

UPES

Faculté Privée des Sciences de Gestion et de

la Technologie



Licence in Management : Marketing

Semester 1

N°	UNIT	CODE		COURSE	Teaching Methodology				ECTS		Coefficient		Assessment Mode	
					L	T	P	I	ECU E	UE	ECU E	UE	CA	MS
1	Management principles	UEF110	ECUEF111	Management principles 1	42	21			5	5	2.5	2.5		X
2	Accounting	UEF120	ECUEF121	Financial Accounting I	42	21			5	5	2.5	2.5		X
3	Principles of economics	UEF130	ECUEF131	Microeconomics	42	21			5	5	2.5	2.5		X
4	Mathematics	UEF140	UCUEF141	Mathematics 1	42	21			5	5	2.5	2.5		X
5	Financial Law and Calculations	UEF150	UCUEF151	Introduction to Law	42				2	5	1	2.5		X
			UCUEF152	Financial Mathematics	21	21			3		1.5			
6	Language and IT	UET110	ECUET111	Business English	21				2	5	1	2.5		X
			ECUET112	Introduction to computers	21				3		1.5			
TOTAL					273	105			30	30	15	15		

L: Lecture; T: Tutorial; P: Pratical Work; I: Integrated course; CA: Continuous Assessment; MS: Mixed System

Semester 2

N°	UNIT	CODE		COURSE	Teaching Methodology				ECTS		Coefficient		Assessment Mode	
					L	T	P	I	ECU E	UE	ECU E	UE	CA	MS
1	Management principles	UEF210	ECUEF211	Management principles 1	42	21			5	5	2,5	2,5		X
2	Accounting	UEF220	ECUEF221	Financial Accounting II	42	21			5	5	2.5	2.5		X
3	Mathematics	UEF230	ECUEF231	Mathematics 2	42	21			5	5	2,5	2,5		X
4	Statistics	UEF240	ECUEF241	Descriptive Statistics and Probability Calculations	42	21			5	5	2,5	2,5		X
5	Macroeconomics and Law	UE250	ECUEF251	Macroeconomics	42				3	5	1.5	2.5		X
			ECUEF252	Commercial Company Law	42				2		1			
6	Language and IT	UET210	ECUET211	Business English	21				2	5	1	2.5		X
			ECUET212	Website design	21				3		1.5			
TOTAL					294	84			30	30	15	15		

N°	UNIT	CODE		COURSE	Teaching Methodology				ECTS		Coefficient		Assessment Mode	
					L	T	P	I	ECUE	UE	ECUE	UE	CA	MS
1	Management	UEF310	ECUEF311	Fundamentals of Management	42	21			5	5	2.5	2.5		X
2	Management accounting	UEF320	ECUEF321	Management accounting	42	21			5	5	2.5	2.5		X
3	Marketing	UEF330	ECUEF331	Fundamentals of Marketing	42	21			5	5	2.5	2.5		X
4	Practical Activity	UEF340	UEF341	Professional conferences	21				5	5	2.5	2.5	X	
5	Language & soft skills	UET310	ECUET311	Business English	21				2	5	1	2.5		X
			ECUET312	Entrepreneurial culture	21				3		1.5			X
6	Taxation and Statistics	UEO310	ECUEO311	Taxation	42	21			3	5	1,5	2.5		X
			ECUEO312	Inferential Statistics	42	21			2		1			X
TOTAL					273	105			30	30	15	15		

Semester 4

N°	UNIT	CODE		COURSE	Teaching Methodology				ECTS		Coefficient		Assessment Mode	
					L	T	P	I	ECUE	UE	ECUE	UE	CA	MS
1	Human Resources Management	UEF410	ECUEF411	Fundamentals of Human Resources Management	42	21			5	5	2.5	2.5		X
2	Finance	UEF420	ECUEF421	Financial Diagnosis	42	21			5	5	2.5	2.5		X
3	Production Management	UEF430	ECUEF431	Production Management	42	21			5	5	2.5	2.5		X
4	Practical Activity	UEF340	ECUEF341	Methodology for Writing an Internship Report	21				5	5	2.5	2.5	X	
5	Language & soft skills	UET310	ECUET311	Corporate communication	21				2	5	1	2.5		X
			ECUET312	Development of the business plan	21				3		1.5			X
6	Optional units	UEO310	ECUEO311	International Trade Finance Techniques	42	21			3	5	1.5	2.5		X
			ECUEO312	Innovation Strategy and Issues	42	21			2		1			X
TOTAL					273	105			30	30	15	15		

N°	UNIT	CODE	COURSE	Teaching Methodology				ECTS		Coefficient		Assessment Mode		
				L	T	P	I	ECUE	UE	ECUE	UE	CA	MS	
1	Strategic and operational marketing	UEF510	ECUEF511	Marketing strategy	21	21			3	5	1.5	2.5		X
			ECUEF512	Price and product management	21	21			2		1			
2	Marketing research	UEF520	ECUEF521	Marketing research	42	21			4	4	2	2		X
3	Analysis of consumer behaviour	UEF530	ECUEF531	Analysis of consumer behaviour	42	21			4	4	2	2		X
4	Practical Activities	UEF540	ECUEF541	Marketing case studies	42				5	5	2.5	2.5	X	
5	Language & soft skills	UET510	ECUET511	Marketing English	21				2	5	1	2.5		X
			ECUET512	Innovation and entrepreneurship	21				3		1.5			
6	Optional units	UEO510	ECUEO511	Customer Complaint Management	42	21			4	7	2	3.5		X
			ECUEO512	Customer satisfaction survey	42	21			3		1.5			
TOTAL					252	126			30	30	15	15		

N°	UNIT	CODE		COURSE	Teaching Methodology				ECTS		Coefficient		Assessment Mode	
					L	T	P	I	ECUE	UE	ECUE	UE	CA	MS
1	Distribution	UEF610	ECUEF411	Distribution strategies	42	21			5	5	2.5	2.5		X
2	Marketing communication	UEF620	ECUEF621	Marketing Communication	42	21			4	4	2	2		X
3	Marketing data analysis	UEF630	ECUEF631	Marketing data analysis	42	21			4	4	2	2		X
4	Practical Activities	UEF640	ECUEF641	End of study project					5	5	2.5	2.5		X
5	Language & soft skills	UET610	ECUET611	Marketing English	21				2	5	1	2.5		X
			ECUET612	Introduction to Big Data	21				3		1.5			X
6	Optional units	UEO410	ECUEO611	Sales force management	42	21			4	7	2	3.5		X
			ECUEO612	Service design	42	21			3		1.5			X
TOTAL					273	105			30	30	15	15		