

**PROGRAMME COURSE 2020-2021
YEAR 1**

SEMESTER	FIELD OF STUDY	COURSES	HOURS		ECTS
			FACE TO FACE	E-LEARNING	
FALL SEMESTER					
	Management & strategy/Soft Skills	Soft Skills: Team building	36	N/A	5
	Management & strategy/Law	Introduction to law	30	6	5
	Management & Strategy/Economics & International affairs	Geopolitics	18	0	2.5
	Finance, Management Decision making	Quantitative decision Support methods I	30	6	5
		General accounting	30	6	5
	Marketing	Sales & Customer relationship Management	30	6	5
	Languages & Cultures	TOEFL IBT Prep I	18	N/A	2.5
	Options	French as a foreign language	36	N/A	5
		Personal development	N/A		1 to 2,5
TOTAL SEMESTER (Options excluded)			192	24	30
WINTER SEMESTER	Management & strategy	Economics & European policies	30	6	5
		Organizational theory	30	6	2.5
	Finance, Management Decision making	Quantitative decision Support methods II	30	6	5
		Management accounting	30	6	5
	Marketing	Market studies	30	6	5
	Entrepreneurship & digital transformation	Introduction to design	18	N/A	2.5
	Languages & Cultures	TOEFL IBT Prep II	18	N/A	2.5
	Options	French as a foreign language	36	N/A	5
		Personal development	N/A		1 to 2,5
	TOTAL SEMESTER (Options excluded)			186	30

**PROGRAMME COURSE 2020-2021
YEAR 2**

SEMESTER	FIELD OF STUDY	COURSES	HOURS		ECTS
			FACE TO FACE	E-LEARNING	
FALL SEMESTER					
	Management & strategy/Soft Skills	Soft Skills: Creativity media	36	N/A	5
	Management & Strategy/Management & organisation	Organizational behaviour & HRM	30	6	5
	Finance, Management Decision making	Quantitative decision Support methods III	30	N/A	5
		Financial analysis	30	6	5
	Marketing	Strategic marketing	30	6	5
	Entrepreneurship & digital transformation	Coding & Apps Creation	18	N/A	2.5
	Languages & Cultures	International career prep	18	N/A	2.5
	Options	French as a foreign language	36	N/A	5
		Personal development	N/A	N/A	1 to 2,5
TOTAL SEMESTER (Options excluded)			192	18	30
WINTER SEMESTER	Management & strategy/Law	Taxation & business law	30	6	5
		Soft skills: negotiation & eloquence	36	N/A	5
	Management & Strategy/Strategy & innovation	Comparative business studies	18	N/A	2.5
	Finance, Management Decision making	Financial mathematics	30	6	5
	Marketing	Operational marketing	30	6	5
	Entrepreneurship & digital transformation	Business plan	30	6	5
	Languages & Cultures	TOEFL IBT Prep III	18	N/A	2.5
	Options	French as a foreign language	36	N/A	5
		Personal development	N/A	N/A	1 to 2,5
	TOTAL SEMESTER (Options excluded)			192	30

**PROGRAMME COURSE 2020-2021
YEAR 3**

SEMESTER	FIELD OF STUDY	COURSES	HOURS		ECTS
			FACE TO FACE	E-LEARNING	
FALL SEMESTER					
	Management & strategy/CSR & supply chain	Soft Skills: Ethics & solidarity	30	6	5
	Management & Strategy/Management & organisation	Diagnosis & strategy of the firm	30	6	5
		Project management & information systems management	30	6	5
	Finance, Management Decision making	Corporate finance	30	6	5
	Marketing	Strategic marketing	30	6	5
	Entrepreneurship & digital transformation	Entrepreneurial ecosystem	30	6	5
		Digital transformation	18	N/A	2.5
	Management & strategy	Professional & career efficiency seminar: design thinking	18	N/A	2.5
		Professional & career efficiency seminar: the role of the manager	18	N/A	2.5
	Languages & Cultures	English for & public speaking	18	N/A	2.5
	Options	French as a foreign language	36	N/A	5
		Personal development	N/A	N/A	1 to 2,5
TOTAL SEMESTER (Options excluded)			252	36	40
WINTER SEMESTER	INTERNSHIP 6 MONTHS -30 ECTS				
TOTAL SEMESTER					40

PROGRAMME COURSE 2020-2021
YEAR 4- MAJOR CORPORATE FINANCE

SEMESTER	FIELD OF STUDY	COURSES	HOURS		ECTS
			FACE TO FACE	E-LEARNING	
FALL SEMESTER COMMON CORE COURSES					
	Management & strategy	Ethics & solidarity	30	6	5
	Management & Strategy/Management & organisation	Diagnosis & strategy of the firm	30	6	5
		Project management & ISM	30	6	5
	Finance, Management	Corporate finance	30	6	5
	Entrepreneurship & digital transformation	Entrepreneurial ecosystem	30	6	5
	Management & strategy	Soft skills: Career development	16	N/A	1.25
		Soft skills: personal development	16	N/A	1.25
	Languages & Cultures	English for & public speaking	30	N/A	5
	Options	French as a foreign language	36	N/A	5
TOTAL SEMESTER (Options excluded)			182	36	32.5
WINTER SEMESTER	Finance, Management Decision making	Financial accounting	30		5
		Financial markets	30		5
		IT Tools for finance (VBA)	30		5
		Financial mathematics	30		5
		Advanced corporate finance	30		5
	Management & Strategy	Soft skills: Career development	16		1.25
		Soft skills: personal development	16		1.25
	Languages & Cultures	Business English	30		5
	Options	French as a foreign language	36		5
	TOTAL SEMESTER (Options excluded)			212	

PROGRAMME COURSE 2020-2021
YEAR 4- MAJOR INTERNATIONAL BUSINESS

SEMESTER	FIELD OF STUDY	COURSES	HOURS		ECTS
			FACE TO FACE	E-LEARNING	
FALL SEMESTER COMMON CORE COURSES					
	Management & strategy	Ethics & solidarity	30	6	5
	Management & Strategy/Management & organisation	Diagnosis & strategy of the firm	30	6	5
		Project management & ISM	30	6	5
	Finance, Management	Corporate finance	30	6	5
	Entrepreneurship & digital transformation	Entrepreneurial ecosystem	30	6	5
	Management & strategy	Soft skills: Career development	16	N/A	1.25
		Soft skills: personal development	16	N/A	1.25
	Languages & Cultures	English for & public speaking	30	N/A	5
	Options	French as a foreign language	36	N/A	5
TOTAL SEMESTER (Options excluded)			182	36	32.5
WINTER SEMESTER	Entrepreneurship & digital transformation	Business development	30		5
		Big data and knowledge management	30		5
	Finance, Management Decision making	Entrepreneurial finance: forecasting, budgeting & controlling	30		5
	Management & Strategy	Human resources	30		5
		Supply chain management	30		5
		Soft skills: business strategy game/Study trip	15		1.25
	Languages & Cultures	Business English	30		5
	Options	French as a foreign language	36		5
TOTAL SEMESTER (Options excluded)			212		31.25

PROGRAMME COURSE 2020-2021
YEAR 4- MAJOR BRAND & PRODUCT MANAGEMENT

SEMESTER	FIELD OF STUDY	COURSES	HOURS		ECTS
			FACE TO FACE	E-LEARNING	
FALL SEMESTER COMMON CORE COURSES					
	Management & strategy	Ethics & solidarity	30	6	5
	Management & Strategy/Management & organisation	Diagnosis & strategy of the firm	30	6	5
		Project management & ISM	30	6	5
	Finance, Management	Corporate finance	30	6	5
	Entrepreneurship & digital transformation	Entrepreneurial ecosystem	30	6	5
	Management & strategy	Soft skills: Career development	16	N/A	1.25
		Soft skills: personal development	16	N/A	1.25
	Languages & Cultures	English for Business & public speaking	30	N/A	5
	Options	French as a foreign language	36	N/A	5
TOTAL SEMESTER (Options excluded)			182	36	32.5
WINTER SEMESTER	Marketing	Consumer behaviour	30		5
		Brand management	30		5
		Strategic marketing	30		5
		Communication strategy	30		5
		From strategy to commercial actions	30		5
	Management & Strategy	Soft skills: Career seminar	23		2.5
	Languages & Cultures	Business English	30		5
	Options	French as a foreign language	36		5
	TOTAL SEMESTER (Options excluded)			203	

PROGRAMME COURSE 2020-2021
YEAR 4- MAJOR ENTREPRENEURSHIP & INNOVATION

SEMESTER	FIELD OF STUDY	COURSES	HOURS		ECTS
			FACE TO FACE	E-LEARNING	
FALL SEMESTER COMMON CORE COURSES					
	Management & strategy	Ethics & solidarity	30	6	5
	Management & Strategy/Management & organisation	Diagnosis & strategy of the firm	30	6	5
		Project management & ISM	30	6	5
	Finance, Management	Corporate finance	30	6	5
	Entrepreneurship & digital transformation	Entrepreneurial ecosystem	30	6	5
	Management & strategy	Soft skills: Career development	16	N/A	1.25
		Soft skills: personal development	16	N/A	1.25
	Languages & Cultures	English for Business & public speaking	30	N/A	5
	Options	French as a foreign language	36	N/A	5
TOTAL SEMESTER (Options excluded)			182	36	32.5
WINTER SEMESTER	Entrepreneurship & digital transformation	Business development	30		5
		Big data and knowledge management	30		5
	Finance, Management Decision making	Entrepreneurial finance: forecasting, budgeting & controlling	30		5
	Management & Strategy	Human resources	30		5
		Supply chain management	30		5
		Soft skills: business strategy game/Study trip	15		1.25
	Languages & Cultures	Business English	30		5
	Options	French as a foreign language	36		5
TOTAL SEMESTER (Options excluded)			212		31.25

**PROGRAMME COURSE 2020-2021
YEAR 5- MAJOR CORPORATE FINANCE**

SEMESTER	FIELD OF STUDY	COURSES	HOURS	ECTS
FALL SEMESTER			<i>FACE TO FACE</i>	
	Finance, Management, Decision making tools	International finance	31.5	5
		Banking industry risk analysis	21	2
		Derivatives & risk management	30	5
		Strategic finance	18	3
		Cash management	27	5
	Management & strategy	Project management	21	3
	*Elective 1	Key account manager	36	6
	Elective 2	Supply chain & logistics	36	6
	Option: Languages & Culture	French as a foreign language	36	5
WINTER SEMESTER	INTERNSHIP 6 MONTHS-30 ECTS			
TOTAL SEMESTER (Options excluded)			184.5	59

*Only ONE of the two electives

**YEAR 5- INTERNATIONAL BUSINESS -
ENTREPRENEURSHIP & INNOVATION**

SEMESTER	FIELD OF STUDY	COURSES	HOURS	ECTS
FALL SEMESTER-COMMON CORE COURSES			<i>FACE TO FACE</i>	
	Finance, Management & Decision making tools	International investments	18	3
	Marketing	Digital marketing	18	3
		Negotiation in international contexts	18	3
	Entrepreneurship & digital transformation	Strategic information management	18	3
		Starting a business in the USA/Africa/China	36	5
	Management & Strategy	Leadership & cross cultural management	36	5
		Decision making process	18	3
	Research Methodology	End of study thesis	15	2
	*Elective 1	Key Account Manager	36	6
Elective 2	Supply chain & logistics	36	6	
Option: Languages & Culture	French as a foreign language	36	5	
Entrepreneurship & Innovation track	Entrepreneurship & digital transformation	Tech-entrepreneurship	18	3
		E-Commerce strategies	18	3
Intl Bus track	Management & Strategy	Lean management & Quality management	18	3
	Finance, Management & Decision making tools	Portfolio management	18	3
WINTER SEMESTER	INTERNSHIP 6 MONTHS - 30 ECTS			
TOTAL SEMESTER (Options excluded)			213	**33

*Only ONE of the two electives ** Tracks excluded

**PROGRAMME COURSE 2020-2021
YEAR 5- MARKETING MANAGEMENT**

SEMESTER	FIELD OF STUDY	COURSES	HOURS	ECTS
FALL SEMESTER			<i>FACE TO FACE</i>	
	Management & Strategy/Strategy & innovation	Blue Ocean Strategy	18	3
	Entrepreneurship & Digital transformation /Digital transformation	Big data management	36	6
	Marketing	Retail & cross channel + Events	18	3
		Category management/Merchandising	18	3
		Approach by the ICT value chain	18	3
		Trade marketing	14	2
		Mobile marketing	18	3
		Content marketing & Brand content	18	3
		Social media strategy	18	3
		Innovation marketing	18	3
		Photoshop /Illustrator	36	6
	Management & Strategy/Law	Internet law	18	3
	Elective 1	Key Account Manager	36	6
Elective 2	Supply chain & logistics	36	6	
Option: Languages & Culture	French as a foreign language	36	5	
WINTER SEMESTER	INTERNSHIP 6 MONTHS- 30 ECTS			
TOTAL SEMESTER (Options excluded)			266	47

*Only **ONE** of the two electives