** |
|   | Modes d'entrée et d'implantation sur marchés étrangers La démarche export (COFACE) Introduction to Production Operations Management Financial Statement Analysis Management and LeadershipDéveloppement personnel et gestion de conflits Inter-cultural ManagementInter-cultural Management | French French EnglishEnglishEnglishFrench EnglishChinese | 18h 15h 18h21h21h10h 18h18h |  |
| **5CHKBUE3** | **Marketing** |   | **146h** | **15** |
|   | International Marketing Strategy International Negotiation and SalesMarket Place Business Game B2B Veille marketing Jeu simulation création entreprise Marketing sous contrainte Webmarketing. Datamining Service Marketing | EnglishEnglishEnglishFrenchFrenchFrenchFrenchEnglishEnglish | 21h18h14h15h6h21h15h21h15h |     |
|   | **SEMESTER 4** |   |  | **30** |
| **5CHKAUE4** | **Internship (6 Months and Report)**  |   |  |  |
|   | **Report of Internship** | French |  |  |
|   | **Oral Presentation** | Trilingual |  |  |

**TOTAL hours: (290 h/student)**