

## English Program in Management for Exchange Students

| <b>Semester 1</b> |  | <b>Total: 184 hours</b><br>(including 44 hours of French) * |
|-------------------|--|---|
| UE 1              | Risk Management in Banking                   | (20h / 4 ECTS)  |
| UE 2              | Financial Diagnosis                          | (20h / 4 ECTS)  |
| UE 3              | European Economic Environment                | (20h / 4 ECTS)  |
| UE 4              | Human Resources Management                   | (20h / 4 ECTS)  |
| UE 5              | Financial Markets – Assets & Risk Management | (20h / 4 ECTS)  |
| UE 6              | Marketing 1 – Retailing & Sales Promotion    | (20h / 4 ECTS)  |
| UE 7              | Marketing 2 – Neuromarketing                 | (20h / 4 ECTS)  |
| UE 8              | French as a foreign language                 | (44h / 5 ECTS)  |

| <b>Semester 2</b> |                                       | <b>Total: 184 hours</b><br>(including 44 hours of French) * |
|-------------------|---------------------------------------|---|
| UE 9              | Investment and Financing              | (20h / 4 ECTS)  |
| UE 10             | Leadership Management                 | (20h / 4 ECTS)  |
| UE 11             | Intercultural Management              | (20h / 4 ECTS)  |
| UE 12             | Marketing 3 – New topics in marketing | (20h / 4 ECTS)  |
| UE 13             | Marketing 4 – International Marketing | (20h / 4 ECTS)  |
| UE 14             | Bonds and Derivatives                 | (20h / 4 ECTS)  |
| UE 15             | WordPress                             | (20h / 4 ECTS)  |
| UE 16             | French as a foreign language          | (44h / 5 ECTS)  |

\* Foreign students participating in an exchange program can benefit of French courses:

- free of charge: only ONE semester (fall or spring semester)
- 150 € for a second semester

Courses given at [CIREFE](#) (Centre International Rennais d'Études de Français pour Étrangers) Université Rennes 2, and organised by group of level.