

# Courses for Incoming Exchange Students

**FALL 2017**

**LILLE & PARIS**

## **Courses**

Use this list of courses to find the exact COURSE NAME, then, look for the SYLLABUS online (each syllabus, details credits, semester, hours, teaching method, evaluation, etc.).

Be careful: the CAMPUS is only listed in this list (not on the syllabus).

Course descriptions / syllabus are available on IESEG the ONLINE COURSE CATALOGUE. When you look for course syllabus on

<http://www.univ-catholille.fr/our-academic-departements/search-course.asp?Etablissement=6&domaine=0&motclef=#etb>

directly choose “search” without setting any specificities in your research. With the full list of courses offered at IÉSEG, just do “Ctrl + F” (quick search) and enter the course title in the little window which just opened. The word / title you are looking for will appear in blue on the page and then you can click on the course title to get the syllabus.

## **Program**

Exchange students can be enrolled ONLY in the Grande Ecole Program courses: 3-year Bachelor level Program covering the fundamentals of management followed by a 2-year Master in Management Program in which the students deepen their management knowledge and choose a specialization. The other programs are not open to them.

## **Course Syllabi**

Each course syllabi details: course code (class code), level (program in which the course is given, please choose when written “Bachelor” or “Master” only), year (1 to 5), period (semester), language of instruction, prerequisites, learning outcomes, course description, class type, assessment, readings.

Most of the courses are taught in English or French. Please check the last letter of the course code F = French / E = English, etc.

## **Course load**

The typical course load is between 20 ECTS and 30 ECTS (credits) per semester. One ECTS credit is equivalent to twenty-five hours of work (including contact hours).

## **Learning Expectations**

The French grade system is a scale out of 20 points. Grades usually come from a mix of written examinations, essays, research papers, attendance and class participation: please check the course description in the course catalogue. Exchange students need at least 10/20 to validate their courses (Master and Bachelor courses).

BACHELOR LEVEL: Extensive courses: Mid-term exams + final exams at the end of the semester (see academic calendar), Intensive courses (Code in FININ, DEVIN...). Final exams are usually organized at the end of the week, on Friday mornings.

MASTER LEVEL: Extensive courses: Final exams usually at the end of the semester (see academic calendar), Intensive courses: Final exams usually organized at the end of the week, on Friday mornings.

## ECTS Code

If we take the example of "CIVIL LAW", the ECTS code of the course is:

"1718-IESEG-BA1S1S2-LAWB1-CE01UF".

1st part of the course code 1718-IESEG-BA1S1S2 : Specific code to the Lille Catholic University which means that the course is offered in 2017-2018, at IESEG, during the first year of Bachelor cycle (BA1), on each of both semesters (S1S2). Choose courses with code indicated in BOLD below (Programme Grande Ecole).

<b>Year of study</b>	<b>BA1 (1<sup>st</sup> year of Bachelor cycle)</b>
	<b>BA2 (2<sup>nd</sup> year of Bachelor cycle)</b>
	<b>BA3 (3<sup>rd</sup> year of Bachelor cycle)</b>
	BB3 (3 <sup>rd</sup> year of Bachelor In Business)
	<b>M (Master)</b>
	<b>IN (Courses only available for exchange students)</b>
	MIB (Master in International Business)
	IMB (International MBA)
	MFM (Master in Fashion Management)
	MDM (Master in Digital Marketing)
	MAC (Master in Accounting)
	MFI (Master in Finance)
	MBC (Master in Business Analysis & Consulting)
MBK (Master in Investment banking and capital Markets)	
<b>Period of study</b>	S1 (semester 1 : only from September to December)
	S2 (semester 2 : only from January to May)
	Y (year : staggered all over the academic year)

7th and 8th characters of the ECTS code refer to the type and the format of course. In the case of our example, the law course is a core course (C) given in extensive format (E).

Type of course (7 <sup>th</sup> character)	Course format (8 <sup>th</sup> character)
<input type="checkbox"/> C (Core course)	<input type="checkbox"/> E (Extensive : course taught over several weeks)
<input type="checkbox"/> E (Elective)	<input type="checkbox"/> I (Intensive : course taught in concentrated shape over one week, including evaluation)
<input type="checkbox"/> F (Obligatory track electives in Master)	<input type="checkbox"/> S (Seminar : course taught in concentrated shape generally not exceeding 3 days)
<input type="checkbox"/> T (Track course in Master)	
<input type="checkbox"/> O (Optional course)	

The number 01 is a number attributed to the course.

The next to last letter of the code indicates if it is a module including several courses ( P) or a unique course (U). The courses connected to a module are identified by letters A, B or C.

The last letter of the code (F) means that the course is taught in French; E meaning English, A: Arabic, G: German, C: Chinese, I: Italian, P: Portuguese, R: Russian, S: Spanish and X: multilingual.

**LILLE****Specific modules at Bachelor level**

Field	Course Title	Code	Credits
FIN	<b>Module</b> Financial Markets and corporate policy:	FININ-EI05PE	4
	☐ Money and Capital Markets	FININ-EI05AE	2
	☐ Corporate Financial Management	FININ-EI05BE	2
HRM	<b>Module</b> Human Behavior at work: organizational and personal perspectives:	HRMIN-EI05PE	4
	☐ Fundamentals of Management 1 – Organizational Behavior	HRMIN-EI05AE	2
	☐ Fundamentals of Management 2 – HRM	HRMIN-EI05BE	2
ITC	<b>Module</b> Working and communicating across cultures:	ITCIN-EI05PE	4
	☐ French Culture	ITCIN-EI05AE	2
	☐ Intercultural communication	ITCIN-EI05BE	2
MKT	<b>Module</b> Essentials of marketing:	MKTIN-EI10PE	6
	☐ Product Management	MKTIN-EI10BE	2
	☐ Strategic Marketing	MKTIN-EI10CE	2
	☐ Global Brand Management	MKTIN-EI10AE	2

**PARIS****Specific modules at Bachelor level**

Field	Course Title	Code	Credits
FIN	<b>Module</b> Financial Analysis and valuation	FININ-EI06PE	4
	☐ Financial reporting and analysis	FININ-EI05AE	2
	☐ Financial Management : valuing investment projects and firms	FININ-EI06BE	2
HRM	<b>Module</b> Human Behavior at work: organizational and personal perspectives:	HRMIN-EI05PE	4
	☐ Fundamentals of Management 1 – Organizational Behavior	HRMIN-EI05AE	2
	☐ Fundamentals of Management 2 – HRM	HRMIN-EI05BE	2

Each course can be taken separately (2 ECTS per course). The passing grade is 10/20 to get the 2 ECTS. The whole module is composed of 2 or 3 courses. If you register for all the courses of a module, you will be registered for the entire module (4 or 6 ECTS per module).

**IMPORTANT:** You need to get an average grade of 10/20 for the whole module to obtain the full credits of the module.



Lille : 3 rue de la Digue – F-59000 Lille  
 Paris : Socle de la Grande Arche – 1 Parvis de La Défense  
 F-92044 Paris – La Défense cedex  
 Standard: +33 (0)3.20.54.58.92

[www.ieseg.fr](http://www.ieseg.fr)



# List of courses available for exchange students

LILLE CAMPUS 2017-2018 Fall semester (changes may occur)

ECTS CODE	COURSE TITLE	CREDITS	SEMESTER
ACCB1-CE01UE	FINANCIAL ACCOUNTING	3,50	1
ACCB1-CE01UF	COMPTABILITE GENERALE ET FINANCIERE (Advanced French level required)	3,50	1
ACCB2-CE02UE	ADVANCED FINANCIAL ACCOUNTING	3,50	1
ACCB2-CE02UF	COMPTABILITE FINANCIERE APPROFONDIE (Advanced French level required)	3,50	1
ACCB3-CE08UE	PERFORMANCE MANAGEMENT	4,50	1
ACCB3-EE11UE	RISK MANAGEMENT AND INTERNAL CONTROL	2,00	1
ACCIN-EI03UE	MANAGERIAL TOOLS FOR DECISION MAKING	2,00	1
ACCIN-EI04UE	ADVANCED FINANCIAL ANALYSIS	2,00	1
ACCMA-EE06UF	CONTRÔLE DE GESTION APPROFONDI (Advanced French level required)	2,00	1
ACCMA-EE10UF	FISCALITE DES PERSONNES (Advanced French level required)	2,00	1
ACCMA-EE24UF	TECHNIQUES COMPTABLES APPROFONDIES I (Advanced French level required)	2,00	1
ACCMA-EE33UF	LE REFERENTIEL COMPTABLE INTERNATIONAL IAS/IFRS (Advanced French level required)	2,00	1
ACCMA-EI27UE	INFORMATION SYSTEMS AUDIT	2,00	1
ACCMA-EI36UE	OPERATIONAL AUDITING	2,00	1
ACCMA-EI52UE	STRATEGIC ADVANTAGES OF CSR INITIATIVES	2,00	1
ACCMA-PI16UE	MANAGERIAL ACCOUNTING: FINANCIAL DECISION TOOLS	2,00	1
DEVB1-CE02UE	EUROPEAN HISTORY	2,50	1
DEVB1-CE02UF	HISTOIRE EUROPEENNE (Advanced French level required)	2,50	1
DEVB1-CE03UE	RELATIONAL EFFICIENCY THROUGH DRAMA	1,25	1
DEVB1-CE08UF	ECRIRE POUR CONVAINCRE (Advanced French level required)	1,50	1
DEVB1-CE10UE	WORK SOCIOLOGY	2,00	1
DEVB1-CE10UF	SOCIOLOGIE DU TRAVAIL (Advanced French level required)	2,00	1
DEVB2-CE01UF	AMS3 : APPRENTISSAGE DU MANAGEMENT PAR LE SPORT	0,75	1
DEVB3-EE13UE	INDIA TODAY	2,00	1
DEVB3-EE16UF	TOURISME DURABLE ET RESPONSIBLE (Advanced French level required)	2,00	1
DEVB3-EE17UF	LES NOUVEAUX DESEQUILIBRES MONDIAUX : GEO-PERSPECTIVES DE LA GLOBALISATION (Advanced French level required)	2,00	1
DEVB3-EE56UF	CREA LAB IESEG: CREATIVITE & INNOVATION (Advanced French level required)	2,00	1
DEVBB3CS01UE	CHAIRING AND PARTICIPATING IN MEETINGS	1,00	1
DEVIN-EI05US	NEGOCIOS Y DEPORTE	2,00	1
DEVMA-EE01UF	MANAGER IN VIVO (Advanced French level required)	2,00	1
ECOB1-CE01UE	MACROECONOMICS INDICATORS AND POLICIES	3,50	1
ECOB1-CE01UF	INDICATEURS ET POLITIQUES MACROECONOMIQUES (Advanced French level required)	3,50	1
ECOB2-CE02UE	CONTEMPORARY INTERNATIONAL ECONOMICS	2,00	1
ECOB2-CE02UF	ECONOMIE INTERNATIONALE CONTEMPORAINE (Advanced French level required)	2,00	1
ECOB2-CE05UE	ADVANCED MICROECONOMICS	2,00	1
ECOB2-CE05UF	MICROECONOMIE AVANCÉE (Advanced French level required)	2,00	1
ECOB3-EE03UF	CROISSANCE ECONOMIQUE ET DECISIONS STRATEGIQUES (Advanced French level required)	2,00	1
ECOB3-EE08UF	JUSTICE SOCIALE ET EFFICACITE ECONOMIQUE : LE DEFII DE L'ETHIQUE DE L'ECONOMIE DE MARCHE (Advanced French level required)	2,00	1
ECOB3-EE14UF	ECONOMIE DE LA FONCTIONNALITE : NOUVEAUX MODELES ECONOMIQUES (Advanced French level required)	2,00	1
ENTMA-EI11UE	NON-GOVERNMENTAL ORGANIZATIONS, HUMANITARIAN ACTION AND INTERNATIONAL DEVELOPMENT	2,00	1
ENTMA-EI18UE	ORGANIZATION AND MANAGEMENT: THINK DIFFERENT TO BUILD A NEW WORLD	2,00	1
ENTMA-EI19UE	NEW PRODUCT CREATION & DIFFUSION	2,00	1
ENTMA-EI29UE	PUBLIC POLICY AND ENTREPRENEURSHIP IN AN INTERNATIONAL CONTEXT : IMPACTS FOR ENTREPRENEURS AND SME'S	2,00	1
FINB2-CE01UE	FINANCE FUNDAMENTALS	2,50	1
FINB3-CE02UE	FINANCIAL MARKETS	3,00	1
FINB3-EE11UF	GESTION DE PATRIMOINE (Advanced French level required)	2,00	1
FINBB3CE01UE	APPLIED CORPORATE FINANCE	3,00	1
FININ-EI05AE	MONEY AND CAPITAL MARKETS	2,00	1



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FININ-EI05BE	CORPORATE FINANCIAL MANAGEMENT	2,00	1
FINMA-EI10UE	INTERNATIONAL FINANCE	2,00	1
FINMA-EI25UE	CORPORATE GOVERNANCE: A FINANCIAL PERSPECTIVE	2,00	1
FINMA-EI57UE	ETHICS IN FINANCE	2,00	1
FINMA-EI83UE	INTERNATIONAL REAL ESTATE INVESTING	2,00	1
FINMA-EI93UE	COMPLIANCE IN THE FINANCIAL INDUSTRY	2,00	1
HRMB2-CE01UE	FUNDAMENTALS OF HUMAN BEHAVIORS	2,75	1
HRMB3-CE03UE	INTRODUCTION TO HUMAN RESOURCE MANAGEMENT	2,50	1
HRMB3-CE04UE	FUNDAMENTALS OF ORGANIZATION	2,00	1
HRMB3-EE05UE	TOOLS FOR EFFECTIVE PEOPLE MANAGEMENT	2,00	1
HRMBB3CE01UE	MANAGEMENT SKILLS	3,00	1
HRMIN-EI02UE	KICKSTARTING YOUR CAREER	2,00	1
HRMIN-EI05AE	FUNDAMENTALS OF MANAGEMENT 1 - ORGANISATIONAL BEHAVIOR	2,00	1
HRMIN-EI05BE	FUNDAMENTALS OF MANAGEMENT 2 - HRM	2,00	1
HRMMA-EI02UE	STRUCTURES AND ORGANIZATIONAL DESIGN IN INTERNATIONAL CONTEXTS	2,00	1
HRMMA-EI03UE	STRESS MANAGEMENT	2,00	1
HRMMA-EI05UE	AUTHENTIC LEADERSHIP DEVELOPMENT	2,00	1
HRMMA-EI11UE	STRATEGIC HUMAN RESOURCE MANAGEMENT	2,00	1
HRMMA-EI20UE	MANAGING EMPLOYEE TURNOVER AND RETENTION	2,00	1
HRMMA-EI21UE	EMPLOYEE PERFORMANCE MANAGEMENT	2,00	1
HRMMA-EI33UE	MANAGING EMPLOYEE DIVERSITY AND INCLUSION (not scheduled yet)	2,00	1
HRMMA-FI23UE	TALENTS MANAGEMENT	2,00	1
HRMMA-PI29UE	MANAGING TEAMS	2,00	1
IBEMA-EE10UE	EUROPEAN INTEGRATION: MECHANISM & IMPLICATIONS	2,00	1
IBEMA-EI33UE	INDUSTRY CHANGE AND INNOVATION MANAGEMENT	2,00	1
IBEMA-EI36UE	EFFICIENCY AND BENCHMARKING IN BANKING	2,00	1
IBEMA-EI56UE	MEASUREMENT OF WELL BEING AND EVALUATION OF PUBLIC POLICY	2,00	1
IBEMA-EI57UE	AN INTERNATIONAL COMPARISON OF HEALTH CARE SYSTEMS	2,00	1
IBEMA-EI69UE	NETWORKS, CROWDS & MARKETS	2,00	1
IBEMA-EI78UE	CORPORATE AND COUNTRY RISKS STRATEGY	2,00	1
IBEMA-EI82UE	ECONOMICS AND ENVIRONMENTAL MANAGEMENT (not scheduled yet)	2,00	1
IBEMA-FE74UE	MANAGERIAL ECONOMICS	2,00	1
IBEMA-FE80UE	GLOBAL ECONOMICS	2,00	1
ITCB3-EE06US	EL MUNDO LATINO AMERICANO	2,00	1
ITCB3-EE09UE	CULTURAL REVERSAL SHOCK	2,00	1
ITCIN-EI05AE	FRENCH CULTURE	2,00	1
ITCIN-EI05BE	INTERCULTURAL COMMUNICATION	2,00	1
LANB1-CE02UG	GERMAN	1,50	1
LANB1-CE03UC	CHINESE	1,50	1
LANB1-CE04US	SPANISH	1,50	1
LANB1-CE07US	ESPAÑOL PARA LA COMUNICACION	1,00	1
LANB1-CE08UG	DEUTSCH FÜR KOMMUNIKATION	1,00	1
LANB1-CE10UC	CHINESE FOR COMMUNICATION	1,00	1
LANB2-CE01UE	ENGLISH FOR BUSINESS	2,00	1
LANB2-CE02UG	GERMAN	1,50	1
LANB2-CE03UC	CHINESE	1,50	1
LANB2-CE04UC	CHINESE FOR COMMUNICATION	1,00	1
LANB2-CE04US	SPANISH	1,50	1
LANB2-CE06UE	ENGLISH FOR DEBATING	1,00	1
LANB2-CE08US	ESPAÑOL PARA LA COMUNICACION	1,00	1
LANB2-CE09UG	DEUTSCH FÜR KOMMUNIKATION	1,00	1
LANB3-CE01UG	GERMAN	1,50	1



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LANB3-CE02UC	CHINESE	1,50	1
LANB3-CE03US	SPANISH	1,50	1
LANB3-EE23UE	PREPARATION FOR TOEFL	2,00	1
LANIN-EI19UF	ACT IN FRENCH (B2 level required)	2,00	1
LANIN-OE01UF	FRENCH COMPLETE BEGINNER A1.1 (REGISTRATION WITH FRENCH TEST ONLY)	2,00	1
LANIN-OE02UF	FRENCH PRE INTERMEDIATE A2 (REGISTRATION WITH FRENCH TEST ONLY)	3,00	1
LANIN-OE03UF	FRENCH INTERMEDIATE B1 (REGISTRATION WITH FRENCH TEST ONLY)	3,00	1
LANIN-OE04UF	BUSINESS FRENCH B2 (REGISTRATION WITH FRENCH TEST ONLY)	3,00	1
LANIN-OE05UF	DECOUVERTE DE LA FRANCE SOUS LES ASPECTS INSTITUTIONNELS, ECONOMIQUES, CULTURELS (B1 level required)	2,00	1
LANIN-OE06UF	PREPARATION AU DELF B1 ET B2 (B1 or B2 level required)	2,00	1
LANIN-OE15UF	BIEN PRONONCER LE FRANCAIS / FRENCH PRONUNCIATION (A1/A1.1 level required)	1,00	1
LANIN-OE17UF	FRENCH UPPER BEGINNER A1 (REGISTRATION WITH FRENCH TEST ONLY)	2,00	1
LANIN-OE20UF	PREPARATION AU DELF A1 ET A2 (A1 or A2 level required)	2,00	1
LANMA-EE14US	PREPARACION PARA DELE (B2 level required)	2,00	1
LANTR-OE22UR	RUSSIAN AS A FOREIGN LANGUAGE (LV2) (no online registration. You will receive an email in September to register for that course)	2,00	1
LANTR-OE09UG	GERMAN AS A FOREIGN LANGUAGE (LV2) (no online registration. You will receive an email in September to register for that course)	2,00	1
LANTR-OE01UC	CHINESE AS A FOREIGN LANGUAGE (LV2) (no online registration. You will receive an email in September to register for that course)	2,00	1
LANTR-OE02US	SPANISH AS A FOREIGN LANGUAGE (LV2) (no online registration. You will receive an email in September to register for that course)	2,00	1
LANTR-OE03UI	ITALIAN AS A FOREIGN LANGUAGE (LV2) (no online registration. You will receive an email in September to register for that course)	2,00	1
LANTR-OE30UP	PORTUGUESE AS A FOREIGN LANGUAGE (LV2) (no online registration. You will receive an email in September to register for that course)	2,00	1
LANTR-OE36UA	ARABIC AS A FOREIGN LANGUAGE (LV2) (no online registration. You will receive an email in September to register for that course)	2,00	1
LAWB1-CE01UE	CIVIL LAW	3,50	1
LAWB1-CE01UF	DROIT CIVIL (Advanced French level required)	3,50	1
LAWB2-CE01UE	BUSINESS LAW	3,50	1
LAWB2-CE01UF	DROIT DES AFFAIRES (Advanced French level required)	3,50	1
LAWB3-CE05UE	ADVANCED BUSINESS LAW	1,50	1
LAWB3-EE05UF	DROIT DU TRAVAIL (Advanced French level required)	2,00	1
MISB2-CE01UE	INTRODUCTION TO INFORMATION SYSTEMS	2,00	1
MISB3-CE01UE	MANAGEMENT OF INFORMATION SYSTEMS	3,50	1
MISB3-EE07UE	DIGITAL TRANSFORMATION: DISRUPTIONS IN OUR SOCIETIES AND ECONOMIES	2,00	1
MISMA-EI13UE	HUMAN COMPUTER INTERACTION: WEBSITE DESIGN	2,00	1
MISMA-EI16UE	STRATEGY DYNAMICS AND MODELLING	2,00	1
MISMA-EI42UE	MANAGING THE NET I: UNDERSTANDING ON-LINE BUSINESS	2,00	1
MISMA-EI43UE	SOCIAL NETWORK ANALYSIS: HOW TO APPROACH BUSINESS 2.0	2,00	1
MISMA-EI51UE	SAP FOR BUSINESS PROCESS MANAGEMENT	2,00	1
MISMA-EI55UE	OPEN INNOVATION AND CROWDSOURCING	2,00	1
MISMA-EI62UE	CYBERSECURITY RISK MANAGEMENT	2,00	1
MISMA-EI68UE	TECHNOLOGY AND STRATEGY (not scheduled yet)	2,00	1
MISMA-FI02UE	BUSINESS ANALYSIS	2,00	1
MISMA-FI56UE	EXCEL EXPERT LEVEL	2,00	1
MKTB1-CE01UE	INTRODUCTION TO MARKETING	2,50	1
MKTB2-CE01UE	MARKETING MANAGEMENT	3,25	1
MKTB3-EE07UF	NOUVELLES TENDANCES MARKETING (Advanced French level required)	2,00	1
MKTB3-EE20UE	GLOBAL BRAND MANAGEMENT	2,00	1
MKTB3-EE30UE	WEB MARKETING	2,00	1
MKTB3-EE36UE	DIGITAL AND MOBILE MARKETING	2,00	1
MKTB3-EE39UE	RETAIL PANELS	2,00	1
MKTIN-EI06UE	DIGITAL STRATEGY	2,00	1
MKTIN-EI08UE	CONSUMER BEHAVIOR : NEW TRENDS AND TENDENCIES	2,00	1
MKTIN-EI10AE	GLOBAL BRAND MANAGEMENT	2,00	1



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MKTIN-EI10BE	PRODUCT MANAGEMENT	2,00	1
MKTIN-EI10CE	STRATEGIC MARKETING	2,00	1
MKTIN-EI14UE	WEB MARKETING	2,00	1
MKTMA-EE05UE	CROSS CULTURAL MARKETING	2,00	1
MKTMA-EE79UE	NEUROMARKETING	2,00	1
MKTMA-EI09UE	ENVIRONMENTAL MARKETING	2,00	1
MKTMA-EI103E	SALES FORECASTING	2,00	1
MKTMA-EI13UE	INTERNATIONAL MARKETING	2,00	1
MKTMA-EI19UE	MARKETING STRATEGY SIMULATION GAME	2,00	1
MKTMA-EI21UE	PRODUCT DESIGN AND INNOVATION LEVEL 1	2,00	1
MKTMA-EI23UE	RETAIL MARKETING STRATEGY	2,00	1
MKTMA-EI26UE	SERVICES MARKETING	2,00	1
MKTMA-EI33UE	SPORT MARKETING	2,00	1
MKTMA-EI34UE	INTEGRATED MARKETING COMMUNICATION STRATEGY	2,00	1
MKTMA-EI45UE	INTERNATIONAL MARKETING IN EMERGING MARKETS	2,00	1
MKTMA-EI46UE	BUSINESS TO BUSINESS MARKETING	2,00	1
MKTMA-EI50UE	SOCIAL MEDIA MARKETING	2,00	1
MKTMA-EI51UE	CRM IN SMALL BUSINESS	2,00	1
MKTMA-EI54UE	PERSUASION IN MARKETING COMMUNICATION (not scheduled yet)	2,00	1
MKTMA-EI59UE	INTERNATIONAL MARKETING STRATEGY SIMULATION	2,00	1
MKTMA-EI69UE	WEB ANALYTICS	2,00	1
MKTMA-EI75UE	VIRAL MARKETING:FROM WORD OF MOUTH TO SOCIAL MEDIA (not scheduled yet)	2,00	1
MKTMA-EE76UE	ADVERTISING AND COMMUNICATIONS STRATEGY	2,00	1
MKTMA-EI77UE	OFFLINE BRAND COMMUNICATIONS	2,00	1
MKTMA-EI78UE	CORPORATE SOCIAL RESPONSIBILITY & MARKETING	2,00	1
MKTMA-EI81UE	DIGITAL MARKETING FOR MOBILE DEVICES (not scheduled yet)	2,00	1
MKTMA-EI89UE	PRICING IN MARKETING	2,00	1
MKTMA-EI90UE	EVENT MARKETING	2,00	1
MKTMA-EI92UE	BRAND COMMUNICATION STRATEGY	2,00	1
MKTMA-EI97UE	MARKETING TO THE NEW CONSUMER (not scheduled yet)	2,00	1
MKTMA-PE04UE	CRM / CUSTOMER RELATIONSHIP MANAGEMENT	2,00	1
MKTMA-PI32UE	IMPROVING BRAND VALUES (not scheduled yet)	2,00	1
MKTMA-PI71UE	SEARCH ENGINE MARKETING & ONLINE ADVERTISING (PPC & SEO)	2,00	1
NEGB2-CE01UE	SALES TECHNIQUES	1,75	1
NEGB2-CE01UF	TECHNIQUES DE VENTE (Advanced French level required)	1,75	1
NEGB3-CE07UE	INTRODUCTION TO NEGOTIATION	1,50	1
NEGB3-EE06UE	THE INTERNATIONAL PURCHASER TODAY: TRAINING, EXPERIENCE AND CHALLENGES	2,00	1
NEGBB3CE01UE	SALES MANAGEMENT	3,00	1
NEGIN-EI03UE	APPLIED NEGOTIATION ESSENTIALS	2,00	1
NEGMA-EE07UE	BUSINESS ENGLISH FOR NEGOTIATION	2,00	1
NEGMA-EI04UE	NEGOTIATION AND PURCHASING IN AN INTERNATIONAL ENVIRONMENT	2,00	1
NEGMA-EI10UE	INTERPERSONAL COMMUNICATION APPLIED TO NEGOTIATION	2,00	1
NEGMA-EI11UE	KEY CUSTOMER RELATIONS MANAGEMENT	2,00	1
NEGMA-EI18UE	CROSS-CULTURAL RELATIONSHIP MARKETING AND NEGOTIATIONS	2,00	1
NEGMA-EI26UE	BUSINESS ETHICS IN COMMERCE	2,00	1
NEGMA-EI29UE	CULTURE AND NEGOTIATION STRATEGIES	2,00	1
NEGMA-EI31UE	DECISION-MAKING FOR MANAGERS	2,00	1
NEGMA-EI33UE	STRATEGIC PURCHASING	2,00	1
NEGMA-EI36UE	PURCHASING IN PRACTICE	2,00	1
NEGMA-EI43UE	NEGOTIATION CONTRACTS AND LAW	2,00	1
NEGMA-EI45UE	PRINCIPLES OF PUBLIC INTERNATIONAL LAW	2,00	1
NEGMA-EI46UE	PRINCIPLES OF INTERNATIONAL TRADE AND INVESTMENT LAW	2,00	1



## List of courses available for exchange students

NEGMA-EI47UE	INTRODUCTION TO INTERNATIONAL ARBITRATION	2,00	1
OPSB2-CE01UE	INTRODUCTION TO OPERATIONS MANAGEMENT	2,00	1
OPSB3-CE05UE	INDUSTRIAL REALITIES	2,00	1
OPSB3-EE03UF	LE CONTROLE QUALITE : METHODES ET INTERPRETATIONS (Advanced French level required)	2,00	1
OPSB3-EE07UF	METHODES D'OPTIMISATION NON LINEAIRE ET APPLICATIONS (Advanced French level required)	2,00	1
OPSMa-EI05UE	E LEAN PRODUCTION PRINCIPLES	2,00	1
OPSMa-EI33UE	HEALTH CARE SERVICE MANAGEMENT	2,00	1
OPSMa-EI45UE	INVENTORY MANAGEMENT	2,00	1
OPSMa-EI71UE	PURCHASING & SOURCING	2,00	1
OPSMa-EI72UE	THE PROJECT MANAGEMENT EXPERIENCE - MANAGING THE EXPECTED	2,00	1
OPSMa-EI76UE	SALES AND OPERATIONS PLANNING (S&OP)	2,00	1
OPSMa-EI78UE	BUSINESS PROCESS ANALYSIS	2,00	1
OPSMa-EI81UE	OPERATIONS RESEARCH METHODS IN FINANCIAL ANALYSIS (not scheduled yet)	2,00	1
QMSB1-CE01UE	MATHEMATICS CALCULUS	4,50	1
QMSB1-CE01UF	MATHEMATIQUES ANALYSE (Advanced French level required)	4,50	1
QMSB2-CE03UE	INFERENCE STATISTICS	4,50	1
QMSB2-CE03UF	STATISTIQUES INFERENCELLES (Advanced French level required)	4,50	1
QMSB3-CE03UE	INTERMEDIATE DATA ANALYSIS	2,00	1
QMSB3-CE04UE	INTERMEDIATE ECONOMETRICS	2,00	1
QMSB3-CE05UE	INTERMEDIATE OPTIMIZATION METHODS	2,00	1
STRB2-CE01UE	BUSINESS ETHICS	2,00	1
STRB3-EE02UF	LES GRANDS DIRIGEANTS (Advanced French level required)	2,00	1
STRB3-EE04UF	INNOVATION & ENTREPRENEURIAT SOCIAL (Advanced French level required)	2,00	1
STRBB3CE01UE	FUNDAMENTALS OF STRATEGY	3,00	1
STRMA-EI09UE	SUSTAINABILITY LEADERSHIP	2,00	1

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PARIS CAMPUS 2017-2018 Fall semester (changes may occur)

ECTS CODE	COURSE TITLE	CREDITS
ACCB3-CE08UE	PERFORMANCE MANAGEMENT	4,50
ACCB3-EE11UE	RISK MANAGEMENT AND INTERNAL CONTROL	2,00
ACCIN-EI02UE	MANAGEMENT CONTROL	2,00
ACCMA-EE09UF	FISCALITE D'ENTREPRISE	2,00
ACCMA-EE38UF	MANAGEMENT ET CONTROLE DE GESTION (PARCOURS EXPERTISE COMPTABLE)	2,00
ACCMA-EI01UE	ACTIVITY BASED COST MANAGEMENT	2,00
ACCMA-EI27UE	INFORMATION SYSTEMS AUDIT	2,00
ACCMA-EI63UE	INTERNAL AUDIT	2,00
ACCMA-EI64UE	ADVANCED FINANCIAL REPORTING UNDER US AND INTERNATIONAL STANDARDS	2,00
ACCMA-PI16UE	MANAGERIAL ACCOUNTING: FINANCIAL DECISION TOOLS	2,00
ACCMA-PI36UE	OPERATIONAL AUDITING	2,00
DEVB1-CE03UE	RELATIONAL EFFICIENCY THROUGH DRAMA	1,25
DEVB3-EE33UF	DESIR DE MOTS : RE-TROUVER LE PLAISIR D'ECRIRE	2,00
DEVB3-EE35UE	MARKET OF ART	2,00
DEVB3-EE38UF	POLITIQUE: ENTRE MENSONGE ET VERITE	2,00
DEVUH-CE05UE	BUSINESS OF THE ARTS	6,00
DEVUH-CE06UE	DANCE IN THE WORLD	6,00
ECOB1-CE01UE	MACROECONOMICS INDICATORS AND POLICIES	3,50
ECOB1-CE01UF	INDICATEURS ET POLITIQUES MACROECONOMIQUES	3,50
ECOB2-CE02UF	ECONOMIE INTERNATIONALE CONTEMPORAINE	2,00
ECOIN-EI01UE	INTERNATIONAL TRADE ORGANIZATIONS	2,00
ENTMA-EI11UE	NON-GOVERNMENTAL ORGANIZATIONS, HUMANITARIAN ACTION AND INTERNATIONAL DEVELOPMENT	2,00
ENTMA-EI19UE	NEW PRODUCT CREATION & DIFFUSION	2,00
ENTMA-EI28UE	MANAGEMENT CONSULTING	2,00
ENTMA-EI29UE	PUBLIC POLICY AND ENTREPRENEURSHIP IN AN INTERNATIONAL CONTEXT : IMPACTS FOR ENTREPRENEURS AND SME'S	2,00
FINB2-CE01UE	FINANCE FUNDAMENTALS	2,50
FINB3-CE02UE	FINANCIAL MARKETS	3,00
FININ-EI06AE	FINANCIAL REPORTING AND ANALYSIS	2,00
FININ-EI06BE	FINANCIAL MANAGEMENT: VALUING INVESTMENT PROJECTS AND FIRMS	2,00
FINMA-EI27UE	BANKING AND FINANCIAL REGULATION	2,00
FINMA-EI55UE	ENTREPRENEURIAL FINANCE	2,00
FINMA-EI68UE	INTRODUCTION TO INSURANCE INDUSTRY	2,00
FINMA-EI76UE	SYSTEMIC RISK	2,00
FINMA-EI86UE	CORPORATE INVESTMENTS	2,00
FINMA-EI93UE	COMPLIANCE IN THE FINANCIAL INDUSTRY	2,00
FINMA-PI79UE	ADVANCED FINANCIAL STATEMENT ANALYSIS	2,00
HRMB2-CE01UE	FUNDAMENTALS OF HUMAN BEHAVIORS	2,75
HRMB3-CE03UE	INTRODUCTION TO HUMAN RESOURCE MANAGEMENT	2,50
HRMB3-CE04UE	FUNDAMENTALS OF ORGANIZATION	2,00
HRMB3-EE06UE	SUCCESSFUL MANAGEMENT SKILLS	2,00
HRMIN-EI02UE	KICKSTARTING YOUR CAREER	2,00
HRMIN-EI05AE	FUNDAMENTALS OF MANAGEMENT 1 - ORGANISATIONAL BEHAVIOR	2,00
HRMIN-EI05BE	FUNDAMENTALS OF MANAGEMENT 2 - HRM	2,00
HRMMA-EI02UE	STRUCTURES AND ORGANIZATIONAL DESIGN IN INTERNATIONAL CONTEXTS	2,00
HRMMA-EI03UE	STRESS MANAGEMENT	2,00
HRMMA-EI16UE	HUMAN RESOURCE DEVELOPMENT	2,00
HRMMA-EI20UE	MANAGING EMPLOYEE TURNOVER AND RETENTION	2,00
HRMMA-FI23UE	TALENTS MANAGEMENT	2,00

IBEMA-EE52UE	DOING BUSINESS IN CENTRAL AND EASTERN EUROPE	2,00
IBEMA-EI56UE	MEASUREMENT OF WELL BEING AND EVALUATION OF PUBLIC POLICY	2,00
IBEMA-EI57UE	AN INTERNATIONAL COMPARISON OF HEALTH CARE SYSTEMS	2,00
IBEMA-EI66UE	EMERGING MARKETS AND COUNTRY RISK EVALUATION	2,00
IBEMA-EI69UE	NETWORKS, CROWDS & MARKETS	2,00
IBEMA-EI73UE	UNDERSTANDING INDIA FOR BUSINESS	2,00
IBEMA-FI74UE	MANAGERIAL ECONOMICS	2,00
ITCB3-EE07UE	L'EMPIRE DU MILIEU, LE NOUVEAU CONTINENT À CONQUERIR - LA CULTURE DE L'ÉCONOMIE CHOINOISE	2,00
ITCIN-EI01UE	INTERCULTURAL COMMUNICATION	2,00
ITCIN-EI03UE	FRENCH CONTEMPORARY SOCIETY	2,00
LANIN-EI20UE	THE SECRETS OF AN EFFECTIVE PRESENTATION	2,00
LAWB2-CE01UE	BUSINESS LAW	3,50
LAWB2-CE01UF	DROIT DES AFFAIRES	3,50
LAWB3-EE04UF	GESTION JURIDIQUE DU PATRIMOINE FAMILIAL	2,00
MISB2-CE01UE	INTRODUCTION TO INFORMATION SYSTEMS	2,00
MISIN-EI02UE	DIGITAL REVOLUTION : DISRUPTIONS IN OUR SOCIETIES AND ECONOMIES	2,00
MISMA-EI13UE	HUMAN COMPUTER INTERACTION: WEBSITE DESIGN	2,00
MISMA-EI42UE	MANAGING THE NET I: UNDERSTANDING ON-LINE BUSINESS	2,00
MISMA-EI49UE	MANAGING THE NET II: HOW TO CREATE YOUR ON-LINE BUSINESS LEVEL 2 (ONLY available together with MANAGING THE NET I - MISMA-EI42UE)	2,00
MISMA-EI55UE	OPEN INNOVATION AND CROWDSOURCING	2,00
MISMA-EI72UE	BUSINESS INTELLIGENCE AND DATA ANALYTICS	2,00
MKTB3-EE38UE	COMMUNICATION TOOLS: STORYTELLING & DATA VISUALIZATION	2,00
MKTIN-EI03UE	PRODUCT INNOVATION	2,00
MKTIN-EI06UE	DIGITAL STRATEGY	2,00
MKTIN-EI07UE	GLOBAL BRAND MANAGEMENT	2,00
MKTIN-EI08UE	CONSUMER BEHAVIOR : NEW TRENDS AND TENDENCIES	2,00
MKTIN-EI09UE	INTERNATIONAL COMMUNICATION STRATEGY	2,00
MKTIN-EI12CE	PRODUCT MANAGEMENT	2,00
MKTIN-EI13UE	SOCIAL MEDIA MARKETING	2,00
MKTMA-EI09UE	ENVIRONMENTAL MARKETING	2,00
MKTMA-EI100E	GLOBAL ONLINE RETAIL	2,00
MKTMA-EI111E	MARKETING & INNOVATION	2,00
MKTMA-EI23UE	RETAIL MARKETING STRATEGY	2,00
MKTMA-EI26UE	SERVICES MARKETING	2,00
MKTMA-EI46UE	BUSINESS TO BUSINESS MARKETING	2,00
MKTMA-EI66UE	EXPERIENTIAL MARKETING	2,00
MKTMA-EI70UE	HIGH TECHNOLOGY MARKETING	2,00
MKTMA-EI88UE	MARKETING TO EMERGING MARKETS	2,00
MKTMA-EI94UE	TRADE & SHOPPER MARKETING	2,00
MKTMA-PE04UE	CRM / CUSTOMER RELATIONSHIP MANAGEMENT	2,00
MKTMA-PI13UE	INTERNATIONAL MARKETING	2,00
NEGB2-CE01UE	SALES TECHNIQUES	1,75
NEGB2-CE01UF	TECHNIQUES DE VENTE	1,75
NEGB3-EE06UE	THE INTERNATIONAL PURCHASER TODAY: TRAINING, EXPERIENCE AND CHALLENGES	2,00
NEGIN-EI01UE	INTERNATIONAL PURCHASING	2,00
NEGIN-EI04UE	SALES ESSENTIALS	2,00
NEGMA-EE01UE	IMPORT-EXPORT: SELLING AND NEGOTIATING	2,00
NEGMA-EE07UE	BUSINESS ENGLISH FOR NEGOTIATION	2,00
NEGMA-EI11UE	KEY CUSTOMER RELATIONS MANAGEMENT	2,00
NEGMA-EI12UE	INTERNAL SELLING	2,00
NEGMA-EI18UE	CROSS-CULTURAL RELATIONSHIP MARKETING AND NEGOTIATIONS	2,00
NEGMA-EI22UE	MANAGING CONFLICT THROUGH MEDIATION	2,00
NEGMA-EI31UE	DECISION GAMES AND NEGOTIATION	2,00

NEGMA-EI38UE	NEGOTIATION CONTRACTS AND LAW	2,00
NEGMA-EI45UE	PRINCIPLES OF PUBLIC INTERNATIONAL LAW	2,00
NEGMA-EI48UE	PRINCIPLES OF TRADE AND INVESTMENT LAW	2,00
NEGMA-FI24UE	PRACTICAL NEGOTIATION SKILLS	2,00
NEGMA-FI25UE	APPLIED CONFLICT MANAGEMENT THEORY	2,00
NEGMA-PI02UE	SALES MANAGEMENT	2,00
NEGMM5EI02UE	INTERNATIONAL CONFLICT MANAGEMENT AND PEACE BUILDING	2,00
OP SMA-EI27UE	ENTERPRISE SIMULATION OF PRODUCTION SYSTEMS	2,00
OP SMA-EI33UE	HEALTH CARE SERVICE MANAGEMENT	2,00
OP SMA-EI45UE	INVENTORY MANAGEMENT	2,00
OP SMA-EI65UE	PERFORMANCE METRICS	2,00
OP SMA-EI70UE	INTERNATIONAL ENTERPRISE PROJECT MANAGEMENT	2,00
OP SMA-EI80UE	FUNDAMENTALS OF OPERATIONS MANAGEMENT	2,00
QMSB1-CE01UE	MATHEMATICS CALCULUS	4,50
QMSB1-CE01UF	MATHEMATIQUES ANALYSE	4,50
STRMA-EI09UE	SUSTAINABILITY LEADERSHIP	2,00

## MODULES

FININ-EI06AE	FINANCIAL ANALYSIS AND VALUATION ( <b>FININ-EI06PE</b> )	4,00
FININ-EI06BE		
HRMIN-EI05AE	HUMAN BEHAVIOR AT WORK : ORGANIZATIONAL AND PERSONAL PERSPECTIVES ( <b>HRMIN-EI05PE</b> )	4,00
HRMIN-EI05BE		

### LEGEND:

	Course in French
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