**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 | French  English | 21h  21h |  |
| **5CHKBUE3** | **Marketing and Management** |  | **46 h** | **10** |
|  | Essentials of Marketing  Market Research  Indicateurs de performance commerciale et tableaux croisés | English  English  French | 19h  15h  12h |  |
| **5CHKBUE3** | **Negotiation** |  | **54h** | **10** |
|  | Interprétation de liaison et animation réunion  Negotiation  Negotiation | English    English  Chinese | 18h    18h  18h |  |
|  |  |  |  |  |
|  | **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    French  French | 18h    21h    15h |  |
| **5CHKBUE3** | **Marketing and Management** |  | **28h** | **10** |
|  | Essentials of Finance  Marketing et innovation | English  French | 19h  9h |  |
| **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 Leadership  Développement personnel et gestion de conflits  Inter-cultural Management  Inter-cultural Management | French    French    English  English  English  French    English  Chinese | 18h    15h    18h  21h  21h  10h    18h  18h |  |
| **5CHKBUE3** | **Marketing** |  | **146h** | **15** |
|  | International Marketing Strategy  International Negotiation and Sales  Market Place Business Game  B2B  Veille marketing  Jeu simulation création entreprise  Marketing sous contrainte  Webmarketing. Datamining  Service Marketing | English  English  English  French  French  French  French  English  English | 21h  18h  14h  15h  6h  21h  15h  21h  15h |  |
|  | **SEMESTER 4** |  |  | **30** |
| **5CHKAUE4** | **Internship (6 Months and Report)** |  |  |  |
|  | **Report of Internship** | French |  |  |
|  | **Oral Presentation** | Trilingual |  |  |

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