

Courses List_ Global BBA_ Campus LILLE 2024/2025

Cours Fall 2024	ECTS Credits
Academic Research and Writing I	6
Academic Research and Writing II	6
Advanced Computer Business Applications	6
Advanced Mathematics for Business	6
Business and Economic Calculus	6
Business and Professional Writing	6
Business Development	6
Business Law	6
Calculus I	6
Capstone I	6
Civilization I	6
Consumer Computer Applications	6
Creativity Management	6
E-Business & Social Networks	6
E-Commerce & Omnichannels	6
Entrepreneurship & Small Business Management	6
Essentials of Project Management	6
Ethics	6
Financial Accounting	6
Financial Analysis & Decision Making	6
Financial Markets and Institutions	6
Fundamentals of e-Business Models	6
History and Culture of France	6
Human Resource Management	6
Introduction to Business	6
Introduction to Business Intelligence	6
Introduction to Business Research	6
Introduction to Luxury	6
Introduction to Sociology	6
Macro Economics	6
Management Communication	6
Management Information Systems*	6
Managerial Accounting	6
Marketing Principles	6
Marketing Principles (ASYN)	6
Marketing Strategy	6
Mathematics for Business & Management	6
Micro Economics	6
Organizational Behaviour	6
Principles of Environmental Science	6
Principles of Modern Management	6
Public Speaking and Presentation Skills	6
Statistics for Business Decisions	6
Survey of Science - Chemistry	6
Sustainable Transitions	6

Cours Spring 2025	ECTS Credits
Academic Research and Writing I	6
Academic Research and Writing II	6
Advanced Computer Business Applications	6
Business and Economic Calculus	6
Business and Professional Writing	6
Business Law	6
Calculus II	6
Capstone II	6
Civilization II	6
Consumer Computer Applications	6
Creativity Management	6
Data Analytics and Traffic Management (SEO, SEA)	6
Entrepreneurship & Small Business Management	6
Entrepreneurship and Innovation	6
Essentials of Project Management	6
Ethics	6
Financial Accounting	6
Financial Analysis & Decision Making	6
Financial Markets and Institutions	6
Globalization and Development	6
Glocal Awareness	6
International Business	6
International Logistics and Trade	6
Introduction to Artificial Intelligence	6
Introduction to Business	6
Introduction to Business Intelligence	6
Introduction to Business Research	6
Introduction to Digital Transformation	6
Introduction to Luxury	6
Introduction to Psychology	6
Introduction to Theater	6
Legal Issues	6
Macro Economics	6
Management Communication	6
Managerial Accounting	6
Marketing Principles	6
Mathematics for Business & Management	6
Micro Economics	6
Organizational Behaviour	6
Principles of Modern Management	6
Public Speaking and Presentation Skills	6
SOS Chemistry Lab	6
Statistics for Business Decisions	6
Survey of Science - Chemistry	6
Sustainable Transitions	6
User Experience (UX)	6