



ROYAL UNIVERSITY
OF LAW AND ECONOMICS



FACULTY OF ECONOMICS AND MANAGEMENT

Course Catalogue

Master Programs

Courses taught in English

Master 2 Euro-Asian Trade and Economics



Introduction

The RULE's French Department offers high-standard education to its students, potential leaders in both public and private sectors such as: ministries, private companies, NGO etc.

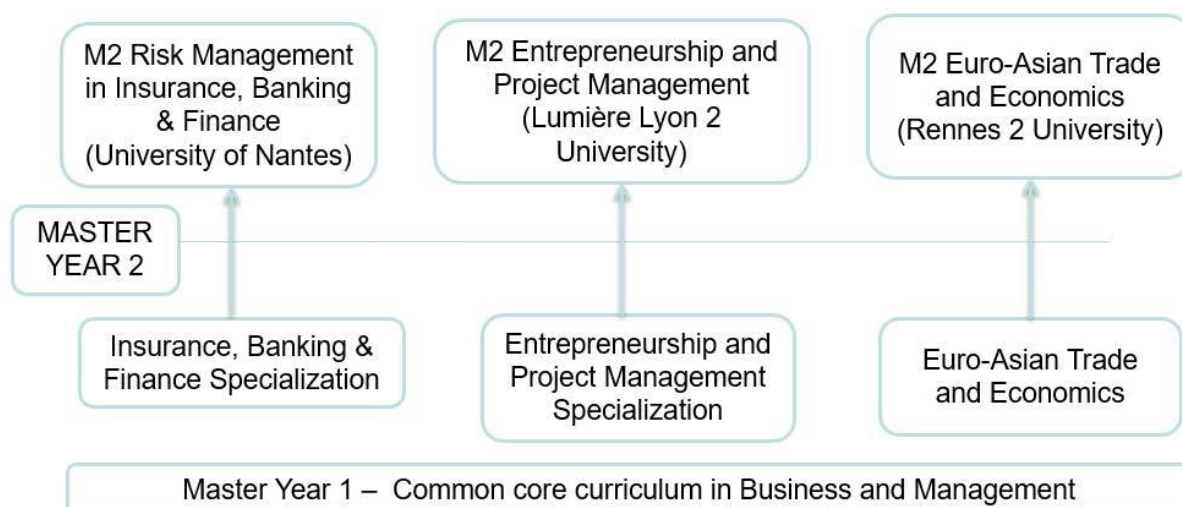
Along with its Bachelor programs in Economics and Management delivered with Lumière Lyon 2 University, RULE's French Department in cooperation with French universities (Audencia Nantes School of Management, Lumière Lyon 2 University, Rennes 2 University, and University of Nantes), has continuously developed international Master's degree programs for students and professionals who seek to develop their potentials as well as professional career advancement in the increasingly integrated environment.

Under the continuous effort with its partners, three specializations of international Master's degree programs are offered as follows:

- Master of Entrepreneurship and Project Management Towards Sustainability (EPM) with more than 10 years' partnership of Lumière Lyon 2 University;
- Master of Risk Management in Insurance, Banking and Finance (RMIBF) with the collaboration of University of Nantes;
- Master of Euro-Asian Trade and Economics (EATE) with the collaboration of Rennes 2 University.

The three specialized programs are begun with the common first year of Master in Management (Master 1 in Management) offered on the site. The first year program is designed to offer to the students the foundation of Management. It aims to prepare students to top and middle Management positions.

Structure of master's degree program





Master 2 in Euro-Asian Trade and Economics

Course title	Teaching hours
Module 1: International Environment	
International Economics and Development	18
International Trade Law	18
Euro-Asian Trade Framework and Regulations	18
Best Practices	24
E-Business	18
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Geopolitics of Asia	18
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Financial Analysis and Project Management	18
Business English (<i>for Cambodian students</i>)	18
Chinese (<i>for French students</i>)	18
Introduction to Cambodian culture and language (<i>for French students</i>)	18
3-month Internship or Dissertation	-



Module 1: International Environment

International Economics and Development	Teaching hours	18
Course Description This course provides an overview of the key theories and concepts in international economics, exploring how trade, investment, and financial flows shape global development. Students will examine the economic relationships between developed and developing countries, with a focus on Asia and Europe.		
Objective and Learning Outcomes By the end of the course, students will be able to: • Understand the main theories of international trade and economic development • Analyze the impact of globalization on emerging and developed economies • Evaluate trade and investment policies in an international context • Identify the economic challenges and opportunities facing developing countries, particularly in Asia		

International Trade Law	Teaching hours	18
Course Description After an introduction to the legal environment, the course, based on the classic career of a national exporter, focuses on how to access foreign markets and the main operations and techniques of international trade.		
Objective and Learning Outcomes By the end of the course, students should have an in-depth understanding of the history, evolution, and application of WTO and other relevant trade law. In addition, students should be able to analyze international trade law cases.		

Euro-Asian Trade Framework and Regulations	Teaching hours	18
Course Description This course examines the regulatory and institutional framework governing trade relations between Europe and Asia. It focuses on the role of the World Trade Organization as the backbone of international trade law, covering key principles such as non-discrimination and dispute settlement mechanisms. Students will also explore the specific trade agreements between the EU and East Asian countries, as well as the unilateral trade policy instruments used by the European Union in the region.		
Objective and Learning Outcomes • Lesson 1: The World Trade Organization as the Regulatory Framework for International Trade • Lesson 2: Non-Discrimination: A Structuring Principle of WTO Law		



- **Lesson 3:** WTO Dispute Settlement Mechanisms
- **Lesson 4:** EU-East Asia Trade Agreements
- **Lesson 5:** The Unilateral Commercial Policy Instrument of the EU in East Asia

Best Practices	Teaching hours	24
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Course Description

This course provides a hands-on experience in entrepreneurship and will teach you specific methods to assess and understand the industry, customers, and competitors for a new venture. And you will then learn how to translate those insights into a winning venture idea, a business model, and set of distinctive new products and services. With this venture strategy in hand, you will then learn how to best raise venture financing, how to write a powerful business plan, and create a compelling pitch for investors. This course will also show how these methods can be applied for corporate ventures as well as startups.

Objective and Learning Outcomes

Upon completion of this module, students will be able to:

- Understand entrepreneurship
- Analyze opportunities and limits of your identified problem
- Launching and managing businesses
- Identify the sources of financing your businesses

E-Business	Teaching hours	18
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Course Description

This course offers a multidisciplinary approach to e-commerce, examining its tools, challenges, and regulatory environment in Europe and its trade relations with Asia. Students will explore the fundamentals of digital business, the infrastructures supporting online commerce, and the international legal framework governing e-commerce. The course also addresses key contemporary issues such as personal data protection, cybersecurity, and the regulation of digital platforms.

Objective and Learning Outcomes

Multidisciplinary approach to the issues and tools of e-commerce in Europe and in its relations with third countries/Asia

1. Basics
2. Infrastructures and infostructures for e-commerce
3. The international framework of e-commerce
4. Protection of personal data and privacy in e-commerce
5. Cyber security
6. The loyalty of digital platforms



Module 2 : International Strategies

International Business Finance	Teaching hours	18
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Course Description

The aim of the course International Business Finance is to understand the different methods of financing international economic activities, particularly trade and investment.

Objective and Learning Outcomes

Chapter 1 describes international means of payment and how they are used in international economic transactions.

Chapter 2 presents the fundamentals and principles of trade finance.

Chapter 3 deals with the financing of foreign investments.

Global Strategies	Teaching hours	18
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Course Description

The course aims at understanding firms' internationalization choices and their consequences.

Objective and Learning Outcomes

The objective of this course is to introduce to students:

- The foundations of international business strategy
- The Eclectic Paradigm
- Competitive strategy in international markets
- Managing Multinational Enterprises
- Future directions in international business strategy

International Management	Teaching hours	18
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Course Description

This course starts with a reminder of the fundamentals of strategic management before addressing international risks and the specific challenges of operating in a global environment. Students will develop the analytical tools needed to design and implement internationalization strategies, from identifying competitive advantages and selecting target markets to choosing the most appropriate modes of entry. Special attention is given to emerging markets, particularly in Asia, exploring their potential as well as the risks and challenges they present for international firms.

Objective and Learning Outcomes



- **Conquering international markets:**
 1. When to internationalize?
 - External diagnosis
 - Looking for specific competitive advantages
 2. Where to internationalize?
 - Selection of geographic markets
 - Pace of international expansion
- **Implementation of an internationalization strategy:**
 1. Modes of entry into foreign markets: Capitalistic modes vs. non-capitalistic modes
 2. Internationalization structure: global structure, multinational structure, transnational structure
 3. How to choose the most suitable entry mode?
- **Emerging markets:**
 1. Why are emerging markets attractive?
 2. Risks and challenges of operating in emerging markets
 3. How to estimate the potential of an emerging market?

Logistics Asia	Teaching hours	18
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Course Description

The objective of this course is to enable students to acquire the approach, concepts and tools of Supply Chain Management as a strategic tool serving business performance. The theoretical and practical framework makes it possible to analyze and manage the activities of the international supply chain: tools and methods for flow management, securing processes, planning and optimization of company resources according to the demand to be satisfied and the goals to reach.

Objective and Learning Outcomes

Keywords: Advanced Planning and Scheduling (APS), Collaborative Planning Forecasting and replenishment (CPFR), collaborative commerce, Electronic Data Interchange (EDI), Enterprise resource Planning (ERP), Shared Supply Management (GPA), Supply Chain Execution (SCE), Supply Chain Management (SCM), Supplier Relationship Management (SRM), Vendor Managed Inventory (VMI), Warehouse Management Systems (WMS), Supply Chain Management

Business English (for Cambodian students)	Teaching hours	18
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Course Description

This course is designed to strengthen the English language skills of Cambodian students in a professional and business context. It focuses on developing written and oral communication abilities required in



international trade and management environments, preparing students to interact confidently with foreign partners, clients, and colleagues.

Objective and Learning Outcomes

By the end of the course, students will be able to:

- Communicate effectively in English in professional and business settings
- Write clear and structured business documents such as emails, reports, and presentations
- Participate actively in meetings, negotiations, and business discussions in English
- Understand and use the key vocabulary of international trade and economics

Chinese (<i>for French students</i>)	Teaching hours	18
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Course Description

This course is designed to introduce French students to the Chinese language in a professional and business context. It focuses on developing basic communication skills in Mandarin Chinese, enabling students to interact in everyday business situations and gain a better understanding of Chinese business culture and practices in the context of Euro-Asian trade relations.

Objective and Learning Outcomes

By the end of the course, students will be able to:

- Master the basics of Mandarin Chinese for professional communication
- Use key business vocabulary in Chinese in trade and management contexts
- Understand and respond to simple business interactions in Chinese
- Develop cultural awareness of Chinese business etiquette and practices

Introduction to Cambodian culture and language (<i>for French students</i>)	Teaching hours	18
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Course Description

This course is designed to introduce French students to the Cambodian language and culture in a professional and business context. It provides essential knowledge of the Khmer language alongside a deeper understanding of Cambodian society, customs, and business practices, enabling students to integrate more effectively into the local environment during their studies and professional interactions.

Objective and Learning Outcomes

By the end of the course, students will be able to:



- Master the basics of the Khmer language for everyday and professional communication
- Use key vocabulary related to business and trade in a Cambodian context
- Understand Cambodian cultural values, social norms, and business etiquette
- Build stronger professional relationships with Cambodian partners and colleagues

Introduction to Cambodian culture and language (for French students)

Teaching
hours

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Course Description

This course is designed to introduce French students to the Cambodian language and culture in a professional and business context. It provides essential knowledge of the Khmer language alongside a deeper understanding of Cambodian society, customs, and business practices, enabling students to integrate more effectively into the local environment during their studies and professional interactions.

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Module 3: Asian Economics

Asian Emerging Economies

Teaching
hours

18

Course Description

This course provides a comprehensive analysis of the emerging economies of Asia, examining their rapid growth, structural transformations, and increasing role in the global economy. Students will explore the key economic, political, and social factors driving development in countries such as China, India, Vietnam, Indonesia, and Cambodia, while assessing the opportunities and challenges these markets present for international trade and investment.

Objective and Learning Outcomes

By the end of the course, students will be able to:

- Identify and analyze the main characteristics of Asian emerging economies
- Understand the drivers of economic growth and development in the Asian region
- Assess the opportunities and risks associated with doing business in emerging Asian markets



- Compare the development trajectories of different Asian economies and their integration into global trade

Geopolitics of Asia

Teaching
hours

18

Course Description

This course explores the geopolitical dynamics shaping Asia, examining the interplay between political power, territorial disputes, regional alliances, and economic interests. Students will analyze the role of major powers such as China, Japan, India, and the United States in shaping the regional order, as well as the impact of geopolitical tensions on trade, investment, and business strategies in the Euro-Asian context.

Objective and Learning Outcomes

By the end of the course, students will be able to:

- Understand the major geopolitical forces and power dynamics at play in Asia
- Analyze the impact of political and territorial tensions on regional trade and investment
- Identify the strategic interests of key actors in the Asian geopolitical landscape
- Assess the implications of Asian geopolitics for European businesses and trade relations

Module 4 : Regional Environment

Regional Integration

Teaching
hours

18

Course Description

Approach the framework for analyzing regional integrations as a general form; compare ASEAN and EU integrations while considering other regional perimeters.

Objective and Learning Outcomes

Topics covered: What is regional integration; Comparative trade integration; Common markets; European Monetary Union: a model to follow? Articulation of methodological (what does it mean to compare? the notion of model; the question of scale), theoretical (theories of regional integration) and empirical analyses (setting out the regional framework in detail for ASEAN; providing a quick reminder for the EU; illustrating with numerous contemporary examples).

Cross-Cultural Management

Teaching
hours

21



Course Description

The course is designed to provide an overview of what cross-cultural communication entails, from the management perspective, and why it is vital when operating in an international environment to understand the people you are working with. In order to establish successful relationships, be it when traveling abroad or dealing with other nationalities in your home country (and within your own company), professionals need to be aware of a variety of cultural customs and practices. Cultural differences exist not only between people of different nationalities, but also between corporations which have their own identity and ways of doing business. Being sensitively aware of these differences – or not - can mean the difference between cultivating relationships which succeed and prosper and those that miserably fail. Even when a common language is used to communicate, it is also the non-spoken communication between culturally diverse people that makes understanding cross-cultural communication critical to succeeding in today's interconnected multi-national marketplace.

Objective and Learning Outcomes

The course focuses on the following areas of instruction Appreciating Cultural Values and Differences

- Recognizing and Understanding Varying Corporate Cultures
- Management Philosophies Across Borders
- Understanding Yourself and Other Personality Types
- Effectively Leading, Managing, and Working in a Diverse Environment
- Decoding Non-Verbal Communication and Body Language
- Recognizing Inter-Relationship Challenges and Overcoming Them
- Negotiating in a Culturally Diverse Environment

Social Policies in Asia	Teaching hours	21
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Course Description

This course examines the social policies developed across Asian countries, exploring how governments address key issues such as education, healthcare, social protection, and labour markets in the context of rapid economic growth and demographic change. Students will compare the different social policy models adopted in the region and assess their impact on development, inequality, and business environments.

Objective and Learning Outcomes

The course focuses on the following areas of instruction Appreciating Cultural Values and Differences

- Understand the main social policy frameworks and welfare systems in Asia
- Analyze the relationship between social policies and economic development in the region



- Compare the approaches of different Asian countries to issues such as education, healthcare, and labour markets
- Assess the impact of social policies on the business environment and investment climate in Asia

Environment issues and policies	Teaching hours	18
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Course Description

The aim of the course is to present and analyze the main issues raised by environmental standards and policies on international trade and economic relations.

Objective and Learning Outcomes

It can include:

- The different systems of international law and their interactions;
- The physical and economic consequences of trade flows and trade liberalization on the environment and development;
- Interactions between legal and political systems.

Module 5 : Professional Practice and Skills

Building Business Plans	Teaching hours	21
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Course Description

A well written business plan takes time, patience, detail, research, and a right approach to presentation. This course will walk you through the process of writing a comprehensive Business Plan and preparing report on Project Management and strategic tools. You will learn why certain details are vitally important, which parts of your business plan can make or break your finance query with investors, and how to sharpen your public presentation of your company and its business.

Objective and Learning Outcomes

This course will help students to be able to:

- Understand the characteristics of strategic and operational decisions regarding one's project
- Understand the basic vocabulary of project management and business planning
- Understand the key elements of the Business Plan (Expression of the idea, Environment analysis, Marketing plan, Operational plan, Strategic plan and Financial plan)
- Using and implementing project management and strategic tools
- Designing project workflow and action plan, to reach expected objectives



Financial Analysis and Project Management	Teaching hours	18
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Course Description

This course combines the fundamentals of financial analysis with the key principles of project management, providing students with the practical tools needed to evaluate the financial viability of projects and manage their implementation effectively. Students will learn how to read and interpret financial statements, assess investment decisions, and apply project management methodologies in an international business context.

Objective and Learning Outcomes

By the end of the course, students will be able to:

- Read, analyze, and interpret financial statements and reports
- Evaluate the financial performance and viability of a business or project
- Apply key project management tools and methodologies to plan and monitor projects
- Make informed investment and financial decisions in an international business environment

Business English (for Cambodian students)	Teaching hours	18
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Objective and Learning Outcomes

By the end of the course, students will be able to:

- Master the basics of Mandarin Chinese for professional communication
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- Understand and respond to simple business interactions in Chinese
- Develop cultural awareness of Chinese business etiquette and practices

Introduction to Cambodian culture and language (for French students)

Teaching
hours

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Course Description

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By the end of the course, students will be able to:

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- Understand Cambodian cultural values, social norms, and business etiquette
- Build stronger professional relationships with Cambodian partners and colleagues

3-month Internship or Dissertation

Teaching hours

Course Description

This final component of the program offers students the opportunity to apply the knowledge and skills acquired throughout the Master in a real professional or academic setting. Students may choose either a 3-month internship within a company or organization, or write a dissertation on a topic related to Euro-Asian trade and economics, under the supervision of an academic advisor.

Objective and Learning Outcomes

By the end of the course, students will be able to:

- Apply theoretical knowledge and academic skills in a professional or research context
- Analyze a concrete business situation or academic topic related to Euro-Asian trade and economics
- Demonstrate autonomy, critical thinking, and professional conduct
- Present and defend their findings in a clear and structured written report