

DUT TECHNIQUES DE COMMERCIALISATION (BUSINESS STUDIES)

VERSION ANGLAISE

SEMESTER 1

CODE	MODULE	ECTS CREDITS	TEACHING VOLUME	LECTURER
M1101	COMPANY ORGANISATION	5	27	S ACHIBA
M1102	MARKETING FUDAMENTALS	5	27	A BELMAHJOUBI
M1103	INTRODUCTION TO MARKETING STRATEGY	5	27	F PERRON
M1104	ECONOMICS 1	5	27	A BELMAHJOUBI
M1105	INTRODUCTION TO LAW	5	27	M DIENG
M1107	MARKETING RESEARCH 1	5	27	S AMRANI
M1108	INTEGRATED BUSINESS CASE STUDIES 1	5	22	R OZEEL
M1201	ORGANISATIONAL BEHAVIOUR	5	27	M PETIT
M1202	CULTURE & COMMUNICATION 1	5	27	R LACORD
M1203	ENGLISH 1	5	30	C LOCHOT/J WIARD
F1	FRENCH AS A FOREIGN LANGUAGE	4	30	RI LILLE 2
M1205	IT 1	5	27	G TITTELIN
M1206	NEGOTIATION 1	5	27	S LECHARTRE
M1207	INTRODUCTION TO ACCOUNTANCY	5	27	R OZEEL
M1208	MATHS & APPLIED STATISTICS	5	27	A MESSAOUDI

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SEMESTER 2

CODE	MODULE	ECTS CREDITS	TEACHING VOLUME	LECTURER
M2101	APPLIED STATISTICS & PROBABILITY	5	27	A MESSAOUDI
M2102	IT 2	5	27	G TITTELIN
M2103	INTERNATIONAL BUSINESS 1 : INTERNATIONAL MARKETS	5	27	R MOUSSAY
M2104	INTRODUCTION TO RETAILING	5	27	A BELMAHJOUBI
M2105	MARKETING RESEARCH 2	5	27	S AMRANI
M2106	CONSUMER LAW	5	27	A GONZALES
M2201	FINANCIAL ACCOUNTANCY	5	27	R OZEEL
M2202	OPERATIONAL MARKETING	5	27	F PERRON
M2203	BUSINESS COMMUNICATION	5	27	S DJELASSI
M2204	CULTURE & COMMUNICATION 2	5	27	R LACORD
M2205	ENGLISH 2	5	30	C LOCHOT/J WIARD
M2206	INTEGRATED BUSINESS CASE STUDIES IN ENGLISH	5	20	S AMRANI
M2301	NEGOTIATION 2	5	27	S LECHARTRE
M2303	RELATIONAL SKILLS DEVELOPMENT	5	27	M PETIT

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SEMESTER 3

CODE	MODULE	ECTS CREDITS	TEACHING VOLUME	LECTURER
M3101	CULTURE & COMMUNICATION 3	5	27	M PETIT
M3102	ENGLISH 3	5	30	B WAGSTAFF
F1	FRENCH AS A FOREIGN LANGUAGE	4	30	RI LILLE 2
M3104	APPLIED STATISTICS & PROBABILITY	5	27	A MESSAOUDI
M3105	FINANCIAL & BUDGETARY ACCOUNTANCY	5	27	S ACHIBA
M3107	COMMERCIAL LAW	5	27	M DIENG
M3108	IT 3	5	27	I BIERMANN
M3201	RETAIL MARKETING	5	27	G BECQUART
M3202	NEGOTIATION 3	5	27	S LECHARTRE
M3203	BUSINESS COMMUNICATION 2	5	27	S DJELASSI
M3204	DIRECT MARKETING / CRM	5	27	R LEFEBURE
M3205	INTERNATIONAL BUSINESS 2: INTERNATIONAL MARKETING STRATEGY	5	27	R MOUSSAY
M3206	LOGISTICS	5	27	C VAUTRIN
M3207	ECONOMICS	5	27	A BELMAHJOUBI
M3208	INTEGRATED BUSINESS CASE STUDIES 2	5	22	L WINTREBERT

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SEMESTER 4

CODE	MODULE	ECTS CREDITS	TEACHING VOLUME	LECTURER
M4101	CULTURE & COMMUNICATION 4	5	27	R LACORD
M4102	ENGLISH 4	5	30	B WAGSTAFF
M4104	INTERNATIONAL BUSINESS 3 : INTERNATIONAL TRADE TECHNIQUES	5	27	R MOUSSAY
M4105	E-MARKETING	5	27	S LECHARTRE
M4106	LABOUR LAW	5	27	M DIENG
M4201	ORGANISATIONAL BEHAVIOUR	5	27	S ACHIBA
M4202	TEAM MANAGEMENT	5	27	S LAKROUF
M4203	PURCHASING & QUALITY	5	27	A BELMAHJOUBI
M4204	CORPORATE STRATEGY	5	27	G BECQUART
M4205	ENTREPRENEURSHIP	5	27	G BECQUART
M4206	INTEGRATED BUSINESS CASE STUDIES 3	5	16	L WINTREBERT

VERSION FRANCAISE

DUT TECHNIQUES DE COMMERCIALISATION (BUSINESS STUDIES)

SEMESTRE 1

CODE	MODULE	ECTS CREDITS	TEACHING VOLUME	LECTURER
M1101	ORGANISATION DES ENTREPRISES	5	27	S ACHIBA
M1102	FONDAMENTAUX DEMARKETING	5	27	A BELMAHJOUBI
M1103	CONCEPTS ET STRATEGIE MARKETING	5	27	F PERRON
M1104	ECONOMIE GENERALE 1	5	27	A BELMAHJOUBI
M1105	DROIT : PRINCIPES GENERAUX	5	27	M DIENG
M1107	ETUDES ET RECHERCHE COMMERCIALES 1	5	27	S AMRANI
M1108	ACTIVITES TRANSVERSALES ETUDE DE CAS 1	5	22	R OZEEL
M1201	PSYCHOSOCIOLOGIE DE LA COMMUNICATION	5	27	M PETIT
M1202	CULTURE & COMMUNICATION 1	5	27	R LACORD
M1203	ANGLAIS 1	5	30	C LOCHOT/J WIARD
F1	FRANCAIS LANGUE ETRANGERE	4	30	RI LILLE 2
M1205	TECHNOLOGIE DE L'INFORMATION ET DE LA COMMUNICATION 1	5	27	G TITTELIN
M1206	NEGOCIATION 1	5	27	S LECHARTRE
M1207	INTRODUCTION A LA COMPTABILITE	5	27	R OZEEL
M1208	MATHEMATIQUES & STATISTIQUES APPLIQUEES	5	27	A MESSAOUDI

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SEMESTRE 2

CODE	MODULE	ECTS CREDITS	TEACHING VOLUME	LECTURER
M2101	STATISTIQUES & PROBABILITES APPLIQUEES	5	27	A MESSAOUDI
M2102	TECHNOLOGIE DE L'INFORMATION ET DE LA COMMUNICATION 2	5	27	G TITTELIN
M2103	ENVIRONNEMENT INTERNATIONAL 1 : MARCHES INTERNATIONAUX	5	27	R MOUSSAY
M2104	DISTRIBUTION	5	27	A BELMAHJOUBI
M2105	ETUDES ET RECHERCHE COMMERCIALES 2	5	27	S AMRANI
M2106	DROIT DES CONTRATS ET DE LA CONSOMMATION	5	27	A GONZALES
M2201	ANALYSE FINANCIERE	5	27	R OZEEL
M2202	MARKETING OPERATIONNEL	5	27	F PERRON
M2203	COMMUNICATION COMMERCIALE 1	5	27	S DJELASSI
M2204	CULTURE & COMMUNICATION 2	5	27	R LACORD
M2205	ANGLAIS 2	5	30	C LOCHOT/J WIARD
M2206	ANGLAIS ACTIVITES TRANSVERSALES	5	20	S AMRANI
M2301	NEGOCIATION 2	5	27	S LECHARTRE
M2303	DEVELOPPEMENT DES COMPETENCES RELATIONNELLES	5	27	M PETIT

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SEMESTRE 3

CODE	MODULE	ECTS CREDITS	TEACHING VOLUME	LECTURER
M3101	CULTURE & COMMUNICATION 3	5	27	M PETIT
M3102	ANGLAIS 3	5	30	B WAGSTAFF
F1	FRANCAIS LANGUE ETRANGERE	4	30	RI LILLE 2
M3104	STATISTIQUES & PROBABILITES APPLIQUEES	5	27	A MESSAOUDI
M3105	GESTION FINANCIERE & BUDGETAIRE	5	27	S ACHIBA
M3107	DROIT COMMERCIAL	5	27	M DIENG
M3108	TECHNOLOGIE DE L'INFORMATION ET DE LA COMMUNICATION 3	5	27	I BIERMANN
M3201	MARKETING DU POINT DE VENTE	5	27	G BECQUART
M3202	NEGOCIATION 3	5	27	S LECHARTRE
M3203	COMMUNICATION COMMERCIALE 2	5	27	S DJELASSI
M3204	MARKETING DIRECT / CRM	5	27	R LEFEBURE
M3205	ENVIRONNEMENT INTERNATIONAL 2: APPROCHE DES MARCHES ETRANGERS	5	27	R MOUSSAY
M3206	LOGISTIQUE	5	27	C VAUTRIN
M3207	ECONOMIE 2	5	27	A BELMAHJOUBI
M3208	ACTIVITES TRANSVERSALES ETUDE DE CAS 2	5	22	L WINTREBERT

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SEMESTRE 4

CODE	MODULE	ECTS CREDITS	TEACHING VOLUME	LECTURER
M4101	CULTURE & COMMUNICATION 4	5	27	R LACORD
M4102	ANGLAIS 4	5	30	B WAGSTAFF
M4104	ENVIRONNEMENT INTERNATIONAL 3 : TECHNIQUES DU COMMERCE INTERNATIONAL	5	27	R MOUSSAY
M4105	E-MARKETING	5	27	S LECHARTRE
M4106	DROIT DU TRAVAIL	5	27	M DIENG
M4201	PSYCHOSOCIOLOGIE DES ORGANISATIONS	5	27	S ACHIBA
M4202	MANAGEMENT DE L'EQUIPE COMMERCIALE	5	27	S LAKROUF
M4203	ACHAT & QUALITE	5	27	A BELMAHJOUBI
M4204	STRATEGIE D'ENTREPRISE	5	27	G BECQUART
M4205	ENTREPRENEURIAT	5	27	G BECQUART
M4206	ACTIVITES TRANSVERSALES ETUDE DE CAS 3	5	16	L WINTREBERT