

Business management and marketing

Setting up

September 2019

Date

From September to end of December

Object

- Offering classes in English in Economics, management and marketing programs to both foreign and French students.
- Relying on 2 departments: TC (Technique de Commercialisation / Marketing techniques) and GEA (Gestion des Entreprises et des Administrations / Corporate and Administrative Management).
- Possibility to take other courses in French language at UBS (Vannes Campus), for students whose level of French is considered sufficient.
- Possibility to continue at UBS for the spring semester, after a review of the student's academic file and an interview.

A typical weekly timetable

- Around 5 classes (between 7 and 9 hours a week) taught in English
- 2 or 3 lectures taught in French, with support documentation in English (between 3 and 5 hours per week)
- Additional lessons in French language (4 hours)

Evaluation

- Continuous assessment
- One week of tests: third week of December

Courses

- Economics (5 ECTS)
- Point of sales marketing (2.5 ECTS)
- Selling and negotiation (2.5 ECTS)
- Strategy and financial diagnostic (5 ECTS)
- Operational marketing (2.5 ECTS)
- Statistics (5 ECTS)
- French courses (2,5 ECTS) and another foreign language (2,5 ECTS)
- Project (2.5 ECTS)

CONTACTS

Application at: sai@univ-ubs.fr

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Founded
1995

9,600
students

6
faculties

100
undergrad,
grad and PhD
programs

14
research labs

900
staff with
500
faculty members