



SPRING 2019 COURSES LIST

YEAR 1 (Licence 3 is the last year of the Bachelor degree) - 2nd semester

Year 1 (Licence 3) has 2 tracks:

-  International track (IT) – lectures are taught in English
-  Parcours classique (PC) – lectures are taught in French

International track

COURSE TITLE	ECTS CREDITS	TEACHING HOURS
Corporate law	2.5	16.5
Corporate communication	2.5	16.5
Banking economy	2.5	16.5
Business statistics	3	16.5
Financial analysis	3	16.5
Cost accounting	3	16.5
Marketing II	3	16.5
Team and project management	2.5	16.5
International Knowledge	2	16.5
Modern language French	2	16.5



Parcours classique

COURSE TITLE	ECTS CREDITS	TEACHING HOURS
Droit des sociétés	2.5	16.5
Communication d'entreprise	2.5	16.5
Economie industrielle	2.5	18
Comptabilité d'entreprise 2	3	18
Diagnostic financier	3	9
Gestion des coûts	3	9
Marketing II	3	7.5
Techniques de vente et négociation commerciale	2.5	16.5
Préparation au TOEFL	2	9
Modern language French	2	16.5
Business game (in French)	2	10.5

SPRING 2019 COURSES LIST

YEAR 2 (Master 1 is the first year of the Master program) - 2nd semester

Year 2 (Master 1) program has 2 tracks:

-  International track (IT) – lectures are taught in English
-  Parcours classique (PC) – lectures are taught in French

International exchange students will have to choose the main courses from the same track (5 mandatory courses) and add 5 courses from the same pre-specialization.

International track – 5 mandatory courses

COURSE TITLE	ECTS CREDITS	TEACHING HOURS
Global responsibility and sustainable performance	3	16.5
Management control	4	15
Strategic management	3	12
Tax avoidance and the law	3	15
Interpersonal communication	2	12
+ 5 pre-specialization courses	3	18
Extra credit: Modern language French	2	16.5

Parcours classique – 5 mandatory courses

COURSE TITLE	ECTS CREDITS	TEACHING HOURS
Responsabilité globale et performance durable	3	16.5
Contrôle de gestion	4	9
Communication relationnelle	2	12
Droit penal des affaires	3	16.5
+ 5 pre-specialization courses (3 ECTS each)	3	18
Extra credit: Modern language French	2	16.5

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YEAR 2 PRE- SPECIALIZATION LECTURES

*** = courses taught in English

INTERNATIONAL BUSINESS AND MANAGEMENT

COURSE TITLE	ECTS CREDITS	TEACHING HOURS
Excel avancé Harvard *** (<i>online platform</i>)	3	18
Strategy Innovation ***	3	18
Geopolitics ***	3	18
Professional English in International Business and Management ***	3	18
International Strategy ***	3	18

MARKETING DIGITAL E-BUSINESS

COURSE TITLE	ECTS CREDITS	TEACHING HOURS
Management et technologies de l'information	3	18
Comportement du consommateur internaute	3	18
Marketing et technologie de l'information	3	18
English for jobs in IT projects ***	3	18
Conception de site web	3	18

ENTREPRENEURSHIP

COURSE TITLE	ECTS CREDITS	TEACHING HOURS
Entreprendre	3	18
Législation du travail	3	18
Business plan et levée de fonds	3	18
Stratégie entrepreneuriale des start up	3	18
Entrepreneurship	3	18

FINANCE

COURSE TITLE	ECTS CREDITS	TEACHING HOURS
Business plan et levées de fonds	3	18
Fusions acquisitions entre sociétés cotées	3	18
Analyse boursière	3	18
Contrôle de gestion avancé	3	18
International and corporate finance ***	3	18
Professional English in Finance ***	3	18

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HUMAN RESOURCE MANAGEMENT

COURSE TITLE	ECTS CREDITS	TEACHING HOURS
Législation du travail	3	18
Dynamiques de groupe et performance collective	3	18
Nouveaux défis de la fonction RH	3	18
Professional English in RH ***	3	18
Introduction au management des RH	3	18

MANAGEMENT AND INFORMATION SYSTEMS

COURSE TITLE	ECTS CREDITS	TEACHING HOURS
Management et technologies de l'information	3	18
English for jobs in IT projects ***	3	18
Conception de site web	3	18
Business model et économie numérique	3	18
Fondamentaux des sciences des gestions appliquées	3	18

LEGAL TAX AND PROPERTY MANAGEMENT

COURSE TITLE	ECTS CREDITS	TEACHING HOURS
Législation du travail	3	18
Fiscalité des entreprises	3	18
Métiers de la gestion de patrimoine	3	18
Gestion immobilière	3	18
English for jobs in law and taxation ***	3	18

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LUXURY-CREATIVE INDUSTRIES

COURSE TITLE	ECTS CREDITS	TEACHING HOURS
Comportement du consommateur	3	18
Excel avancé	3	18
Marketing du luxe	3	18
Photoshop (course taught in French)	3	18
Luxury branding ***	3	18

MARKETING COMMUNICATION

COURSE TITLE	ECTS CREDITS	TEACHING HOURS
Comportement du consommateur	3	18
Communication publicitaire	3	18
Marketing évènementiel appliqué au sport	3	18
Photoshop (course taught in French)	3	18
English for jobs in communication ***	3	18

MARKETING STRATEGY

COURSE TITLE	ECTS CREDITS	TEACHING HOURS
Comportement du consommateur	3	18
Excel avancé	3	18
Ingénierie et performance commerciale	3	18
Digital marketing ***	3	18
Marketing du luxe	3	18

SPORTS MANAGEMENT *(5 courses may be changed and/or cancelled)*

COURSE TITLE	ECTS CREDITS	TEACHING HOURS
Comportement du consommateur	3	18
Communication publicitaire	3	18
Marketing évènementiel appliqué au sport	3	18
Photoshop (course taught in French)	3	18
Management and marketing in sport	3	18

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SUPPLY CHAIN MANAGEMENT

COURSE TITLE	ECTS CREDITS	TEACHING HOURS
Management de la chaîne logistique	3	18
Achat	3	18
Management des réseaux de distribution	3	18
Category management et merchandising (course taught in French)	3	18
English for jobs in purchasing and logistics ***	3	18

BUSINESS RELATIONS

COURSE TITLE	ECTS CREDITS	TEACHING HOURS
Management des relations commerciales	3	18
Marketing B to B (course taught in French)	3	18
Comportement du consommateur	3	18
Professional English in sales techniques ***	3	18
Excel avancé	3	18

SPRING 2019 COURSES LIST

YEAR 3 (Master 2 is the second and last year of the Master program) –

2nd semester

4 specializations are available for international exchange students:

- ✚ Supply chain management
- ✚ Marketing communication
- ✚ Marketing strategy
- ✚ Marketing luxury industries

They can add a Year 3 lecture to their Year 2 calendar but they will have to be careful and avoid overlapping(s).

SUPPLY CHAIN MANAGEMENT

COURSE TITLE	ECTS CREDITS	TEACHING HOURS
Achats et échanges internationaux	2	15
International purchasing negotiation ***	3	24
Achats et management responsable de la supply chain	3	24
Place de marché e-sourcing	2	15
Logistique et gestion des opérations internationales	2	18
Finance et supply chain (optimisation)	2	15
Operations management ***	2	15
Supply chain management ***	3	24
Schémas logistiques	2	15
Stratégie de distribution	2	18
Quality management ***	2	18
Méthodes, outils, techniques et management de projet logistique	3	21
Excel avancé	1	10.5
Demand management ***	3	24
Infrastructure et modes de transport	2	15

*** courses taught in English

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MARKETING COMMUNICATION

COURSE TITLE	ECTS CREDITS	TEACHING HOURS
Etudes quantitatives	2	15
Etudes qualitatives	2	15
Branding ***	2	15
Innovation	2	15
Communication d'entreprise	2	15
E-publicité ***	2	15
Multichannel strategy ***	2	15
Digital marketing ***	2	15
Mobile design ***	2	15
Marketing relationnel	2	10.5
Cases studies/Global marketing ***	2	15
Marketing des services	2	15
Option : Marketing Communication		
Planning stratégique	2	15
International and Cross Culture Management ***	2	15
Psychologie de la communication	2	15
Global Marketing ***	2	15
Communication externe	2	15
Communication de crise	2	15
Relations presse et l'évènementiel	2	15
Media planning / communication online à 360°	2	15
Option : Sports Marketing and Management (courses to be confirmed later)		

*** courses taught in English

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MARKETING STRATEGY

COURSE TITLE	ECTS CREDITS	TEACHING HOURS
Branding Strategy ***	2	15
Etudes quantitative	2	15
Application quantitative à SPSS	2	15
Etudes qualitatives	2	15
Panels distributeurs	2	15
Panels consommateurs	2	15
Négociation	2	15
Marketing BtoB	2	18
Marketing relationnel	2	15
Creativity and design thinking ***	1	15
Key account and sales ***	2	15
Strategy innovation ***	3	21
Digital Strategy ***	2	15
Stratégie d'influence	2	15
Pricing ***	2	15

*** courses taught in English

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MARKETING LUXURY INDUSTRIES

COURSE TITLE	ECTS CREDITS	TEACHING HOURS
HBJO et maroquinerie	2	15
Hôtellerie et tourisme de luxe	2	15
Cross-cultural management ***	2	15
Marketing appliqué au secteur du luxe	2	15
Parfum et cosmétiques	2	15
Marketing du vin	2	15
Communication d'entreprise	2	15
Licensing strategies ***	2	15
Luxury digital marketing ***	2	15
Branding ***	2	15
Etudes qualitatives	2	15
Management et marketing de la mode	2	15
Marché de l'art et ventes aux enchères	2	15
Marketing des industries du goût	2	15
Luxury retailing ***	2	15
Multichannel strategies ***	2	15
Théatralisation du point de vente de luxe	2	15
Business Game	3	18

*** courses taught in English