



# UE5 Options

 ECTS  
6 crédits Composante  
Institut  
d'Administration  
des Entreprises Volume horaire  
45h

## Présentation

### Heures d'enseignement

|    |                 |     |
|----|-----------------|-----|
| CM | Cours Magistral | 45h |
|----|-----------------|-----|

### Liste des enseignements

|                                                               | Nature  | CMI | CM  | TD | TP | TER | ECTS      |
|---------------------------------------------------------------|---------|-----|-----|----|----|-----|-----------|
| Introduction to Intercultural Communication                   | Matière |     | 20h |    |    |     | 3 crédits |
| Training for Global Mobility                                  | Matière |     | 15h |    |    |     | 2 crédits |
| French Cultural Policies                                      | Matière |     | 15h |    |    |     | 2 crédits |
| Cultural Marketing and Communication                          | Matière |     | 15h |    |    |     | 2 crédits |
| Marketing as a Cultural Project                               | Matière |     | 15h |    |    |     | 2 crédits |
| Sustainable Marketing and Social Culture of Companies         | Matière |     | 15h |    |    |     | 3 crédits |
| Management Behaviour : Psychology and Sociology of Transition | Matière |     | 15h |    |    |     | 3 crédits |
| Diversity Management : Inclusion and Social Justice           | Matière |     | 15h |    |    |     | 3 crédits |