



SHG Paris

International Hospitality & Business School
SWISS EDUCATION - SWISS HOSPITALITY - SWISS QUALITY

| COURS - ANNEE 2 - BACHELOR IBM | | | |
|---------------------------------------|-------------------|---------------|----------------|
| Matières | Catégories | Heures | Crédits |
| Management Inter-culturel | Business | 10 | 2.5 |
| E-Marketing | Business | 20 | 5 |
| Monde du luxe | Business | 10 | 2.5 |
| Ventes | Business | 10 | 2.5 |
| Négociation | Business | 10 | 2.5 |
| Comptabilité | Business | 20 | 5 |
| Marketing | Business | 20 | 5 |
| Leadership | Business | 10 | 2.5 |
| Communication | Business | 10 | 2.5 |
| Recrutement | Business | 10 | 2.5 |
| Gestion financière | Business | 20 | 5 |
| Ressources Humaines | Business | 10 | 2.5 |
| Gestion des équipes | Business | 20 | 5 |
| Anglais / Français | Business | 58.5 | 7.5 |
| Rapport de stage | Business | | 7.5 |
| TOTAL | | 238.5 | 60 |