## SPRING 27 - EXCHANGE IN - COURSES LIST - LILLE CAMPUS

| | Course Code | Course Name | N. Credits |
|---|---|---|---|
| **BBA** | BAC.EAINA.OTENG.1001 | ACADEMIC RESEARCH & WRITING I | 6 |
| **BBA** | BAC.EAINA.ISCSE.2301 | ADVANCED COMPUTER BUSINESS APPLICATION | 6 |
| **BBA** | BAC.EAINA.STBUS.4301 | AI ENABLED DATA LITERACY | 6 |
| **BBA** | BAC.EAINA.OTCOM.3224 | BUSINESS AND PROFESSIONAL WRITING | 6 |
| **BBA** | BAC.EAINA.OTHUM.2542 | BUSINESS ETHICS | 6 |
| **BBA** | BAC.EAINA.LTBUS.3703 | BUSINESS LAW | 6 |
| **BBA** | BAC.EAINA.MKBUS.3300 | CONSUMER ENGAGEMENT | 6 |
| **BBA** | BAC.EAINA.OTCOM.1100 | CREATIVITY MANAGEMENT | 6 |
| **BBA** | BAC.EAINA.ISBUS.3053 | DATA ANALYTICS & TRAFFIC ACQUISITION | 6 |
| **BBA** | BAC.EAINA.STBUS.2100 | ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT | 6 |
| **BBA** | BAC.EAINA.FIBUS.3410 | FINANCIAL ANALYSIS & DECISION MAKING | 6 |
| **BBA** | BAC.EAINA.FIBUS.3402 | FINANCIAL MARKETS & INSTITUTIONS | 6 |
| **BBA** | BAC.EAINA.ECBUS.3650 | INTERNATIONAL LOGISTICS AND TRADE | 6 |
| **BBA** | BAC.EAINA.ISCSE.1200 | INTRODUCTION TO ARTIFICIAL INTELLIGENCE | 6 |
| **BBA** | BAC.EAINA.STBUS.2990 | INTRODUCTION TO BUSINESS RESEARCH | 6 |
| **BBA** | BAC.EAINA.FIBUS.3403 | INTRODUCTION TO FINANCE | 6 |
| **BBA** | BAC.EAINA.MKBUS.3601 | MARKETING PRINCIPLES | 6 |
| **BBA** | BAC.EAINA.ISBUS.3056 | MARKETPLACE ECOSYSTEM & PLATFORM STRATEGY | 6 |
| **BBA** | BAC.EAINA.FIBUS.3403 | PERSUASIVE COMMUNICATION AND PRESENTATION TECHNIQUES | 6 |
| **BBA** | BAC.EAINA.STBUS.3761 | SALES AND NEGOTIATIONS | 6 |
| **BBA** | BUS.EAINA.ECBUS.2702 | STATISTICS FOR BUSINESS DECISIONS | 6 |
| **BBA** | BAC.EAINA.STEVM.1020 | SUSTAINABLE TRANSITIONS | 6 |
| **BBA** | BAC.EAINA.MKBUS.3005 | WEB DESIGN & USER EXPERIENCE | 6 |