

PRD Code	BS Code	PDS_M Code	degree programme	c1c2c3 (domain)	a1a2
40	30	10	M	481	24

CURRICULUM
Academic year 2024 - 2025
1st YEAR

	SEMESTER 1										SEMESTER 2												
1	Business management										Entrepreneurial behaviour												
	M481.24.01.A1	5	E	14	28	0	0	0	0	DA	83	M481.24.02.A1	6	E	14	28	0	0	0	0	DA	108	
2	Business ethics										Corporate social responsibility												
	M481.24.01.V2	5	E	28	28	0	0	0	0	DCAV	69	M481.24.02.V2	7	E	28	28	0	0	0	0	DCAV	119	
3	Business communication and Public relations										Discourse principles and strategies for business												
	M481.24.01.V3	6	E	14	28	0	0	0	0	DCAV	108	M481.24.02.V3	6	E	28	28	0	0	0	0	DCAV	94	
4	Professional practice 1: 2 weeks x 40 hours/week										Professional practice 2: 2 weeks x 40 hours/week												
	M481.24.01.S4	5	C	0	0	0	0	0	80	DS	45	M481.24.02.S4	5	C	0	0	0	0	0	80	DS	45	
5	Elective 1										Elective 2												
	M481.24.01.V5-ij	6	E	28	28	0	0	0	0	DCAV	94	M481.24.02.A5-ij	6	D	28	14	0	0	0	0	DA	108	
6	Ethics and academic integrity																						
	M481.24.01.C6	3	D	14	7	0	0	0	0	DC	54												
7																							
total / semester	VAi:	217	VPI:	453	VAi:	196	VPI:	474															
	VA (VAi+VAp):	297	VCA (VA+VPI):	750	VA (VAi+VAp):	276	VCA (VA+VPI):	750															
	credits:	30	evaluations:	4E,1D,1C	credits:	30	evaluations:	3E,1D,1C															
total / week	VAi:	15.5	VPI:	32.4	VAi:	14.0	VPI:	33.9															
	VA (VAi+VAp):	21.2	VCA (VA+VPI):	53.6	VA (VAi+VAp):	19.7	VCA (VA+VPI):	53.6															
	of which:		7	9	0	0	0	6	(c, s, l, p, VAp)	of which:		7	7	0	0	0	0	6	(c, s, l, p, VAp)				

Academic year 2024 - 2025
2nd YEAR

	SEMESTER 3										SEMESTER 4												
1	Business and Online communication										Professional practice 4: 2 weeks x 40 hours/week												
	M481.24.03.S1	7	E	28	28	0	0	0	0	DS	119	M481.24.04.S1	5	C	0	0	0	0	0	80	DS	45	
2	Business negotiation strategies										Research for dissertation paper 10 weeks x 40 hours/week												
	M481.24.03.S2	6	D	14	14	0	0	0	0	DS	122	M481.24.04.S2	20	C	0	0	0	0	0	250	DS	250	
3	Promotion strategies and techniques										Elaboration of dissertation paper 2 weeks x 40 hours/week												
	M481.24.03.S3	6	E	14	14	0	0	0	0	DS	122	M481.24.04.S3	5	E	0	0	0	0	0	80	DS	45	
4	Elective 3										Dissertation exam												
	M481.24.03.V4-ij	6	D	14	14	0	0	0	0	DCAV	122	M481.24.04.S4	10	E	0	0	0	0	0	0	DS	0	
5	Professional practice 3: 2 weeks x 40 hours/week																						
	M481.24.03.S5	5	C	0	0	0	0	0	80	DS	45												
total / semester	VAi:	140	VPI:	530	VAi:	0	VPI:	340															
	VA (VAi+VAp):	220	VCA (VA+VPI):	750	VA (VAi+VAp):	410	VCA (VA+VPI):	750															
	credits:	30	evaluations:	2E, 2D, 1C	credits:	30+10*	evaluations:	2E, 2C															
total / week	VAi:	10.0	VPI:	37.9	VAi:	0.0	VPI:	24.3															
	VA (VAi+VAp):	15.7	VCA (VA+VPI):	53.6	VA (VAi+VAp):	29.3	VCA (VA+VPI):	53.6															
	of which:		5	5	0	0	0	6	(c, s, l, p, VAp)	of which:		0	0	0	0	0	0	29	(c, s, l, p, VAp)				

* Additional credits for Dissertation exam

Competences:

Professional competences

- Identifying and using the language, methodologies, and specialised knowledge in the field of business communication
- Identifying and using communication strategies, methods, and technologies in order to efficiently and creatively solve problems in the business environment and public sphere
- Planning and running communication and PR campaigns in the business environment
- Efficient networking in order to solve real problems in the business environment
- Business planning and management

Transversal competences

- Dealing with professional communication problems in the business environment with the help of practical and theoretical argumentation in order to provide realistic, efficient, and deontological solutions
- Applying efficient work techniques in multidisciplinary teams in order to carry out certain tasks on hierarchical tiers, specific to business communication
- Instilling a need for continuous learning in order to set the premises for progress and for adapting one's professional and managerial competences to the dynamics of the economic environment.

ELECTIVE SUBJECTS
Academic year 2024 - 2025
1st YEAR

SEMESTER 1											SEMESTER 2										
01	Elective 1 1. Oral and written communication in English*										Elective 2 1. Advanced research methods in PR*										
	M481.24.01.V5-01	6	E	28	28	0	0	0	0	DCAV	94	M481.24.02.S4-01	6	D	28	14	0	0	0	0	DA
02	Elective 1 2. Oral and written communication in French										Elective 2 2. Strategic positioning and online/ offline corporate reputation										
	M481.24.01.V5-02	6	E	28	28	0	0	0	0	DCAV	94	M481.24.02.S4-02	6	D	28	14	0	0	0	0	DA
03	Elective 1 3. Oral and written communication in German																				
	M481.24.01.V5-03	6	E	28	28	0	0	0	0	DCAV	94										
04																					
05																					
06																					

ELECTIVE SUBJECTS
Academic year 2024 - 2025
2nd YEAR

SEMESTER 3											SEMESTER 4										
01	Elective 3 1. Project management																				
	M481.24.03.V4-01	6	D	14	14	0	0	0	0	DCAV	122										
02	Elective 3 2. Corporate leadership*																				
	M481.24.03.V4-02	6	D	14	14	0	0	0	0	DCAV	122										
03																					
04																					
05																					
06																					

Legend

Name of subject										
Code	nc	FE	c	s	l	p	VAp	CF	VPI	

Code = subject code
nc = number of ECTS credits
FE = form of evaluation
FE ∈ {E, D, C, P-E, P-D}
E=exam
D=distributed assessment
C=oral exam
c=course hours /semester
s=seminar hours
l=laboratory hours
p=portfolio hours
VAp=time needed for partially assisted activities

Example

Business management										
M481.24.01.A1	5	E	14	28	0	0	0	0	DA	83

CF= subject category
CF={DA, DCAV, DS,DC}
DA - comprehensive subject
DCAV - advanced knowledge subject
DS - sythesis subject
DC - complementary subject
VPI = time needed for self-study during a 14-week semester + a 4-week exam sess

VAI- time needed for fully assisted activities=c+s+l+p
VA - time needed for both fully and partially assisted activities
=VAi+Vap
VCA - total time needed for all activities = VA+VPI

(*) - electives activated in the academic year 2024 - 2025

RECTOR,
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