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
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www.univ-ubs.fr
UBS
BY THE NUMBERS

Founded
1995

9,600
students

6
faculties

100
undergrad, grad and PhD programs

14
research labs

900
staff with 500 faculty members