

**BUT** TECHNIQUES DE COMMERCIALISATION (TC)  
**PARCOURS** BUSINESS INTERNATIONAL

### MODALITÉS DE CONTRÔLE DES CONNAISSANCES (MCC)

(1) NATURE  
E = Ecrit R = Rapport  
O = Oral P = Professionnalisation

2025-2026

[illegible]

DOMAINE DROIT, ECONOMIE, GESTION  
BUT TECHNIQUES DE COMMERCIALISATION (TC)  
PARCOURS BUSINESS INTERNATIONAL

2025-2026

| UE / Ressources                           | CONTENU DES ENSEIGNEMENTS                                             | Heures Programme National<br>(dont 29h d'adaptation locale) |
|-------------------------------------------|-----------------------------------------------------------------------|-------------------------------------------------------------|
| TRONC COMMUN                              |                                                                       |                                                             |
| R3.01                                     | Marketing mix -2                                                      | 20                                                          |
| R3.02                                     | Entretien de vente                                                    | 20                                                          |
| R3.03                                     | Principes de la communication digitale                                | 20                                                          |
| R3.04                                     | Etudes marketing -3                                                   | 15                                                          |
| R3.05                                     | Environnement économique international                                | 15                                                          |
| R3.06                                     | Droit des activités commerciales                                      | 15                                                          |
| R3.07                                     | Techniques quantitatives et représentations                           | 15                                                          |
| R3.08                                     | Tableau de bord commercial                                            | 15                                                          |
| R3.09                                     | Psychologie sociale du travail                                        | 12                                                          |
| R3.10                                     | Anglais appliqué au commerce-3                                        | 17                                                          |
| R3.11                                     | LVB appliquée au commerce-3                                           | 20                                                          |
|                                           | Espagnol                                                              |                                                             |
|                                           | Mandarin                                                              |                                                             |
|                                           | Reo                                                                   |                                                             |
| R3.12                                     | Ressources et culture numériques                                      | 20                                                          |
| R3.13                                     | Expression, communication, culture-3                                  | 15                                                          |
| R3.14                                     | PPP-3                                                                 | 10                                                          |
| TOTAL RESSOURCES TRONC COMMUN             |                                                                       | 229                                                         |
| PARCOURS BUSINESS INTERNATIONAL           |                                                                       |                                                             |
| R3.BI.15                                  | Stratégie et veille à l'international                                 | 15                                                          |
| R3.BI.16                                  | Marketing et vente à l'international                                  | 15                                                          |
| TOTAL RESSOURCES PARCOURS BI              |                                                                       | 30                                                          |
| TOTAL RESSOURCES TRONC COMMUN ET PARCOURS |                                                                       | 259                                                         |
| SAE                                       |                                                                       |                                                             |
| SAE 3.01                                  | Pilotage d'un projet en déployant les techniques de commercialisation | 10                                                          |
| SAE 3.BI.02                               | Démarche de création d'entreprise à l'international                   | 35                                                          |
| SAE 3.BI.03                               | Etude et sélection des marchés à l'étranger pour déployer l'offre     | 30                                                          |
| SAE 3.BI.04                               | Portfolio 53                                                          | 10                                                          |
| SAE 3.BI.05                               | Heures suivit SAE                                                     | 50                                                          |
| TOTAL SAE                                 |                                                                       | 135                                                         |
| TOTAL SEMESTRE 3                          |                                                                       | 394                                                         |

| UPF              |    |     |    |                     |               |               |               |
|------------------|----|-----|----|---------------------|---------------|---------------|---------------|
| Heures étudiants | CM | TD  | TP | Autonomie étudiants | Mutualisation | Nb groupes TD | Nb groupes TP |
| 18               | 6  | 12  | 0  | 0                   |               | 1             | 1             |
| 18               | 0  | 8   | 10 | 0                   |               | 1             | 1             |
| 18               | 6  | 12  | 0  | 0                   |               | 1             | 1             |
| 13               | 3  | 4   | 6  | 0                   |               | 1             | 1             |
| 13               | 5  | 8   | 0  | 0                   |               | 1             | 1             |
| 14               | 5  | 9   | 0  | 0                   |               | 1             | 1             |
| 13               | 4  | 4   | 5  | 0                   |               | 1             | 1             |
| 13               | 3  | 6   | 4  | 0                   |               | 1             | 1             |
| 12               | 4  | 8   | 0  | 0                   |               | 1             | 1             |
| 16               | 0  | 8   | 8  | 0                   |               | 1             | 1             |
|                  |    |     |    |                     |               | 1             | 1             |
| 18               | 0  | 12  | 6  | 0                   |               | 1             | 1             |
| 18               | 0  | 6   | 3  | 0                   | GACC02        | 1             | 1             |
| 18               | 0  | 6   | 3  |                     | GACC02        | 1             | 1             |
| 18               | 0  | 12  | 6  | 0                   |               | 1             | 1             |
| 15               | 0  | 9   | 6  | 0                   |               | 1             | 1             |
| 10               | 1  | 9   | 0  | 0                   |               | 1             | 1             |
| 209              | 37 | 121 | 51 | 0                   |               |               |               |

|     |    |     |    |   |  |   |   |
|-----|----|-----|----|---|--|---|---|
| 13  | 0  | 5   | 8  | 0 |  | 1 | 1 |
| 13  | 3  | 10  | 0  | 0 |  | 1 | 1 |
| 26  | 3  | 15  | 8  | 0 |  |   |   |
| 239 | 40 | 136 | 59 | 0 |  |   |   |

|       |   |     |   |      |  |   |   |
|-------|---|-----|---|------|--|---|---|
| 36    | 0 | 9   | 0 | 27   |  | 1 | 1 |
| 48    | 0 | 30  | 0 | 18   |  | 1 | 1 |
| 43    | 0 | 25  | 0 | 18   |  | 1 | 1 |
| 21,5  | 0 | 8   | 0 | 13,5 |  | 1 | 1 |
| 50    | 0 | 50  | 0 |      |  |   |   |
| 198,5 | 0 | 222 | 0 | 76,5 |  |   |   |

|     |    |     |    |    |  |  |  |
|-----|----|-----|----|----|--|--|--|
| 434 | 40 | 258 | 59 | 77 |  |  |  |
|-----|----|-----|----|----|--|--|--|

| MCC                     | CONTROLE CONTINU (CC) |             |            |            |             |            |            |             |            |
|-------------------------|-----------------------|-------------|------------|------------|-------------|------------|------------|-------------|------------|
|                         | Epreuve #1            |             |            | Epreuve #2 |             |            | Epreuve #3 |             |            |
|                         | Nature (1)            | Durée (min) | Coeff. (2) | Nature (1) | Durée (min) | Coeff. (2) | Nature (1) | Durée (min) | Coeff. (2) |
| Nombre total d'épreuves |                       |             |            |            |             |            |            |             |            |
| 2                       | O                     | 30 min      | 50%        | E          | 1h15        | 50%        |            |             |            |
| 2                       | E                     | 1h15        | 50%        | O          | 10min       | 50%        |            |             |            |
| 2                       | R                     |             | 50%        | E          | 1h15        | 50%        |            |             |            |
| 2                       | O                     | 20 min      | 50%        | R          |             | 50%        |            |             |            |
| 2                       | O                     | 30 min      | 50%        | R          |             | 50%        |            |             |            |
| 2                       | R                     |             | 50%        | E          | 1h15        | 50%        |            |             |            |
| 2                       | E                     | 1h30        | 50%        | E          | 1h30        | 50%        |            |             |            |
| 2                       | E                     | 40 min      | 50%        | E          | 40 min      | 50%        |            |             |            |
| 2                       | E                     | 1h          | 50%        | O          | 20 min      | 50%        |            |             |            |
| 2                       | E                     | 1h15        | 50%        | O          | 30 min      | 50%        |            |             |            |
|                         |                       |             |            |            |             |            |            |             |            |
| 2                       | E                     | 1h          | 50%        | O          | 20min       | 50%        |            |             |            |
| 2                       | O                     | 30 min      | 50%        | E          | 1h30        | 50%        |            |             |            |
| 3                       | O                     | 30 min      | 30%        | O          | 30          | 30%        | E          | 1h15        | 40%        |
| 2                       | E                     | 1 h15       | 50%        | E          | 1 h15       | 50%        |            |             |            |
| 2                       | E                     | 1h30        | 50%        | O          | 30min       | 50%        |            |             |            |
| 2                       | E                     | 1h15        | 50%        | O          | 30 min      | 50%        |            |             |            |

|   |   |        |     |   |      |     |  |  |  |
|---|---|--------|-----|---|------|-----|--|--|--|
| 2 | O | 30 min | 50% | E | 1h15 | 50% |  |  |  |
| 2 | O | 30 min | 50% | E | 1h15 | 50% |  |  |  |

|   |   |        |     |   |  |     |  |  |  |
|---|---|--------|-----|---|--|-----|--|--|--|
| 2 | R |        | 50% | R |  | 50% |  |  |  |
| 2 | O | 30 min | 50% | R |  | 50% |  |  |  |
| 2 | O | 30 min | 50% | R |  | 50% |  |  |  |

| Répartition des coefficients par compétence |        |                           |                             |                              |
|---------------------------------------------|--------|---------------------------|-----------------------------|------------------------------|
| Marketing                                   | Vente  | Communication commerciale | Stratégie à l'international | Opérations à l'international |
| UE 3.1                                      | UE 3.2 | UE 3.3                    | UE 3.4                      | UE 3.5                       |
| 0,75                                        |        |                           |                             |                              |
|                                             | 1,40   |                           |                             |                              |
|                                             |        | 1,60                      |                             |                              |
| 0,58                                        |        |                           |                             |                              |
| 0,58                                        |        |                           |                             |                              |
| 0,19                                        | 0,23   | 0,27                      |                             |                              |
| 0,19                                        | 0,23   | 0,27                      |                             |                              |
| 0,19                                        | 0,23   | 0,27                      |                             |                              |
| 0,39                                        |        |                           |                             |                              |
| 0,19                                        | 0,47   | 0,53                      |                             |                              |
|                                             |        |                           |                             |                              |
| 0,19                                        | 0,47   | 0,53                      |                             |                              |
| 0,19                                        | 0,47   | 0,53                      |                             |                              |
| 0,19                                        | 0,47   | 0,53                      |                             |                              |
| 0,19                                        | 0,23   | 0,27                      | 0,19                        | 0,19                         |
| 0,19                                        | 0,23   | 0,27                      | 0,19                        | 0,19                         |
| 0,19                                        | 0,23   | 0,27                      |                             |                              |

|  |  |  |      |      |
|--|--|--|------|------|
|  |  |  | 1,62 |      |
|  |  |  |      | 1,62 |

|      |      |      |      |      |
|------|------|------|------|------|
| 0,39 | 0,47 | 0,53 |      |      |
| 2,72 | 2,8  | 3,2  | 0,19 | 0,19 |
|      |      |      | 1,9  | 1,9  |

|                |      |      |      |      |      |
|----------------|------|------|------|------|------|
| Total coeff.   | 6,90 | 6,99 | 8,01 | 3,99 | 3,99 |
| ECTS           | 7    | 7    | 8    | 4    | 4    |
| Rapport SAE/UE | 0,45 | 0,47 | 0,47 | 0,52 | 0,52 |

| UE / Ressources                           | CONTENU DES ENSEIGNEMENTS                                                               | Heures Programme National<br>(dont 15h d'adaptation locale) |
|-------------------------------------------|-----------------------------------------------------------------------------------------|-------------------------------------------------------------|
| TRONC COMMUN                              |                                                                                         |                                                             |
| R4.01                                     | Stratégie marketing                                                                     | 15                                                          |
| R4.02                                     | Négociation: rôle du vendeur et de l'acheteur                                           | 15                                                          |
| R4.03                                     | Conception d'une campagne de communication                                              | 15                                                          |
| R4.04                                     | Droit du travail                                                                        | 10                                                          |
| R4.05                                     | Anglais appliqué au commerce-4                                                          | 15                                                          |
| R4.06                                     | LVB appliquée au commerce-4                                                             | 15                                                          |
|                                           | Espagnol                                                                                |                                                             |
|                                           | Mandarin                                                                                |                                                             |
|                                           | Reo                                                                                     |                                                             |
| R4.07                                     | Expression, communication, culture-4                                                    | 15                                                          |
| R4.08                                     | PPP-4                                                                                   | 5                                                           |
| TOTAL RESSOURCES TRONC COMMUN             |                                                                                         | 105                                                         |
| PARCOURS BUSINESS INTERNATIONAL           |                                                                                         |                                                             |
| R4.BI.09                                  | Stratégie achat                                                                         | 15                                                          |
| R4.BI.10                                  | Techniques du commerce international-1                                                  | 15                                                          |
| R4.BI.11                                  | Management interculturel                                                                | 15                                                          |
| TOTAL RESSOURCES PARCOURS BI              |                                                                                         | 45                                                          |
| TOTAL RESSOURCES TRONC COMMUN ET PARCOURS |                                                                                         | 150                                                         |
| SAE                                       |                                                                                         |                                                             |
| SAE 4.01                                  | Evaluation de la performance du projet en déployant les techniques de commercialisation | 5                                                           |
| SAE 4.02                                  | Pilotage commercial d'une organisation                                                  | 20                                                          |
| SAE 4.BI.03                               | Développement de l'offre à l'international                                              | 25                                                          |

| Heures étudiants | CM | TD  | TP | Autonomie étudiants | Mutualisation | Nombre groupes TD | Nombre groupes TP |
|------------------|----|-----|----|---------------------|---------------|-------------------|-------------------|
| 13               | 5  | 8   | 0  | 0                   |               | 1                 | 1                 |
| 13               | 2  | 5   | 6  | 0                   |               | 1                 | 1                 |
| 13               | 5  | 8   | 0  | 0                   |               | 1                 | 1                 |
| 10               | 4  | 6   | 0  | 0                   |               | 1                 | 1                 |
| 15               | 0  | 7   | 8  | 0                   |               | 1                 | 1                 |
|                  |    |     |    |                     |               | 1                 | 1                 |
| 15               | 0  | 7   | 8  | 0                   |               | 1                 | 1                 |
| 15               | 0  | 3,5 | 4  | 0                   |               | 1                 | 1                 |
| 15               | 0  | 3,5 | 4  | 0                   |               | 1                 | 1                 |
| 15               | 3  | 6   | 6  | 0                   |               | 1                 | 1                 |
| 5                | 0  | 5   | 0  | 0                   |               | 1                 | 1                 |
| 99               | 19 | 52  | 28 | 0                   |               |                   |                   |

|     |    |    |    |   |  |   |   |
|-----|----|----|----|---|--|---|---|
| 13  | 5  | 8  | 0  | 0 |  | 1 | 1 |
| 13  | 3  | 4  | 6  | 0 |  | 1 | 1 |
| 13  | 3  | 6  | 4  | 0 |  | 1 | 1 |
| 39  | 11 | 18 | 10 | 0 |  |   |   |
| 139 | 30 | 70 | 38 | 0 |  |   |   |

|    |   |    |   |    |  |   |   |
|----|---|----|---|----|--|---|---|
| 41 | 0 | 5  | 0 | 36 |  | 1 | 1 |
| 47 | 0 | 20 | 0 | 27 |  | 1 | 1 |
| 49 | 0 | 22 | 0 | 27 |  | 1 | 1 |

| MCC                     | CONTROLE CONTINU (CC) |             |            |            |             |            |            |             |            |
|-------------------------|-----------------------|-------------|------------|------------|-------------|------------|------------|-------------|------------|
|                         | Epreuve #1            |             |            | Epreuve #2 |             |            | Epreuve #3 |             |            |
|                         | Nature (1)            | Durée (min) | Coeff. (2) | Nature (1) | Durée (min) | Coeff. (2) | Nature (1) | Durée (min) | Coeff. (2) |
| Nombre total d'épreuves |                       |             |            |            |             |            |            |             |            |
| 2                       | O                     | 30 min      | 50%        | E          | 1h15        | 50%        |            |             |            |
| 2                       | E                     | 1h15        | 50%        | O          | 10min       | 50%        |            |             |            |
| 2                       | O                     | 30 min      | 50%        | R          |             | 50%        |            |             |            |
| 2                       | E                     | 1h15        | 50%        | E          | 1h15        | 50%        |            |             |            |
| 2                       | E                     | 1h15        | 50%        | O          | 30 min      | 50%        |            |             |            |
|                         |                       |             |            |            |             |            |            |             |            |
| 2                       | E                     | 1h30        | 50%        | O          | 30min       | 50%        |            |             |            |
| 2                       | O                     | 30 min      | 50%        | E          | 1h30        | 50%        |            |             |            |
| 3                       | O                     | 30 min      | 30%        | O          | 30          | 30%        | E          | 1h15        | 40%        |
| 2                       | E                     | 1h30        | 50%        | O          | 30min       | 50%        |            |             |            |
| 2                       | R                     |             | 50%        | R          |             | 50%        |            |             |            |

|   |   |        |     |   |      |     |  |  |  |
|---|---|--------|-----|---|------|-----|--|--|--|
| 2 | E | 1h15   | 50% | O | 1h15 | 50% |  |  |  |
| 2 | O | 30 min | 50% | E | 1h15 | 50% |  |  |  |
| 2 | O | 30 min | 50% | R |      | 50% |  |  |  |

|   |   |        |     |   |  |     |   |  |     |
|---|---|--------|-----|---|--|-----|---|--|-----|
| 3 | P |        | 1/3 | R |  | 1/3 | O |  | 1/3 |
| 2 | R |        | 50% | O |  | 50% |   |  |     |
| 2 | O | 30 min | 50% | R |  | 50% |   |  |     |

| Répartition des coefficients par compétence |        |                           |                             |                              |
|---------------------------------------------|--------|---------------------------|-----------------------------|------------------------------|
| Marketing                                   | Vente  | Communication commerciale | Stratégie à l'international | Opérations à l'international |
| UE 4.1                                      | UE 4.2 | UE 4.3                    | UE 4.4                      | UE 4.5                       |
| 1,80                                        |        |                           |                             |                              |
|                                             | 1,80   |                           |                             |                              |
|                                             |        | 1,80                      |                             |                              |
| 0,30                                        | 0,30   | 0,30                      |                             |                              |
| 0,30                                        | 0,30   | 0,30                      | 0,27                        | 0,27                         |
|                                             |        |                           |                             |                              |
| 0,30                                        | 0,30   | 0,30                      | 0,27                        | 0,27                         |
| 0,30                                        | 0,30   | 0,30                      | 0,27                        | 0,27                         |
| 0,30                                        | 0,30   | 0,30                      | 0,27                        | 0,27                         |
| 0,30                                        | 0,30   | 0,30                      | 0,27                        | 0,27                         |
| 0,30                                        | 0,30   | 0,30                      | 0,27                        | 0,27                         |
|                                             |        |                           | 0,27                        | 0,27                         |

|  |  |  |      |      |
|--|--|--|------|------|
|  |  |  | 0,62 |      |
|  |  |  |      | 1,64 |
|  |  |  | 0,62 |      |

|      |      |      |      |      |
|------|------|------|------|------|
| 0,60 | 0,60 | 0,60 |      |      |
| 0,60 | 0,60 | 0,60 |      |      |
|      |      |      | 1,64 | 1,64 |

|                       |           |     |
|-----------------------|-----------|-----|
| SAE 4.BI.04           | Portfolio | 15  |
| SAE 4.BI.05           | Stage BI  | 10  |
| SAE 4.BI.06           | Suivi SAE | 25  |
| TOTAL SAE             |           | 150 |
| TOTAL SEMESTRE 4      |           | 750 |
| TOTAL BUT 2 (S5 + S6) |           | 644 |
| TOTAL BUT 1           |           |     |
| TOTAL BUT 2           |           |     |
| TOTAL BUT 3           |           |     |
| TOTAL BUT 1 + 2 + 3   |           |     |

|       |   |    |   |       |  |   |   |
|-------|---|----|---|-------|--|---|---|
| 213,5 | 0 | 10 | 0 | 113,5 |  | 1 | 1 |
| 5     | 0 | 5  | 0 | 0     |  | 1 | 1 |
| 25    | 0 | 25 | 0 | 0     |  |   |   |
| 150,5 | 0 | 40 | 0 | 150,5 |  |   |   |

|       |    |     |    |       |  |  |  |
|-------|----|-----|----|-------|--|--|--|
| 328,5 | 30 | 157 | 38 | 103,5 |  |  |  |
|-------|----|-----|----|-------|--|--|--|

|     |    |     |    |     |  |  |  |
|-----|----|-----|----|-----|--|--|--|
| 762 | 70 | 415 | 97 | 180 |  |  |  |
|-----|----|-----|----|-----|--|--|--|

|         |        |         |        |        |
|---------|--------|---------|--------|--------|
| 834,00  | 81,00  | 507,00  | 111,00 | 135,00 |
| 762,00  | 70,00  | 415,00  | 97,00  | 180,00 |
| 713,50  | 0,00   | 392,00  | 96,50  | 225,00 |
| 2309,50 | 151,00 | 1314,00 | 304,50 | 540,00 |

|   |   |        |     |   |  |     |   |  |     |
|---|---|--------|-----|---|--|-----|---|--|-----|
| 2 | O | 25 min | 50% | R |  | 50% |   |  |     |
| 3 | O | 30 min | 25% | R |  | 25% | P |  | 50% |

|      |      |      |      |      |
|------|------|------|------|------|
| 0.60 | 0.60 | 0.60 | 0.55 | 0.55 |
| 1.20 | 1.20 | 1.20 | 1.09 | 1.09 |

|                |      |      |      |      |      |
|----------------|------|------|------|------|------|
| Total coeff.   | 6,00 | 6,00 | 6,00 | 6,00 | 6,00 |
| ECTS           | 6,00 | 6,00 | 6,00 | 6,00 | 6,00 |
| Rapport SAE/UE | 0,50 | 0,50 | 0,50 | 0,55 | 0,55 |

Légende

Heures ressources + adaptation locale + LV2 (mandarin et Réo)

Heures SAE + Suivi + Autonomie

|                  |                                           |                                                             |                                                                                      |  |  |                                               |                  |        |         |        |                     |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|------------------|-------------------------------------------|-------------------------------------------------------------|--------------------------------------------------------------------------------------|--|--|-----------------------------------------------|------------------|--------|---------|--------|---------------------|-----|--|--|--|-----------------------------------------------------|-----------------------|--|--|--|--|---------------------------------------------|--|--|--|--|--|--|--|
| DOMAINE          |                                           | DROIT, ECONOMIE, GESTION                                    |                                                                                      |  |  | MODALITES DE CONTRÔLE DES CONNAISSANCES (MCC) |                  |        |         |        |                     |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
| BUT              |                                           | TECHNIQUES DE COMMERCIALISATION (TC)                        |                                                                                      |  |  | (1) NATURE                                    |                  |        |         |        |                     |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
| PARCOURS         |                                           | BUSINESS INTERNATIONAL                                      |                                                                                      |  |  | E = Ecrit<br>O = Oral                         |                  |        |         |        |                     |     |  |  |  | R = Rapport<br>P = Pratique et professionnalisation |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
| 2025-2026        |                                           |                                                             |                                                                                      |  |  |                                               |                  |        |         |        |                     |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
| SEMESTRE 5       | UE / Ressources                           |                                                             | CONTENU DES ENSEIGNEMENTS                                                            |  |  |                                               | UPF              |        |         |        |                     | MCC |  |  |  |                                                     | CONTRÔLE CONTINU (CC) |  |  |  |  | Répartition des coefficients par compétence |  |  |  |  |  |  |  |
|                  |                                           |                                                             |                                                                                      |  |  |                                               | Heures étudiants | CM     | TD      | TP     | Autonomie étudiants |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  | TRONC COMMUN                              |                                                             |                                                                                      |  |  |                                               |                  |        |         |        |                     |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  | R5.01                                     |                                                             | Stratégie d'entreprise                                                               |  |  |                                               | 18,00            | 0      | 18      | 0      | 0                   |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  | R5.02                                     |                                                             | Négocier dans des contextes spécifiques - 1                                          |  |  |                                               | 18,00            | 0      | 6       | 12     | 0                   |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  | R5.03                                     |                                                             | Financement et régulation de l'économie                                              |  |  |                                               | 12,00            | 0      | 12      | 0      | 0                   |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  | R5.04                                     |                                                             | Droit des activités commerciales - 2                                                 |  |  |                                               | 13,50            | 0      | 13,5    | 0      | 0                   |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  | R5.05                                     |                                                             | Analyse financière                                                                   |  |  |                                               | 13,50            | 0      | 9       | 4,5    | 0                   |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  | R5.06                                     |                                                             | Anglais appliqué au commerce - 5                                                     |  |  |                                               | 14,00            | 0      | 6       | 8      | 0                   |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  | R5.07                                     |                                                             | LV B appliquée au commerce - 5                                                       |  |  |                                               | 14,00            |        |         |        |                     |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  |                                           |                                                             | Espagnol                                                                             |  |  |                                               |                  | 0      | 6       | 8      | 0                   |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  |                                           |                                                             | Réo                                                                                  |  |  |                                               |                  | 0      | 2       | 5      | 0                   |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  |                                           |                                                             | Mandarin                                                                             |  |  |                                               |                  | 0      | 2       | 5      | 0                   |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  | R5.08                                     |                                                             | Expression, communication, culture - 5                                               |  |  |                                               | 18,00            | 0      | 18      | 0      | 0                   |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  | R5.09                                     |                                                             | PPP - 5                                                                              |  |  |                                               | 9,00             | 0      | 9       | 0      | 0                   |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  | TOTAL RESSOURCES TRONC COMMUN             |                                                             |                                                                                      |  |  |                                               | 130,00           | 0      | 97,5    | 32,5   | 0                   |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  | PARCOURS BUSINESS INTERNATIONAL           |                                                             |                                                                                      |  |  |                                               |                  |        |         |        |                     |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  | R5.10                                     |                                                             | Ressources et culture numériques appliquées au Business International achat et vente |  |  |                                               | 14,00            | 0      | 8       | 6      | 0                   |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  | R5.11                                     |                                                             | Approvisionnements                                                                   |  |  |                                               | 18,00            | 0      | 14      | 4      | 0                   |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  | R5.12                                     |                                                             | Techniques du commerce international                                                 |  |  |                                               | 19,50            | 0      | 11,5    | 8      | 0                   |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  | R5.13                                     |                                                             | Droit International                                                                  |  |  |                                               | 18,00            | 0      | 18      | 0      | 0                   |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  | R5.14                                     |                                                             | Logistique et Supply chain                                                           |  |  |                                               | 18,00            | 0      | 10      | 8      | 0                   |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  | R5.15                                     |                                                             | Marketing Achat                                                                      |  |  |                                               | 18,00            | 0      | 18      | 0      | 0                   |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  | TOTAL RESSOURCES PARCOURS BI              |                                                             |                                                                                      |  |  |                                               | 105,50           | 0      | 79,5    | 26     | 0                   |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  | TOTAL RESSOURCES TRONC COMMUN ET PARCOURS |                                                             |                                                                                      |  |  |                                               | 235,50           | 0      | 177     | 58,5   | 0                   |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
| SAE              |                                           |                                                             |                                                                                      |  |  |                                               |                  |        |         |        |                     |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
| SAÉ 5 BI.01      |                                           | Conduite d'une mission import ou export pour une entreprise |                                                                                      |  |  | 165,00                                        | 0                | 55     | 15      | 95     |                     |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
| SAÉ 5 BI.02      |                                           | Portfolio                                                   |                                                                                      |  |  | 32,50                                         | 0                | 15     | 0       | 17,5   |                     |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
| SAÉ 5 BI.03      |                                           | Suivi des Projets Tutorés - SAE                             |                                                                                      |  |  | 75,00                                         | 0                | 75     | 0       | 0      |                     |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
| TOTAL SAE        |                                           |                                                             |                                                                                      |  |  | 272,50                                        | 0                | 145    | 15      | 112,5  |                     |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
| TOTAL SEMESTRE 5 |                                           |                                                             |                                                                                      |  |  | 508,00                                        | 0                | 322    | 74      | 113    |                     |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
| SEMESTRE 6       | UE / Ressources                           |                                                             | CONTENU DES ENSEIGNEMENTS                                                            |  |  |                                               | UPF              |        |         |        |                     | MCC |  |  |  |                                                     | CONTRÔLE CONTINU (CC) |  |  |  |  | Répartition des coefficients par compétence |  |  |  |  |  |  |  |
|                  |                                           |                                                             |                                                                                      |  |  |                                               | Heures étudiants | CM     | TD      | TP     | Autonomie étudiants |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  | TRONC COMMUN                              |                                                             |                                                                                      |  |  |                                               |                  |        |         |        |                     |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  | R6.01                                     |                                                             | Stratégie d'entreprise - 2                                                           |  |  |                                               | 14,00            | 0      | 14      | 0      | 0                   |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  | R6.02                                     |                                                             | Négocier dans des contextes spécifiques - 2                                          |  |  |                                               | 15,00            | 0      | 5       | 10     | 0                   |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  | TOTAL RESSOURCES TRONC COMMUN             |                                                             |                                                                                      |  |  |                                               | 29,00            | 0      | 19      | 10     | 0                   |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  | PARCOURS BUSINESS INTERNATIONAL           |                                                             |                                                                                      |  |  |                                               |                  |        |         |        |                     |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  | R6.BI.03                                  |                                                             | Anglais appliqué au business international                                           |  |  |                                               | 15,00            | 0      | 11      | 4      | 0                   |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  | R6.BI.04                                  |                                                             | LVB appliquée au business international                                              |  |  |                                               | 14,00            |        |         |        |                     |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  |                                           |                                                             | Espagnol                                                                             |  |  |                                               |                  | 0      | 10      | 4      | 0                   |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  |                                           |                                                             | Réo                                                                                  |  |  |                                               |                  | 0      | 10      | 4      | 0                   |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  |                                           |                                                             | Mandarin                                                                             |  |  |                                               | 14,00            | 0      | 10      | 4      | 0                   |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  | TOTAL RESSOURCES PARCOURS BI              |                                                             |                                                                                      |  |  |                                               | 29,00            | 0      | 21      | 8      | 0                   |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  | TOTAL RESSOURCES TRONC COMMUN ET PARCOURS |                                                             |                                                                                      |  |  |                                               | 58,00            | 0      | 40      | 18     | 0                   |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  | SAE                                       |                                                             |                                                                                      |  |  |                                               |                  |        |         |        |                     |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  | SAE 6 BI. 01                              |                                                             | Stage - Business développement et management de la relation client                   |  |  |                                               | 73,00            | 0      | 18      | 0      | 55                  |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  | SAE 6 BI. 02                              |                                                             | Portfolio                                                                            |  |  |                                               | 74,50            | 0      | 12      | 5      | 57,5                |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  | TOTAL SAE                                 |                                                             |                                                                                      |  |  |                                               | 147,50           | 0      | 30      | 5      | 112,5               |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  | TOTAL SEMESTRE 6                          |                                                             |                                                                                      |  |  |                                               | 205,50           | 0      | 70      | 23     | 112,5               |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  | TOTAL BUT 3 (S5 + S6)                     |                                                             |                                                                                      |  |  |                                               | 713,50           | 0,00   | 392,00  | 96,50  | 225,00              |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  | TOTAL BUT 1                               |                                                             |                                                                                      |  |  |                                               | 834,00           | 81,00  | 507,00  | 111,00 | 135,00              |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  | TOTAL BUT 2                               |                                                             |                                                                                      |  |  |                                               | 762,00           | 70,00  | 415,00  | 97,00  | 180,00              |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  | TOTAL BUT 3                               |                                                             |                                                                                      |  |  |                                               | 713,50           | 0,00   | 392,00  | 96,50  | 225,00              |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |
|                  | TOTAL BUT 1 + 2 + 3                       |                                                             |                                                                                      |  |  |                                               | 2309,50          | 151,00 | 1314,00 | 304,50 | 540,00              |     |  |  |  |                                                     |                       |  |  |  |  |                                             |  |  |  |  |  |  |  |