



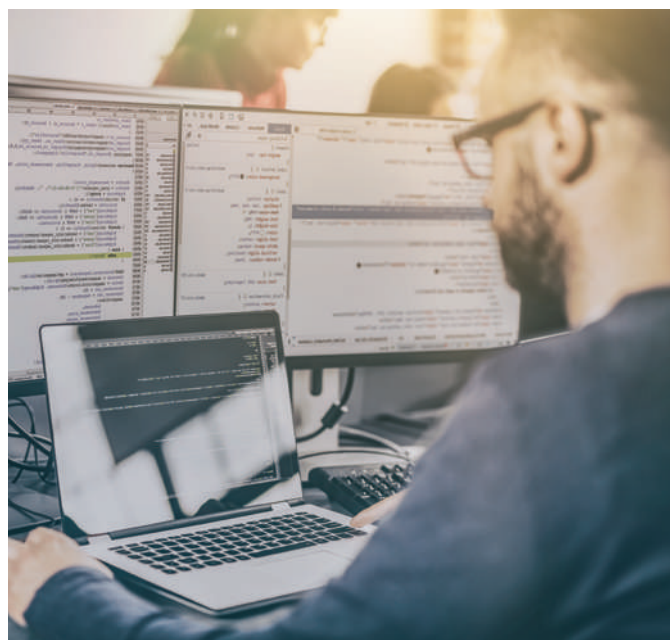
MASTER'S DEGREE IN LANGUAGES, E-COMMERCE AND COMMUNICATION

Overview

The Master's program in Languages, E-Commerce, and Communication (LECCO) is a two-year international program in partnership with the University of Franche-Comté (UFC) in France and recognized in Egypt. It is a multidisciplinary program structured around three key areas: foreign languages, web development, and communication. The program is trilingual (English, Arabic, and French), with the majority of courses taught in English. Nearly half of the coursework is dedicated to practical projects, and professionalization is reinforced through two long-term internships: 3 to 4 months in Master 1 and 6 months in Master 2.

WHY STUDY LANGUAGES, E-COMMERCE AND COMMUNICATION?

- **Delocalized master's degree:** Students obtain a degree certified by the French Ministry of Higher Education and recognized through equivalency by the Egyptian Ministry of Higher Education, offering global recognition and credibility.
- **Accessible to English-speaking students:** The program welcomes a diverse range of learners, fostering linguistic and cultural development.
- **High quality teaching:** Students can benefit from a blend of Egyptian professors and visiting professors from the University of Franche-Comté (UFC), providing a wide range of expertise and viewpoints.



Program duration	2 years
European Credits (ECTS)	120
French Partner University	University of Franche-Comté
Faculty within UFE	Applied Foreign Languages and Humanities
Degree type	French Master's degree, recognized by the 47 member countries of the Europe Council

POSSIBLE CAREER PATHS:

- Sales and e-marketing manager
- Multilingual community manager
- Digital communications manager
- Web designer
- Multilingual digital project manager
- International e-commerce project manager
- B2B or B2C marketing research manager
- Digital strategy consultant

PROGRAM CONTENTS:

SEMESTER 1

Specialized English

- Technical translation from English into Arabic
- Writing and themes in English
- E-marketing
- Oral communication in English

Specialized Arabic

- Technical translation from French into Arabic
- Writing and theme in Arabic
- Professional oral communication in Arabic
- Negotiation

E-Commerce

- Electronic market
- Benchmarking
- Online sales
- ICT law

Multimedia and the Internet

- Internet and computer network security
- Online publication
- Multimedia
- Computer graphics

Web communication and professional project

- Writing for the Web
- HMI
- Skills assessment
- Professional simulation in English
- Professional simulation in Arabic
- Web project management
- Community Management

SEMESTER 2

Specialized English/Arabic

- Oral communication in English
- Oral communication in Arabic
- Media and digital writing in English
- Media and digital writing in Arabic
- Professional situations in English

Cross-cultural analysis

- Search Engine Optimization
- Consumer behavior
- Cross-cultural sector analysis project

E-Commerce

- Online sales strategy
- Search Engine Advertising
- Online monitoring
- E-reputation

Language Internship

- Minimum 3-month internship with daily practice of a non-native language
- Internship report and presentation in a non-native language

SEMESTER 3

English / Arabic

- English communication and translation
- Arabic communication and translation

Business Communication

- Cross-cultural management
- Video content creation
- Digital writing in English
- Digital writing in Arabic

E-Commerce

- Digital marketing
- Online advertising
- Web Analytics
- Data processing
- Online payment

E-Commerce platform

- Databases
- Publication of dynamic content integrated into WordPress
- Computer graphics
- Collaborative project management
- UX

Group tutored project: website localization

- Website optimization for online sales in Egypt
- Translation and writing of new content
- Design and creation of the new website
- Project management

SEMESTER 4

Internship with a professional project focus

- 6-month internship in a company in Egypt or abroad
- Internship report and defense in French or English



UNIVERSITÉ
FRANÇAISE
D'ÉGYPTÉ

📍 37 Ismailia Desert road,
Al Shorouk City, Cairo 11837, Egypt.

✉ admission@ufe.edu.eg

20 127 111 2791

Mob: 20 155 108 4384

20 155 109 7287



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WWW.UFE.EDU.EG