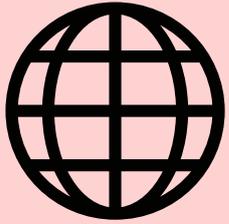


UNIVERSITÉ
PAUL SABATIER

INTERNATIONAL EXCHANGE PROGRAM

STUDENT GUIDE



TOULOUSE

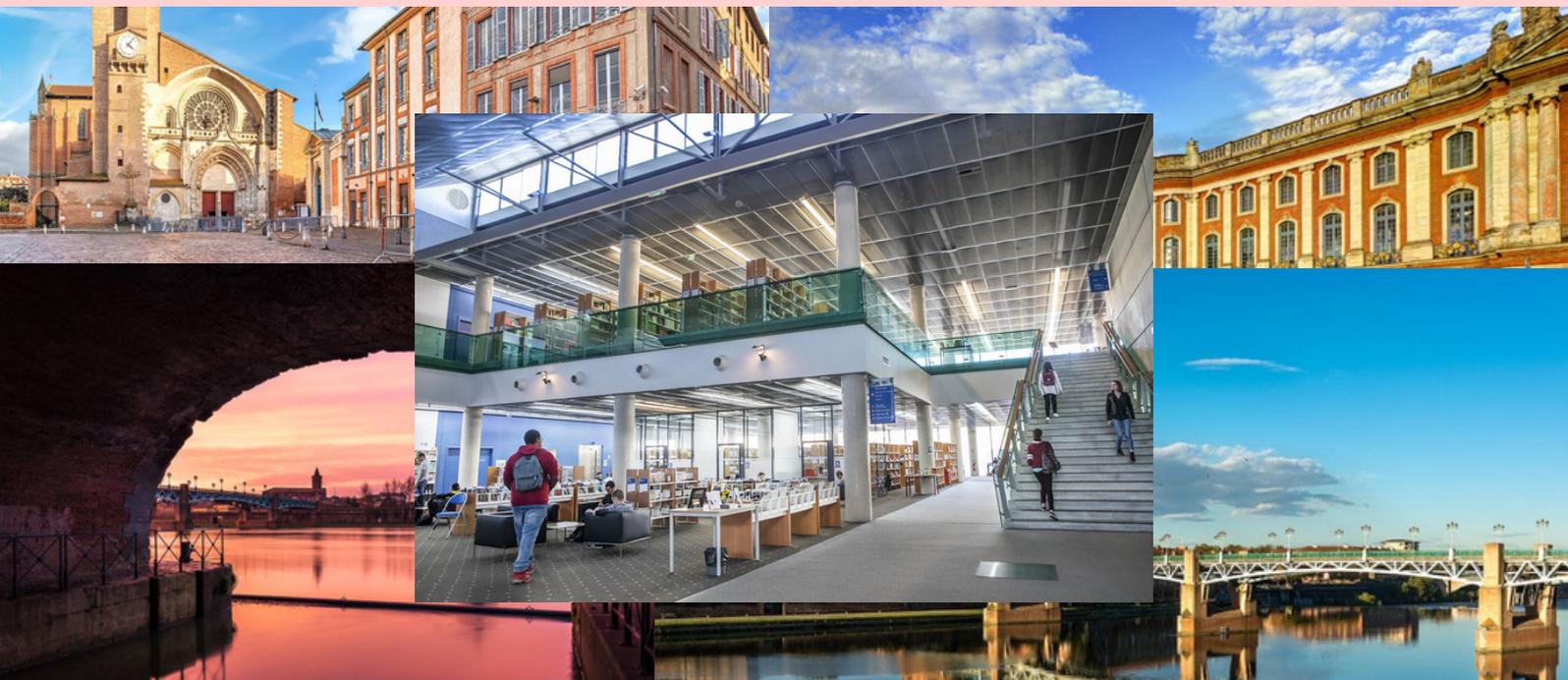
PROSPECTIVE COURSE LIST

BUSINESS DEPARTMENT

WINTER SEMESTER

ECTS

- PRINCIPLES OF DIGITAL COMMUNICATION 5 CREDITS
- INTERNATIONAL ECONOMIC ENVIRONMENT 5 CREDITS
- MARKETING STUDIES 5 CREDITS
- BUSINESS ENGLISH 5 CREDITS
- SPANISH 5 CREDITS
- MARKETING STRATEGY IN COMPLEX ENVIRONMENTS 5 CREDITS
- PERSONAL DEVELOPMENT & INTERPERSONAL COMMUNICATION 5 CREDITS
- PSYCHO-SOCIOLOGY OF THE WORKPLACE 5 CREDITS
- WEEKLY GROUP PROJECT WITH A COMPANY 5 CREDITS
- ENTREPRENEURSHIP 5 CREDITS
- DIGITAL MARKETING STRATEGY 5 CREDITS
- CREATIVITY AND INNOVATION 5 CREDITS
- FRENCH AS A FOREIGN LANGUAGE 5 CREDITS



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SPRING SEMESTER

ECTS

- DESIGNING COMMUNICATION CAMPAIGNS 5 CREDITS
 - BUSINESS ENGLISH 5 CREDITS
 - SPANISH 5 CREDITS
 - MARKETING MIX 5 CREDITS
 - PERSONAL DEVELOPMENT AND COMMUNICATION 5 CREDITS
 - COMMERCIAL PROPOSAL 5 CREDITS
 - GROUP PROJECT WITH A COMPANY 5 CREDITS
 - ECOMMERCE STRATEGY 5 CREDITS
 - FRENCH AS A FOREIGN LANGUAGE 5 CREDITS
-
- 8-12 WEEK WORK PLACEMENT 10 CREDITS

3RD&4TH SEMESTER

- **SELF-STUDY TOPICS:** RETAILING, LOGISTICS, ACCOUNTING, INTERNATIONAL MARKETS, SUSTAINABLE DEVELOPMENT, BUSINESS-RELATED TOPICS, MARKETING-RELATED TOPICS

