

School of Management
General Management courses

Fall and Spring Terms	Management Control	5 ECTS
	Initiation to Entrepreneurship	3 ECTS
	Strategy and Entrepreneurship	5 ECTS
	Business Simulation	3 ECTS
	Financial Analysis	5 ECTS
	Sector-specific Marketing	5 ECTS
	Human Resource Management	5 ECTS
	European Business Environment	5 ECTS
	Project Management	3 ECTS
	Organizational Change Management	3 ECTS
	International Finance	3 ECTS
	Digital Marketing and Social Network	3 ECTS
	Accounting Auditing and Control	3 ECTS
	French as a Foreign Language	4 ECTS
	Brand Activation	4 ECTS
	Innovation and Creativity	4 ECTS
Social Media and Global Impact	4 ECTS	
Public Opinion and Mass Media	4 ECTS	
Marketing to Europe	6 ECTS	
European Union – History, Institutions, International Relations	4 ECTS	
<i>This term being modular students can stay from one week up to two months</i>	Effective Business in the EU	4 ECTS
	Cross-Cultural Management	4 ECTS
	Company visits and Case Studies	4 ECTS
	International and European Finance	4 ECTS
	Study Trip to Brussels	2 ECTS
	International Trade and Negotiation	4 ECTS
	French as a Foreign Language	4 ECTS
	Arts Management and the French Luxury Industry	6 ECTS

School of Management
Concentrations/Specialization Tracks

Electives (up to 2 can be chosen to complement the specializations that follow)	International Business Planning	2 ECTS	
	Foreign Currency Speculation	2 ECTS	
	International Business: Managing the Legal Risk	2 ECTS	
	Foundation of Leadership	2 ECTS	
	Corporate Finance Accounting	2 ECTS	
	New Developments in Marketing	2 ECTS	
	Business and Management Ethics	2 ECTS	
	Strategic Alliances and Acquisitions	2 ECTS	
	The EU – History, Institutions, International relations (<i>includes optional trip to Brussels</i>)	2 ECTS	
	Specialization in Consulting (Spring and Fall)	Change management consulting	4 ECTS
		International business consulting	4 ECTS
		Information systems consulting	4 ECTS
		Project management consulting	4 ECTS
		Consulting Soft Skills	4 ECTS
Consulting projet		4 ECTS	
Strategic and financial consulting		4 ECTS	
Specialization in Marketing for Product Managers (Spring and Fall)	Developing Marketing Strategies and Tactics	4 ECTS	
	Capturing Markets insights	4 ECTS	
	Communicating value	4 ECTS	
	Developing value propositions	4 ECTS	
	Integrating retailing channels	4 ECTS	
	Developing Trade Marketing	4 ECTS	
	Integrated Marketing Communication in the digital age	4 ECTS	
Specialization in Marketing in Emerging Markets (Fall only)	Developing Marketing Strategies and Tactics	4 ECTS	
	Capturing Markets insights	4 ECTS	
	Developing value propositions	4 ECTS	
	Essentials of emerging markets	4 ECTS	
	Marketing strategies and tactics in emerging markets	4 ECTS	
	Doing business in emerging markets	4 ECTS	
	Action learning project in emerging markets	4 ECTS	
Specialization in Corporate Finance (Spring and Fall)	Valuation techniques	4 ECTS	
	Portfolio management I: Asset pricing & optimization techniques	4 ECTS	
	Portfolio management II: Portfolio investment strategies	4 ECTS	
	Financial engineering	4 ECTS	
	Advanced financial analysis	4 ECTS	
	Cash management & derivatives	4 ECTS	
	Reporting under IFRS/US GAAP	4 ECTS	
	Specialization in Financial Markets (Spring only)	Valuation techniques	4 ECTS
		Portfolio management I: Asset pricing & optimization techniques	4 ECTS

	Portfolio management II: Portfolio investment strategies	4 ECTS
	Advanced financial analysis	4 ECTS
	Derivatives' valuation	4 ECTS
	Risk modelling	4 ECTS
	Macroeconomics & international finance	4 ECTS
Specialization in Digital Business and Information Technology (Fall only)	Foundations in Information Systems and Technology Management	4 ECTS
	Consulting in Strategic Management of IT	4 ECTS
	Information Systems Strategy and Planning	4 ECTS
	Business Information Systems & Applications	4 ECTS
	Business Models and IT	4 ECTS
	Managing Business Transformation and Change	4 ECTS
	Digital Business and Big Data	4 ECTS
Specialization in International Management (Fall only)	Managerial Accounting	3 ECTS
	Business Economics	3 ECTS
	International Business Environment	3 ECTS
	Corporate Finance	3 ECTS
	Human Resources Management	3 ECTS
	Marketing	3 ECTS
	Business Ethics	3 ECTS
	Negotiation	3 ECTS
	Managerial Coaching	3 ECTS
	Leadership Development	3 ECTS
Specialization in Supply Chain Management (Fall only)	Purchasing Fundamentals	6 ECTS
	Logistics Management	6 ECTS
	International Management and Legal Issues	6 ECTS
	Sectorial Approaches	6 ECTS
	Research and Analysis Methods	6 ECTS

School of Management MBA classes

MBA in Responsible Management	The Principles of Global Responsibility	4 ECTS
	The Environment and Economics of Sustainable Business	3 ECTS
	Accounting and Management Control	3 ECTS
	Financial Management and Responsibility	3 ECTS
	Operations Management	3 ECTS
	Transforming the Organization	3 ECTS
	Business Research Methods	4 ECTS
	Responsible HRM	3 ECTS
	Choice of 8 electives	2 ECTS each

School of Undergraduate Business Studies (EAC)

Specialization in International Business (Fall only)	International Marketing	5 ECTS
	International Business Management	5 ECTS
	Import and Export Techniques	5 ECTS
	Cross-cultural Negotiation	5 ECTS
	International Project	5 ECTS
	European Business Environment	5 ECTS

School of Media and Communication

Sciences Com'	Theories of Communication and Media	4 ECTS
	Communication and Media in French and European Context	4 ECTS
	Organization Studies: a Multidimensional Approach	4 ECTS
	Concepts and issues for Communication and Media	4 ECTS
	Applied Research Methods in Communication and Media Studies	4 ECTS
	Micro-Agency: Communication Study	4 ECTS
	Project Management in communication and Media	4 ECTS
	News and Information Search and Monitoring	4 ECTS
	Media Strategy	4 ECTS
	Creative Advertising and the Brand's Digital Ecosystem	4 ECTS
	Media Business Models	4 ECTS
	Crisis Communication	4 ECTS