

Postgraduate Exchange Student Course List (Level 5/PGE3)

MODULES 2020 / 2021

FALL SEMESTER (semester 5)

DATES: SEPTEMBER 2020 - DECEMBER 2020
EXAMS: DECEMBER 2020
RESIT EXAMS: END OF JUNE 2021

Choose one single specialisation track (18 ECTS)
You may also choose up to 18 ECTS total from the Additional Business
and/or Optional Language Modules.

SPECIALISATION TRACKS - One track
= 3 classes in the Fall Semester - IN THE SAME AREA

Hours	Credits
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MAJOR IN FINANCE

1 - SPECIALISATION - International Finance

Code	Module Name	Hours	Credits
FI502E	Advanced Corporate Finance	27	6
FI506E	Quantitative Finance	27	6
FI525E	Exchange Markets	27	6

2 - SPECIALISATION - International Accounting, Management Control & Auditing

Code	Module Name	Hours	Credits
AC504E	External Auditing	27	6
AC514E	Management & Cost Accounting	27	6
AC515E	Advanced Accounting & Consolidation	27	6

MAJOR IN MARKETING

3 - SPECIALISATION - International Marketing

Code	Module Name	Hours	Credits
MK501E_1	International Consumer Behaviour	27	6
MK542E_1	Contemporary Brand Management	27	6
MK536E	Marketing of Innovation	27	6

4 - SPECIALISATION - Digital Marketing

Code	Module Name	Hours	Credits
IS513E	Database for Direct Marketing & e-CRM	27	6
MK558E	Digital Marketing & Branding	27	6
MK546E	Omni-Channel Consumer Behaviour	27	6

MAJOR IN HUMAN RESOURCE MANAGEMENT

5 - SPECIALISATION - International Human Resource Management

Code	Module Name	Hours	Credits
HR506E	International HRM 1 (Compulsory Course)	27	6
Choose 2 modules			
HR510E	International Talent Management	27	6
HR519F	Stratégie Ressources Humaines (taught in French)	27	6
PM501E_1	Project Management	27	6

MAJOR IN INNOVATION MANAGEMENT

6 - SPECIALISATION - Innovation Management

Code	Module Name	Hours	Credits
MK536E	Marketing of Innovation	27	6
ST510E	Strategic Management of Innovation	27	6
ST531E	Knowledge Management	27	6

SPRING SEMESTER (semester 6)

DATES: JANUARY 2021 - APRIL 2021
EXAMS: APRIL 2021
RESIT EXAMS: BEGINNING OF JULY 2021

Choose one single specialisation track (12 ECTS) and 1 Additional
Business module (6 ECTS). You may also choose up to 18 ECTS total
from the Additional Business and/or Optional Language Modules.

SPECIALISATION TRACKS - One track
= 2 classes in the Spring Semester - IN THE SAME AREA

Hours	Credits
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1A - SPECIALISATION - International Finance - Market Finance

Code	Module Name	Hours	Credits
FI507E	Financial Engineering & Trading	27	6
FI508E	Short-Term & Long-Term Financing	27	6

1B - SPECIALISATION - International Finance - Corporate Finance

Code	Module Name	Hours	Credits
FI519E	Advanced Financial Analysis	27	6
FI524E	Private Equity & Mergers & Acquisitions	27	6

2A - SPECIALISATION - International Accounting, Management Control & Auditing

Code	Module Name	Hours	Credits
AC503E	Management Control	27	6
AC505E	International Financial Reporting	27	6

3A - SPECIALISATION - International Marketing B2C

Code	Module Name	Hours	Credits
MK513E_2	Marketing Communication	27	6
MK541E	Customer Experience Management	27	6

3B - SPECIALISATION - International Marketing B2B

Code	Module Name	Hours	Credits
MK522E	Marketing Intelligence & Pricing Strategy	27	6
MK544E	B2B Marketing	27	6

3C - SPECIALISATION - International Purchasing & Retail Management

Code	Module Name	Hours	Credits
MK560E	Franchising Strategy & Business Operations	27	6
SC511E_2	International Purchasing	27	6

4A - SPECIALISATION - Digital Marketing

Code	Module Name	Hours	Credits
IS514E	Designing User Experience & Web Analytics	27	6
MK549E_2	Integrating Online & Offline Marketing Communications	27	6

5A - SPECIALISATION - International Human Resource Management

Code	Module Name	Hours	Credits
HR507E	International HRM 2	27	6
OB510E	Team Development & Management	27	6

6A - SPECIALISATION - Innovation Management

Code	Module Name	Hours	Credits
FI511E	Financing New Venture	27	6
MK541E	Customer Experience Management	27	6

FALL SEMESTER (semester 5)

SPRING SEMESTER (semester 6)

MAJOR IN SUPPLY CHAIN MANAGEMENT

7 - SPECIALISATION - Purchasing

SC501E_1	Introduction to the Supply Chain Management	27	6
SC503E	Procurement & Inventory Management	27	6
SC522E_1	Purchasing & Supply Chain	27	6

8 - SPECIALISATION - International Logistics

SC501E_1	Introduction to the Supply Chain Management	27	6
SC503E	Procurement & Inventory Management	27	6
SC505E	Coordination in the Supply Chain Management	27	6

7A - SPECIALISATION - Purchasing

SC515E	Sourcing & e-Purchasing	27	6
SC523E	Purchasing Management	27	6

8A - SPECIALISATION - International Logistics

SC506E	Global Supply Chain & International Trade	27	6
SC510E	Management of Distribution & Transportation	27	6

COMPULSORY EVENTS

EV002N	International Fair		-
EV004N	Corporate Days		-

ADDITIONAL BUSINESS MODULES (choose up to 2 subjects)

CR501E_1	Corporate Social Responsibility	27	6
ST512E	International Business	27	6

ADDITIONAL BUSINESS MODULES (choose 1 to 3 subjects)

CR501E_2	Corporate Social Responsibility	27	6
OB510E	Team Development and Management	27	6
OB511E	Management of Change	27	6
PM501E_2	Project Management	27	6
OB513E	Next Organization	27	6
ST305E_TC	Doing Business in France	27	5
ST514E	Competitive Strategy	27	6

OPTIONAL LANGUAGE MODULES (choose up to 2 subjects)

FG001N	French Culture	30	3	FG002N	French Culture	30	3
OLV2F1	French Language	30	3	OLV2F2	French Language	30	3

A full time workload in Europe is equivalent to 30 ECTS.
 The maximum number of business credits chosen by any student is 30 ECTS per semester and up to 36 ECTS in total.
 Course selection is subject to timetable constraints.