

**ESCIP - FOURTH YEAR 2007-2008**  
**FOURTH YEAR SYLLABUS**  
**SEMESTER 7**

	Codes	MODULES	Coefficient	ECTS Credits	Course	Practical Work	Total	Instructors
ENSEIGNEMENTS AUTOUR DES SCIENCES DE GESTION	MKG471	<b>MARKETING &amp; SALES PROCESSES</b> Operational International Marketing	3	<b>10</b>	12 h	9 h	21 h	Mrs DE MURAT M. PITCHFORD M. LAURIOU Mrs PITAU
	MKG472	Sales forecasts	2		6 h	9 h	15 h	
	MKG474	International Negotiation	2		18 h		18 h	
	MKG475	Sales Presentation Merchandising	3		21 h		21h	
	ENV471	<b>ENVIRONMENT OF THE COMPANY</b> Strategic Management	3	<b>8</b>	18 h	12 h	30 h	Mrs PITAU M. NIANG Mme TANASKOVIC M. PITCHFORD M. MURRAY
	ENV472	Economic Intelligence	1		15 h		15 h	
	ENV473	International Trade Law	1		15 h		15 h	
	ENV474	Doing Business in Europe	2		18 h		18 h	
	ENV475	European Heritage and Culture	1		15 h		15 h	
	FC472	<b>FINANCE &amp; AUDITING</b> International finance	2	<b>2</b>	15 h		15 h	M. DAHER
HO473	<b>HUMAN RESOURCES MANAGEMENT</b> International Human Resources Management	1	<b>1</b>	15 h		15 h	M. MUTTE	
LAN475	<b>LANGUAGES</b> French as a foreign language	2	<b>2</b>		18 h	18 h	M. VIGNON - Mme CAROUX	
SIO471	<b>INFORMATION SYSTEMS &amp; PROCESS OPTIMIZATION</b> Purchase and logistics	2	<b>4</b>	12 h	9 h	21 h	M. TRAN M.LAURIOU	
SIO472	Project management	2		9 h	9 h	18 h		
		TOTAL		<b>27</b>				
ACTIVITES RELATIVES A L'ELABORATION DU PROJET PROFESSIONNEL ET PERSONNEL	PPP472	<b>PROFESSIONAL APPROACH</b> Job Research Tools	1	<b>2</b>	9 h		9 h	M. MURRAY M. MEYER
	PPP473	Visits of companies (interviews and conferences with executives included)	1					
	GP	<b>ADDITIONAL MODULE</b> ESCIP projects	2	<b>2</b>				
		TOTAL		<b>4</b>				
ACTIVITES RELATIVES AU DEVELOPPEMENT PERSONNEL	OPT1-2-3-4-5	<b>OPTIONAL MODULE</b> Sport ou Créativité artistique ou Théâtre ou Passeport ESCIP ou LV3* (Espagnol / Italien / Chinois / Allemand)	1	<b>1</b>			18 h	Mme BIGO- M. EMPTAZ - M. LEOST - Mme PARENTY M. LABRADOR - Mme NASO - Mme FINARD
		TOTAL		<b>1</b>				
<b>TOTAL SEMESTRE 7</b>				<b>32</b>	198 h	66 h	282 h	

\* Les étudiants doivent sélectionner soit une activité sportive soit une activité artistique soit une LV3 soit le passeport ESCIP