

International Business

Exchange semester for foreign students
Course offer

FALL
2023
Sep > Dec



CAMPUS
LASALLE
SAINT-ÉTIENNE



www.lasalle42.fr



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Presentation

La Salle EMCI is a business school with more than 30 years of expertise in International Trade Relations. Our undergraduate **International Business programme** is aimed at students who want to discover the world of business from a fresh perspective in another country.

Courses are delivered in English. A specific module which includes French As a Foreign Language and French Culture will give foreign students a good grounding in all aspects of French everyday and business life.

The **International Business programme** is worth 30 ECTS credits.



Study in Saint-Etienne

- La Salle EMCI is a part of Campus La Salle, located in the center of Saint-Etienne in France
- The Saint-Etienne metropolis annually welcomes over 25 000 students enrolled in higher education
- Saint-Etienne is a part of the dynamic Auvergne-Rhône Alpes region well-known on a national, European and international level

Course content

Subjects	ECTS credits
1. International and Digital marketing <ul style="list-style-type: none">• International marketing• Digital marketing	5
2. International negotiation and Cross cultural management <ul style="list-style-type: none">• International negotiation• Cross cultural management	5
3. Geopolitics and International relations <ul style="list-style-type: none">• Geopolitics• European institutions	5
4. Logistics and Supply chain <ul style="list-style-type: none">• Logistics• Supply chain management	5
5. French language and Culture <ul style="list-style-type: none">• French as a foreign language• French culture	5
6. Project management in inclusion and diversity	5



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