

Courses for Incoming Exchange Students

SPRING 2018

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).

Year of study	BA1 (1st year of Bachelor cycle)
	BA2 (2nd year of Bachelor cycle)
	BA3 (3rd year of Bachelor cycle)
	BB3 (3 rd year of Bachelor In Business)
	M (Master)
	IN (Courses only available for exchange students)
	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)	
Period of study	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 th character)	Course format (8 th 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	Module Financial Markets and corporate policy:	FININ-EI05PE	4
	☐ Money and Capital Markets	FININ-EI05AE	2
	☐ Corporate Financial Management	FININ-EI05BE	2
HRM	Module 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	Module Working and communicating across cultures:	ITCIN-EI05PE	4
	☐ French Culture	ITCIN-EI05AE	2
	☐ Intercultural communication	ITCIN-EI05BE	2
MKT	Module Fundamentals of marketing:	MKTIN-EI13PE	6
	☐ Product Management	MKTIN-EI13BE	2
	☐ Consumer Behavior: new trends and tendencies	MKTIN-EI13CE	2
	☐ Global Brand Management	MKTIN-EI13AE	2

PARIS Specific modules at Bachelor level

Field	Course Title	Code	Credits
FIN	Module Financial analysis and valuation:	FININ-EI06PE	4
	☐ FINANCIAL REPORTING AND ANALYSIS	FININ-EI06AE	2
	☐ FINANCIAL MANAGEMENT : VALUING INVESTMENT PROJECTS	FININ-EI06BE	2
HRM	Module Human Behavior at work: organizational and personal perspectives:	HRMIN-EI05PE	4
	☐ FUNDAMENTALS OF LEADERSHIP SKILLS 1: ORGANISATIONAL BEHAVIOR	HRMIN-EI03AE	2
	☐ FUNDAMENTALS OF LEADERSHIP SKILLS 2: HRM	HRMIN-EI03BE	2
MKT	Module Marketing essentials: product, brand and digital	MKTIN-EI15PE	6
	☐ PRODUCT INNOVATION	MKTIN-EI15AE	2
	☐ GLOBAL BRAND MANAGEMENT	MKTIN-EI15BE	2
	☐ DIGITAL STRATEGY	MKTIN-EI15CE	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.





ECTS CODE	COURSE TITLE	CREDITS	SEMESTER
ACCB1-CE01UE	FINANCIAL ACCOUNTING	3,50	2
ACCB1-CE01UF	COMPTABILITE GENERALE ET FINANCIERE (Advanced French level required)	3,50	2
ACCB3-EE12UF	MISSION CONTROLE DE GESTION (Advanced French level required)	2,00	2
ACCB3-EE13UF	DECOUVRIR LES METIERS DE L'AUDIT (Advanced French level required)	2,00	2
ACCIN-EI02UE	MANAGEMENT CONTROL	2,00	2
ACCMA-EE09UF	FISCALITE D'ENTREPRISE (Advanced French level required)	2,00	2
ACCMA-EE24UF	TECHNIQUES COMPTABLES APPROFONDIES I (Advanced French level required)	2,00	2
ACCMA-EE49UF	AUDITER UNE ASSOCIATION (Advanced French level required)	2,00	2
ACCMA-EE51UF	DROIT SOCIAL ET RESTRUCTURATION D'ENTREPRISE (Advanced French level required)	2,00	2
ACCMA-EE66UE	DUE-DILIGENCE & ASSET MANAGEMENT AUDITING	2,00	2
ACCMA-EI01UE	ACTIVITY BASED COST MANAGEMENT	2,00	2
ACCMA-EI13UE	INTERNATIONAL ISSUES IN ACCOUNTING AND AUDITING	2,00	2
ACCMA-EI21UE	AUDIT TECHNIQUES	2,00	2
ACCMA-EI43UE	AUDITING: A PRACTITIONER CASE-BASED APPROACH	2,00	2
ACCMA-EI53UE	FRAUD INVESTIGATION AND FORENSIC ACCOUNTING	2,00	2
ACCMA-EI57UE	STRATEGIC PLANNING AND CONTROL	2,00	2
ACCMA-EI61UE	MANAGING FIRM CONSTRAINTS WITH ACCOUNTING DECISION TECHNIQUES	2,00	2
ACCMA-EI64UE	ADVANCED FINANCIAL REPORTING UNDER US AND INTERNATIONAL STANDARDS	2,00	2
ACCMA-FI65UE	FUNDAMENTALS OF CONSOLIDATION	2,00	2
DEVB1-CE02UE	EUROPEAN HISTORY	2,50	2
DEVB1-CE02UF	HISTOIRE EUROPEENNE (Advanced French level required)	2,50	2
DEVB1-CE08UE	WRITING TO CONVINCEN	1,25	2
DEVB1-CE08UF	ECRIRE POUR CONVAINCRE (Advanced French level required)	1,50	2
DEVB1-CE10UE	WORK SOCIOLOGY	2,00	2
DEVB1-CE10UF	SOCIOLOGIE DU TRAVAIL (Advanced French level required)	2,00	2
DEVB2-CE02UE	PERSONAL DEVELOPMENT THROUGH DRAMA	1,25	2
DEVB3-EE12UE	GEOPOLITICS IN ASIA : RISKS AND OPPORTUNITIES	2,00	2
DEVB3-EE17UF	LES NOUVEAUX DESEQUILIBRES MONDIAUX : GEO-PERSPECTIVES DE LA GLOBALISATION (Advanced French level required)	2,00	2
DEVB3-EE51UF	INTELLIGENCE ECONOMIQUE ET STRATEGIQUE (Advanced French level required)	2,00	2
DEVIN-EI07UE	CONTEMPORARY FRENCH BUSINESS & SOCIETY	2,00	2
ECOB1-CE02UE	TOOLS FOR MICROECONOMICS ANALYSIS	3,50	2
ECOB1-CE02UF	OUTILS DE L'ANALYSE MICROECONOMIQUE (Advanced French level required)	3,50	2
ECOB1-CE03UE	INTERNATIONAL ECONOMICS AND EXCHANGES	2,00	2
ECOB1-CE03UF	ECONOMIE INTERNATIONALE ET ECHANGES (Advanced French level required)	2,00	2
ECOB2-CE02UE	CONTEMPORARY INTERNATIONAL ECONOMICS	2,00	2
ECOB2-CE02UF	ECONOMIE INTERNATIONALE CONTEMPORAINE (Advanced French level required)	2,00	2
ECOB2-CE03UE	CONJUNCTURE AND ECONOMIC FLUCTUATIONS	2,25	2
ECOB2-CE03UF	CONJONCTURE ET FLUCTUATIONS ECONOMIQUES (Advanced French level required)	2,25	2
ECOB3-EE06UF	ENTREPRISE ET DEVELOPPEMENT DURABLE (Advanced French level required)	2,00	2
ECOB3-EE08UF	JUSTICE SOCIALE ET EFFICACITE ECONOMIQUE : LE DEFII DE L'ETHIQUE DE L'ECONOMIE DE MARCHE (Advanced French level required)	2,00	2
ENTMA-EI05UE	CREATIVITY MANAGEMENT	2,00	2
ENTMA-EI06UE	ENTREPRENEURIAL DECISION MAKING	2,00	2
ENTMA-EI14UE	SUSTAINABILITY MANAGEMENT & REPORTING	2,00	2
ENTMA-EI16UE	ENTREPRENEURIAL TEAMS	2,00	2
ENTMA-EI25UE	INTELLECTUAL PROPERTY AND OPENNESS: USING LEGAL TOOLS TO ENHANCE INNOVATION, CREATIVITY AND RELATED INVESTMENTS	2,00	2
ENTMA-EI27UE	SYSTEMS THINKING & NEW MANAGEMENT THEORIES IN HYPERDYNAMIC ENVIRONMENTS	2,00	2
FINB2-CE02UE	FINANCIAL ANALYSIS	3,50	2
FINB3-CE01UE	CORPORATE FINANCE	3,00	2
FINB3-EE10UF	INTRODUCTION AU SECTEUR DE L'ASSURANCE (Advanced French level required)	2,00	2



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FINB3-EE14UE	FUNDAMENTALS OF FINANCIAL DERIVATIVES	2,00	2
FININ-EI05AE	MONEY AND CAPITAL MARKETS	2,00	2
FININ-EI05BE	CORPORATE FINANCIAL MANAGEMENT	2,00	2
FINMA-EI27UE	BANKING AND FINANCIAL REGULATION	2,00	2
FINMA-EI51UE	OPERATIONAL RISK MANAGEMENT	2,00	2
FINMA-EI55UE	ENTREPRENEURIAL FINANCE	2,00	2
FINMA-EI56UE	FINANCING STRATEGY AND CAPITAL MARKETS: THEORY AND PRACTICE	2,00	2
FINMA-EI63UE	OPTIONS & FUTURES I: HEDGING STRATEGIES	2,00	2
FINMA-EI68UE	INTRODUCTION TO INSURANCE INDUSTRY	2,00	2
FINMA-EI79UE	ADVANCED FINANCIAL STATEMENT ANALYSIS	2,00	2
HRMB2-CE01UE	FUNDAMENTALS OF HUMAN BEHAVIORS	2,75	2
HRMB3-CE03UE	INTRODUCTION TO HUMAN RESOURCE MANAGEMENT	2,50	2
HRMB3-CE04UE	FUNDAMENTALS OF ORGANIZATION	2,00	2
HRMB3-EE05UE	TOOLS FOR EFFECTIVE PEOPLE MANAGEMENT	2,00	2
HRMIN-EI05AE	FUNDAMENTALS OF MANAGEMENT 1 - ORGANISATIONAL BEHAVIOR	2,00	2
HRMIN-EI05BE	FUNDAMENTALS OF MANAGEMENT 2 - HRM	2,00	2
HRMMA-EI01UF	MANAGER SON EQUIPE (Advanced French level required)	2,00	2
HRMMA-EI02UF	MANAGER SON COLLABORATEUR DANS LA RELATION INDIVIDUELLE (Advanced French level required)	2,00	2
HRMMA-EI03UE	STRESS MANAGEMENT	2,00	2
HRMMA-EI10UE	OPPORTUNITIES AND CHALLENGES OF AN HR LEADER	2,00	2
HRMMA-EI12UE	CAREER DEVELOPMENT	2,00	2
HRMMA-EI16UE	HUMAN RESOURCE DEVELOPMENT	2,00	2
HRMMA-EI22UE	PERFORMANCE & COMPENSATION	2,00	2
HRMMA-EI32UE	EVIDENCE-BASED MANAGEMENT OF TEAM DYNAMICS	2,00	2
HRMMA-FI30UE	RECRUITEMENT AND EMPLOYER BRANDING	2,00	2
HRMMA-FI31UE	EMPLOYEE SELECTION	2,00	2
IBEMA-EE52UE	DOING BUSINESS IN CENTRAL AND EASTERN EUROPE	2,00	2
IBEMA-EE80UE	STRATEGY OF FIRMS LOCATION	2,00	2
IBEMA-EE84UE	MONETARY POLICY AND CENTRAL BANKING	2,00	2
IBEMA-EI17UE	POLICY AND MANAGEMENT FOR AGING POPULATIONS: A COMPARATIVE APPROACH	2,00	2
IBEMA-EI71UE	THE ECONOMICS OF ADVERTISING	2,00	2
IBEMA-EI73UE	UNDERSTANDING INDIA FOR BUSINESS	2,00	2
IBEMA-EI77UE	PRODUCTIVITY AND BENCHMARKING IN BANKING	2,00	2
IBEMA-PI81UE	DOMINANT FIRMS AN EC COMPETITION POLICY	2,00	2
ITCB3-EE02US	EL MUNDO HISPANO	2,00	2
ITCIN-EI05AE	FRENCH CULTURE (not scheduled yet)	2,00	2
ITCIN-EI05BE	INTERCULTURAL COMMUNICATION	2,00	2
ITCMA-EE03UE	ACTUALIDAD POLITICA EN AMERICA LATINA Y ESPANA	2,00	2
LANB1-CE12UG	GERMAN 2	1,50	2
LANB1-CE13UC	CHINESE 2	1,50	2
LANB1-CE14US	SPANISH 2	1,50	2
LANB1-CE17US	ESPANOL PARA LA COMUNICACION 2	1,00	2
LANB1-CE18UG	DEUTSCH FUR KOMMUNIKATION 2	1,00	2
LANB1-CE20UC	CHINOIS POUR LA COMMUNICATION 2 / CHINESE FOR COMMUNICATION 2	1,00	2
LANB2-CE05UC	CHINOIS POUR LA COMMUNICATION 4 / CHINESE FOR COMMUNICATION 4	1,00	2
LANB2-CE09US	ESPANOL PARA LA COMUNICACION 4	1,00	2
LANB2-CE10UG	DEUTSCH FUR KOMMUNIKATION 4	1,00	2
LANB2-CE11UE	ENGLISH FOR BUSINESS 4	2,00	2
LANB2-CE12UG	GERMAN 4	1,50	2
LANB2-CE13UC	CHINESE 4	1,50	2
LANB2-CE14US	SPANISH 4	1,50	2
LANB3-CE11UG	GERMAN 6	1,50	2



List of courses available for exchange students

LANB3-CE12UC	CHINESE 6	1,50	2
LANB3-CE13US	SPANISH 6	1,50	2
LANB3-EE23UE	PREPARATION FOR TOEFL	2,00	2
LANIN-OE01UF	FRENCH COMPLETE BEGINNER A1.1 (REGISTRATION WITH FRENCH TEST ONLY)	2,00	2
LANIN-OE02UF	FRENCH PRE INTERMEDIATE A2 (REGISTRATION WITH FRENCH TEST ONLY)	3,00	2
LANIN-OE03UF	FRENCH INTERMEDIATE B1 (REGISTRATION WITH FRENCH TEST ONLY)	3,00	2
LANIN-OE05UF	DECOUVERTE DE LA FRANCE SOUS LES ASPECTS INSTITUTIONNELS, ECONOMIQUES, CULTURELS (B1 level required)	2,00	2
LANIN-OE06UF	PREPARATION AU DELF B1 ET B2 (B1 or B2 level required) / PREPARATION FOR DELF B1 AND B2	2,00	2
LANIN-OE14UF	BUSINESS FRENCH B2 (REGISTRATION WITH FRENCH TEST ONLY)	3,00	2
LANIN-OE15UF	BIEN PRONONCER LE FRANCAIS / FRENCH PRONUNCIATION (A1/A1.1 level required)	1,00	2
LANIN-OE17UF	FRENCH UPPER BEGINNER A1 (REGISTRATION WITH FRENCH TEST ONLY)	2,00	2
LANMA-EE11UE	JOB HUNTING TECHNIQUES FOR THE ENGLISH-SPEAKING CORPORATE WORLD	2,00	2
LANTR-OE23UR	RUSSIAN AS A FOREIGN LANGUAGE (LV2) (no online registration. You will receive an email in January to register for that course)	2,00	2
LANTR-OE19UG	GERMAN AS A FOREIGN LANGUAGE (LV2) (no online registration. You will receive an email in January to register for that course)	2,00	2
LANTR-OE11UC	CHINESE AS A FOREIGN LANGUAGE (LV2) (no online registration. You will receive an email in January to register for that course)	2,00	2
LANTR-OE12US	SPANISH AS A FOREIGN LANGUAGE (LV2) (no online registration. You will receive an email in January to register for that course)	2,00	2
LANTR-OE13UI	ITALIAN AS A FOREIGN LANGUAGE (LV2) (no online registration. You will receive an email in January to register for that course)	2,00	2
LANTR-OE31UP	PORTUGUESE AS A FOREIGN LANGUAGE (LV2) (no online registration. You will receive an email in January to register for that course)	2,00	2
LANTR-OE37UA	ARABIC AS A FOREIGN LANGUAGE (LV2) (no online registration. You will receive an email in January to register for that course)	2,00	2
LAWB1-CE01UE	CIVIL LAW	3,50	2
LAWB1-CE01UF	DROIT CIVIL (Advanced French level required)	3,50	2
LAWB2-CE01UE	BUSINESS LAW	3,50	2
LAWB2-CE01UF	DROIT DES AFFAIRES (Advanced French level required)	3,50	2
LAWB3-CE05UE	ADVANCED BUSINESS LAW	1,50	2
LAWB3-EE05UF	DROIT DU TRAVAIL (Advanced French level required)	2,00	2
LAWB3-EE06UE	INTELLECTUAL PROPERTY LAW	2,00	2
MISB2-CE01UE	INTRODUCTION TO INFORMATION SYSTEMS	2,00	2
MISB3-CE01UE	MANAGEMENT OF INFORMATION SYSTEMS	3,50	2
MISMA-EE67UE	WORKPLACE TRANSFORMATIONS IN A DIGITAL WORLD	2,00	2
MISMA-EI04UE	DIGITAL TRANSFORMATION AND IT CHANGE: POSSIBILITIES AND CHALLENGES	2,00	2
MISMA-EI42UE	MANAGING THE NET I: UNDERSTANDING ON-LINE BUSINESS	2,00	2
MISMA-EI49UE	MANAGING THE NET II: HOW TO CREATE YOUR ON-LINE BUSINESS LEVEL 2	2,00	2
MISMA-EI52UE	SAP FOR SUPPLY CHAIN MANAGEMENT	2,00	2
MISMA-EI65UE	ENTERPRISE SOCIAL MEDIA: MANAGING THE BENEFITS FOR ORGANIZATIONAL COLLABORATION	2,00	2
MISMA-FI56UE	EXCEL EXPERT LEVEL	2,00	2
MKTB1-CE01UE	INTRODUCTION TO MARKETING	2,50	2
MKTB1-CE01UF	INTRODUCTION AU MARKETING (Advanced French level required)	2,50	2
MKTB2-CE01UE	MARKETING MANAGEMENT	3,25	2
MKTB3-CE23UE	MARKET RESEARCH	4,00	2
MKTB3-EE18UF	NOUVELLES TENDANCES DE COMMUNICATION (Advanced French level required)	2,00	2
MKTB3-EE20UE	GLOBAL BRAND MANAGEMENT	2,00	2
MKTB3-EE36UE	DIGITAL AND MOBILE MARKETING	2,00	2
MKTIN-EI02UE	STRATEGIC MARKETING	2,00	2
MKTIN-EI06UE	DIGITAL STRATEGY	2,00	2
MKTIN-EI13AE	GLOBAL BRAND MANAGEMENT	2,00	2
MKTIN-EI13BE	PRODUCT MANAGEMENT	2,00	2
MKTIN-EI13CE	CONSUMER BEHAVIOR : NEW TRENDS AND TENDENCIES	2,00	2
MKTIN-EI14UE	WEB MARKETING	2,00	2
MKTMA-EE76UE	ADVERTISING AND COMMUNICATIONS STRATEGY	2,00	2
MKTMA-EE93UE	START UP MARKETING	2,00	2



List of courses available for exchange students

MKTMA-EI04UE	CRM/ CUSTOMER RELATIONSHIP MANAGEMENT	2,00	2
MKTMA-EI101E	INTERNATIONAL MARKETING IN A MULTICULTURAL ENVIRONMENT	2,00	2
MKTMA-EI103E	SALES FORECASTING	2,00	2
MKTMA-EI106E	CONSUMER INSIGHT AND SELF CONCEPT	2,00	2
MKTMA-EI112E	MARKETING AND INNOVATION	2,00	2
MKTMA-EI11UE	INTERNATIONAL DIMENSION OF CONSUMER BEHAVIOUR	2,00	2
MKTMA-EI16UE	BRAND CULTURE AND COMMUNITY	2,00	2
MKTMA-EI17UE	MARKETING IN NAFTA	2,00	2
MKTMA-EI32UE	IMPROVING BRAND VALUES	2,00	2
MKTMA-EI34UE	INTEGRATED MARKETING COMMUNICATION STRATEGY	2,00	2
MKTMA-EI45UE	INTERNATIONAL MARKETING IN EMERGING MARKETS	2,00	2
MKTMA-EI46UE	BUSINESS TO BUSINESS MARKETING	2,00	2
MKTMA-EI51UE	CRM IN SMALL BUSINESS	2,00	2
MKTMA-EI52UE	MARKETING FOR NON PROFIT ORGANIZATIONS	2,00	2
MKTMA-EI63UE	NEW PRODUCT DEVELOPMENT	2,00	2
MKTMA-EI66UE	EXPERIENTIAL MARKETING	2,00	2
MKTMA-EI69UE	WEB ANALYTICS	2,00	2
MKTMA-EI70UE	HIGH TECHNOLOGY MARKETING	2,00	2
MKTMA-EI77UE	OFFLINE BRAND COMMUNICATIONS	2,00	2
MKTMA-EI81UE	MOBILE MARKETING	2,00	2
MKTMA-EI83UE	MARKETING COMMUNICATIONS	2,00	2
MKTMA-EI89UE	PRICING IN MARKETING	2,00	2
MKTMA-EI96UE	GLOBAL MARKETING OF HEALTHCARE PRODUCTS AND SERVICES	2,00	2
MKTMA-EI99UE	CHILDREN AS CONSUMERS	2,00	2
NEGB2-CE01UE	SALES TECHNIQUES	1,75	2
NEGB2-CE01UF	TECHNIQUES DE VENTE (Advanced French level required)	1,75	2
NEGB3-CE07UE	INTRODUCTION TO NEGOTIATION	1,50	2
NEGIN-EI01UE	INTERNATIONAL PURCHASING	2,00	2
NEGIN-EI04UE	SALES ESSENTIALS	2,00	2
NEGMA-EE01UE	IMPORT-EXPORT: SELLING AND NEGOTIATING	2,00	2
NEGMA-EE07UE	BUSINESS ENGLISH FOR NEGOTIATION	2,00	2
NEGMA-EI11UE	KEY CUSTOMER RELATIONS MANAGEMENT	2,00	2
NEGMA-EI12UE	INTERNAL SELLING	2,00	2
NEGMA-EI18UE	CROSS-CULTURAL RELATIONSHIP MARKETING AND NEGOTIATIONS	2,00	2
NEGMA-EI19UE	INTERNATIONAL NEGOTIATION AND DIPLOMACY	2,00	2
NEGMA-EI22UE	MANAGING CONFLICT THROUGH MEDIATION	2,00	2
NEGMA-EI50UE	BUSINESS RELATIONSHIP MANAGEMENT IN EMERGING MARKETS	2,00	2
NEGMA-PI02UE	SALES MANAGEMENT	2,00	2
OPSB2-CE01UE	INTRODUCTION TO OPERATIONS MANAGEMENT	2,00	2
OPSB3-CE05UE	INDUSTRIAL REALITIES	2,00	2
OPSB3-EE04UF	PLANIFICATION ET ORDONNANCEMENT DE LA PRODUCTION (Advanced French level required)	2,00	2
OP SMA-EI11UE	SUPPLY CHAIN DEVELOPMENT	2,00	2
OP SMA-EI27UE	ENTERPRISE SIMULATION OF PRODUCTION SYSTEMS	2,00	2
OP SMA-EI32UE	WAREHOUSE DESIGN AND OPERATIONS	2,00	2
OP SMA-EI46UE	INTERNATIONAL GREEN LOGISTICS	2,00	2
OP SMA-EI58UE	APPLIED OPTIMISATION AND HEURISTICS	2,00	2
OP SMA-EI65UE	PERFORMANCE METRICS	2,00	2
OP SMA-EI70UE	INTERNATIONAL ENTERPRISE PROJECT MANAGEMENT	2,00	2
OP SMA-EI73UE	MINDFULNESS - THE ART OF MANAGING RISK AND UNCERTAINTY	2,00	2
OP SMA-EI77UE	21ST CENTURY GLOBAL SUPPLY CHAIN MANAGEMENT: RELATIONSHIP ERA	2,00	2
OP SMA-EI79UE	HANDS-ON PROJECT MANAGEMENT	2,00	2
OP SMA-EI84UE	THE ART OF ORGANISATIONAL RESILIENCE : REVISITING THE FALL OF FRANCE IN 1940	2,00	2



List of courses available for exchange students

QMSB1-CE02UE	DESCRIPTIVE STATISTICS	3,50	2
QMSB1-CE02UF	STATISTIQUE DESCRIPTIVE (Advanced French level required)	3,50	2
QMSB2-CE04UE	INTRODUCTION TO DATA ANALYSIS	1,50	2
QMSB2-CE04UF	INTRODUCTION A L' ANALYSE DE DONNEES (Advanced French level required)	1,50	2
QMSB2-CE05UE	INTRODUCTION TO ECONOMETRICS	1,50	2
QMSB2-CE05UF	INTRODUCTION A L'ECONOMETRIE (Advanced French level required)	1,50	2
QMSB2-CE06UE	INTRODUCTION TO OPTIMISATION METHODS	1,50	2
QMSB2-CE06UF	INTRODUCTION AUX METHODES D'OPTIMISATION (Advanced French level required)	1,50	2
QMSB3-CE07UE	ADVANCED ECONOMETRICS	2,00	2
QMSB3-CE08UE	ADVANCED DATA ANALYSIS	2,00	2
QMSB3-CE09UE	ADVANCED OPTIMIZATION METHODS	2,00	2
STRB3-CE01UE	FUNDAMENTALS OF STRATEGY	2,50	2
STRBB3CE03UE	INTERNATIONAL ENTERPRISE PROJECT MANAGEMENT	2,00	2
STRBB3CE05UE	BUSINESS MODEL AND INNOVATION	2,00	2
STRMA-EI05UE	GAME THEORY IN BUSINESS	2,00	2
STRMA-FI01UE	BUSINESS MODELS INNOVATION	2,00	2

NO ONLINE REGISTRATION FOR FRENCH LANGUAGE COURSES :
ONLY WITH THE LANGUAGE TEST

NO ONLINE REGISTRATION FOR FOREIGN LANGUAGE COURSES (LV2) :
YOU WILL RECEIVE AN EMAIL IN JANUARY TO REGISTER FOR THOSE COURSES

List of courses available for exchange students - PARIS
Spring semester 2018 (changes may occur!)



ECTS CODE	COURSE TITLE	CREDITS
ACCB3-EE12UF	MISSION CONTROLE DE GESTION	2,00
ACCB3-EE13UF	DECOUVRIR LES METIERS DE L'AUDIT	2,00
ACCMA-EE57UE	STRATEGIC PLANNING AND CONTROL	2,00
ACCMA-EI13UE	INTERNATIONAL ISSUES IN ACCOUNTING AND AUDITING	2,00
ACCMA-EI21UE	AUDIT TECHNIQUES	2,00
ACCMA-EI43UE	AUDITING: A PRACTITIONER CASE-BASED APPROACH	2,00
ACCMA-EI51UF	DROIT SOCIAL ET RESTRUCTURATION D'ENTREPRISE	2,00
ACCMA-EI52UE	STRATEGIC ADVANTAGES OF CSR INITIATIVES	2,00
ACCMA-EI53UE	FRAUD INVESTIGATION AND FORENSIC ACCOUNTING	2,00
ACCMA-EI61UE	MANAGING FIRM CONSTRAINTS WITH ACCOUNTING DECISION TECHNIQUES	2,00
ACCMA-EI68UE	APPLYING IFRS	2,00
ACCMA-EI70UE	IT AUDIT - FORENSIC DATA ANALYSIS	2,00
ACCMA-FI65UE	FUNDAMENTALS OF CONSOLIDATION	2,00
ACCMA-PI36UE	OPERATIONAL AUDITING	2,00
DEVB1-CE02UE	EUROPEAN HISTORY	2,50
DEVB1-CE08UE	WRITING TO CONVINCEN	1,25
DEVB2-CE02UE	PERSONAL DEVELOPMENT THROUGH DRAMA	1,25
DEVB3-EE47UF	PHILOSOPHIE: LA CULTURE DE L'AUTRE, MIROIR INDISPENSABLE DE SOI	2,00
DEVB3-EE60UF	ANIMER ET PARTICIPER A UNE REUNION	2,00
DEVUH-CE07UE	PERFORMING IN PARIS : ARTISTS, INTELLECTUALS, AND ACTIVISTS	6,00
DEVUH-CE08UE	REMEMBERING REVOLUTION : THE FRENCH AND HAITIAN REVOLUTIONS	6,00
ECOB1-CE02UE	TOOLS FOR MICROECONOMICS ANALYSIS	3,50
ECOB1-CE02UF	OUTILS DE L'ANALYSE MICROECONOMIQUE	3,50
ECOB2-CE02UE	CONTEMPORARY INTERNATIONAL ECONOMICS	2,00
ECOB2-CE02UF	ECONOMIE INTERNATIONALE CONTEMPORAINE	2,00
ECOB3-EE16UF	ECONOMIE EXPERIMENTALE ET PRISE DE DECISIONS STRATEGIQUES	2,00
ECOIN-EI01UE	INTERNATIONAL TRADE ORGANIZATIONS	2,00
ENTMA-EI05UE	CREATIVITY MANAGEMENT	2,00
ENTMA-EI06UE	ENTREPRENEURIAL DECISION MAKING	2,00
ENTMA-EI14UE	SUSTAINABILITY MANAGEMENT & REPORTING	2,00
ENTMA-EI25UE	INTELLECTUAL PROPERTY AND OPENNESS: USING LEGAL TOOLS TO ENHANCE INNOVATION, CREATIVITY AND RELATED INVESTMENTS	2,00
ENTMA-EI27UE	SYSTEMS THINKING & NEW MANAGEMENT THEORIES IN HYPERDYNAMIC ENVIRONMENTS	2,00
ENTMA-PI20UE	ENTREPRENEURIAL TEAMS: THEORY AND PRACTICE	2,00
FINB2-CE02UE	FINANCIAL ANALYSIS	3,50
FINB3-CE01UE	CORPORATE FINANCE	3,00
FINB3-EE06UE	INTRODUCTION TO DERIVATIVES	2,00
FINB3-EE15UF	GESTION PATRIMONIALE	2,00
FINCL-CE02UE	CORPORATE FINANCE	6,00
FININ-EI06AE	FINANCIAL REPORTING AND ANALYSIS	2,00

FININ-EI06BE	FINANCIAL MANAGEMENT: VALUING INVESTMENT PROJECTS AND FIRMS	2,00
FINMA-EI10UE	INTERNATIONAL FINANCE	2,00
FINMA-EI25UE	CORPORATE GOVERNANCE: A FINANCIAL PERSPECTIVE	2,00
FINMA-EI57UE	ETHICS IN FINANCE	2,00
FINMA-EI63UE	OPTIONS & FUTURES I: HEDGING STRATEGIES	2,00
FINMA-EI72UE	INITIAL PUBLIC OFFERINGS (IPO)	2,00
FINMA-PI56UE	FINANCING STRATEGY AND CAPITAL MARKETS: THEORY AND PRACTICE	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-EI03UE	FUNDAMENTALS OF LEADERSHIP SKILLS 1 - ORGANIZATIONAL BEHAVIOR	2,00
HRMIN-EI04UE	FUNDAMENTALS OF LEADERSHIP SKILLS 2 - HRM	2,00
HRMMA-EI03UE	STRESS MANAGEMENT	2,00
HRMMA-EI10UE	OPPORTUNITIES AND CHALLENGES OF AN HR LEADER	2,00
HRMMA-EI11UE	STRATEGIC HUMAN RESOURCE MANAGEMENT	2,00
HRMMA-EI12UE	CAREER DEVELOPMENT	2,00
HRMMA-EI19UE	COACHING SKILLS FOR HR MANAGERS	2,00
HRMMA-EI30UE	RECRUITMENT AND EMPLOYER BRANDING	2,00
HRMMA-EI32UE	EVIDENCE-BASED MANAGEMENT OF TEAM DYNAMICS	2,00
HRMMA-FI03UE	PERFORMANCE AND COMPENSATION	2,00
HRMMA-FI31UE	EMPLOYEE SELECTION	2,00
IBECL-CE01UE	EUROPEAN BUSINESS CULTURE	3,00
IBEMA-EI66UE	EMERGING MARKETS AND COUNTRY RISK EVALUATION	2,00
IBEMA-EI71UE	THE ECONOMICS OF ADVERTISING	2,00
IBEMA-EI78UE	CORPORATE RISKS	2,00
IBEMA-FE80UE	GLOBAL ECONOMICS	2,00
ITCB3-EE01UE	BRITISH CULTURE AND CIVILIZATION	2,00
ITCB3-EE03UE	AMERICAN CULTURE AND CIVILIZATION	2,00
ITCIN-EI06AE	FRENCH CONTEMPORARY SOCIETY	2,00
ITCIN-EI06BE	INTERCULTURAL COMMUNICATION	2,00
LANB2-CE05UC	CHINOIS POUR LA COMMUNICATION 4	1,00
LANB2-CE09US	ESPAÑOL PARA LA COMUNICACION 4	1,00
LANB2-CE10UG	DEUTSCH FÜR KOMMUNIKATION 4	1,00
LANB2-CE12UG	ALLEMAND 4	1,50
LANB2-CE13UC	CHINOIS 4	0,00
LANB2-CE14US	ESPAGNOL 4	1,50
LANB3-EE23UE	PREPARATION FOR TOEFL	2,00
LANIN-EI20UE	THE SECRETS OF AN EFFECTIVE PRESENTATION	2,00
LANMA-EE14US	PREPARACION PARA DELE	2,00
LAWB1-CE01UE	CIVIL LAW	3,50
LAWB2-CE01UE	BUSINESS LAW	3,50
LAWB2-CE01UF	DROIT DES AFFAIRES	3,50
LAWB3-CE05UE	ADVANCED BUSINESS LAW	1,50
LAWB3-EE06UE	INTELLECTUAL PROPERTY LAW	2,00
LAWCL-CE01UE	BUSINESS LAW	3,50
MISB2-CE01UE	INTRODUCTION TO INFORMATION SYSTEMS	2,00

MISB3-CE01UE	MANAGEMENT OF INFORMATION SYSTEMS	3,50
MISB3-EE07UE	DIGITAL TRANSFORMATION: DISRUPTIONS IN OUR SOCIETIES AND ECONOMIES	2,00
MISIN-EI02UE	DIGITAL REVOLUTION : DISRUPTIONS IN OUR SOCIETIES AND ECONOMIES	2,00
MISMA-EI04UE	DIGITAL TRANSFORMATION AND IT CHANGE: POSSIBILITIES AND CHALLENGES	2,00
MISMA-EI44UE	CONTINUOUS INNOVATION	2,00
MISMA-EI55UE	OPEN INNOVATION AND CROWDSOURCING	2,00
MISMA-EI62UE	CYBERSECURITY RISK MANAGEMENT	2,00
MISMA-EI68UE	TECHNOLOGY AND STRATEGY	2,00
MISMA-EI70UE	DIGITAL STRATEGIES AND GLOBAL ISSUES	2,00
MKTB1-CE01UE	INTRODUCTION TO MARKETING	2,50
MKTB2-CE01UE	MARKETING MANAGEMENT	3,25
MKTB3-CE23UE	MARKET RESEARCH	4,00
MKTB3-EE20UE	GLOBAL BRAND MANAGEMENT	2,00
MKTB3-EE27UE	MOBILE MARKETING	2,00
MKTB3-EE30UE	WEB MARKETING	2,00
MKTB3-EE32UE	BRAND COMMUNITY MANAGEMENT	2,00
MKTB3-EE33UE	NUDGE MARKETING	2,00
MKTB3-EE40UE	INTERNET OF THINGS	2,00
MKTB3-EE41UE	MEASURING PERFORMANCE IN RETAILS - PANELS	2,00
MKTCL-CE02UE	INTERNATIONAL MARKETING COMMUNICATION	2,00
MKTCL-CI03UE	MARKETING	3,00
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-EI12CE	PRODUCT MANAGEMENT	2,00
MKTIN-EI13UE	SOCIAL MEDIA MARKETING	2,00
MKTMA-EE93UE	START UP MARKETING	2,00
MKTMA-EI04UE	CRM/ CUSTOMER RELATIONSHIP MANAGEMENT	2,00
MKTMA-EI101E	INTERNATIONAL MARKETING IN A MULTICULTURAL ENVIRONMENT	2,00
MKTMA-EI106E	CONSUMER INSIGHT AND SELF CONCEPT	2,00
MKTMA-EI114E	CREATING BRAND VALUE	2,00
MKTMA-EI23UE	RETAIL MARKETING STRATEGY	2,00
MKTMA-EI33UE	SPORT MARKETING	2,00
MKTMA-EI34UE	INTEGRATED MARKETING COMMUNICATION STRATEGY	2,00
MKTMA-EI46UE	BUSINESS TO BUSINESS MARKETING	2,00
MKTMA-EI50UE	SOCIAL MEDIA MARKETING	2,00
MKTMA-EI74UE	BRAND MANAGEMENT	2,00
MKTMA-EI78UE	CORPORATE SOCIAL RESPONSABILITY & MARKETING	2,00
MKTMA-EI84UE	ADVERTISING AND COMMUNICATION MANAGEMENT	2,00
MKTMA-EI85UE	MARKETING STRATEGY	2,00
MKTMA-EI94UE	TRADE & SHOPPER MARKETING	2,00
MKTMA-EI96UE	GLOBAL MARKETING OF HEALTHCARE PRODUCTS AND SERVICES	2,00
NEGB2-CE01UE	SALES TECHNIQUES	1,75
NEGB2-CE01UF	TECHNIQUES DE VENDE	1,75
NEGB3-CE07UE	INTRODUCTION TO NEGOTIATION	1,50
NEGIN-EI05UE	APPLIED NEGOTIATION ESSENTIALS	2,00

NEGMA-EE07UE	BUSINESS ENGLISH FOR NEGOTIATION	2,00
NEGMA-EI04UE	NEGOTIATION AND PURCHASING IN AN INTERNATIONAL ENVIRONMENT	2,00
NEGMA-EI19UE	INTERNATIONAL NEGOTIATION AND DIPLOMACY	2,00
NEGMA-EI26UE	BUSINESS ETHICS IN COMMERCE	2,00
NEGMA-EI32UE	LEADERSHIP AND INNOVATIVE NEGOTIATION	2,00
NEGMA-EI33UE	STRATEGIC PURCHASING	2,00
NEGMA-EI36UE	PURCHASING IN PRACTICE	2,00
NEGMA-EI50UE	BUSINESS RELATIONSHIP MANAGEMENT IN EMERGING MARKETS	2,00
OPSB2-CE01UE	INTRODUCTION TO OPERATIONS MANAGEMENT	2,00
OP SMA-EI05UE	E LEAN PRODUCTION PRINCIPLES	2,00
OP SMA-EI28UE	TECHNOLOGY AND INNOVATION MANAGEMENT	2,00
OP SMA-EI42UE	PRODUCTION AND CAPACITY PLANNING	2,00
OP SMA-EI46UE	INTERNATIONAL GREEN LOGISTICS	2,00
OP SMA-EI70UE	INTERNATIONAL ENTERPRISE PROJECT MANAGEMENT	2,00
OP SMA-EI71UE	PURCHASING & SOURCING	2,00
OP SMA-EI72UE	THE PROJECT MANAGEMENT EXPERIENCE - MANAGING THE EXPECTED	2,00
OP SMA-EI77UE	21ST CENTURY GLOBAL SUPPLY CHAIN MANAGEMENT: RELATIONSHIP ERA	2,00
OP SMA-EI79UE	HANDS-ON PROJECT MANAGEMENT	2,00
OP SMA-EI85UE	REVERSE LOGISTICS	2,00
QMSB1-CE02UE	DESCRIPTIVE STATISTICS	3,50
QMSB1-CE02UF	STATISTIQUE DESCRIPTIVE	3,50
QMSB2-CE04UE	INTRODUCTION TO DATA ANALYSIS	1,50
QMSB2-CE04UF	INTRODUCTION A L' ANALYSE DE DONNEES	1,50
QMSB2-CE05UE	INTRODUCTION TO ECONOMETRICS	1,50
QMSB2-CE05UF	INTRODUCTION A L'ECONOMETRIE	1,50
QMSB2-CE06UE	INTRODUCTION TO OPTIMISATION METHODS	1,50
QMSB2-CE06UF	INTRODUCTION AUX METHODES D'OPTIMISATION	1,50
STRB3-CE01UE	FUNDAMENTALS OF STRATEGY	2,50
STRB3-EE02UF	LES GRANDS DIRIGEANTS	2,00
STRB3-EE04UF	INNOVATION & ENTREPRENEURIAT SOCIAL	2,00
STRCL-CE01UE	BUSINESS EXPLORATION	5,00
STRMA-EI01UE	BUSINESS MODELS INNOVATION	2,00
STRMA-EI05UE	GAME THEORY IN BUSINESS	2,00