



# Master's Degree in Marketing and International Management

## COURSE CURRICULUM: INNOVATION

### Academic Year 2022/2023 Study Plan

Year	Semester	Unit of Study	Credits
1st	1st	Cross Cultural Management	9
1st	1st	Innovation And Business Design	9
1st	1st	Internationalization And Export Management (Iebm I Part)	6
1st	1st	Linguistic Ability (English or French)	6
1st	2nd	International Monetary Economics	9
1st	2nd	Political Economy and Innovation	6
1st	2nd	Risk Management	6
1st	2nd	Brand Management (Iebm II Part)	6
2nd	1st	Patent Law	6
2nd	1st	Project Management For Innovation	6
2nd	1st	Entrepreneurship	9
2nd	2nd	Big Data Statistics For Business	9
2nd	2nd	Eu Law And Digital Data	6
2nd	2nd	Digital Management	9
2nd		Stage or Other Activity	3
2nd		Final Thesis	15



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COURSE CURRICULUM: ENTERPRENEURSHIP

## Academic Year 2022/2023 Study Plan

Year	Semester	Unit of Study	Credits
1st	1st	Cross Cultural Management	9
1st	1st	Innovation And Business Design	9
1st	1st	Internationalization And Export Management (Iebm I Part)	6
1st	1st	Linguistic Ability (English or French)	6
1st	2nd	International Monetary Economics	9
1st	2nd	Risk Management	6
1st	2nd	Political Economy and Innovation	6
1st	2nd	Brand Management (Iebm II Part)	6
2nd	1st	IP Law	6
2nd	1st	Project Management	6
2nd	1st	Entrepreneurship And Creativity	9
2nd	2nd	Big Data Statistics And Business Analytics	9
2nd	2nd	Business Law And Data Protection	6
2nd	2nd	Digital Management	9
2nd		Stage or Other Activity	3
2nd		Final Thesis	15