



# LIST OF COURSES FOR INCOMING EXCHANGE STUDENTS

**FALL 2021**

**LILLE & PARIS**



**IÉSEG**  
SCHOOL OF MANAGEMENT

EMPOWERING CHANGEMAKERS FOR A BETTER SOCIETY

## Fall 2021 – Course information

Syllabi and more details on courses can be found on:

<https://www.ieseg.fr/en/international/study-at-ieseg-in-exchange/course-list/>

### What should students keep in mind for their course selection?

- Credits
  - A regular semester load is 30 ECTS credits (European Credit Transfer System), and we accept a minimum of 20 ECTS from incoming exchange students. Make sure your students know how many credits they need to validate.
  - Courses vary from 1,5 to 6 credits, so they should take between 8 and 13 courses to reach 30 ECTS.
- Format
  - EXT: Extensive (semester long course) / INT: Intensive (1-week course)
- French Language Courses / Bachelor & Master level students
  - FLE (Français Langue Etrangère) courses are 2 ECTS.
  - They are available to all incoming exchange students and not mandatory.
  - Students can register to one of these courses if they wish to follow FLE courses.
  - The course BIEN PRONONCER LE FRANCAIS 0521 is available to Beginner and Beginner+ students only.
  - The course PRÉPARATION AU DELF B1 ET B2 0520 is available to Intermediate+ and Advanced students only.
- Course availability
  - Bachelor students have access to bachelor courses (our bachelor cycle is 3 years).
  - Students who will be in their final year of bachelor cycle will have to choose between either our bachelor OR master-level courses.
  - Master students have access to master courses only.
- Bachelor-level courses
  - Incoming bachelor exchange students will access Core Courses (CC) and International Bachelor Program (IBP) courses.
  - Students will be required to choose 1 of the 3 specific packages of courses offered (in which they will rank their preferred courses), then complete their choice with their preferred IBP courses.
  - Students will rank a minimum of 5 Core Courses and a minimum 40 ECTS of IBP courses.
  - Courses will be assigned according to course availabilities while respecting the students' preferences as much as possible.
- Master-level courses
  - The master cycle of the PGE is a Master in Management, with 13 majors.
  - Incoming exchange students have access to the same Core Courses and Open Electives as IÉSEG students.
  - Incoming master exchange students are required to choose:
    - Core Courses (CC): between 1 to 3 courses in the CC list (by order of preference);
    - Open Electives (OE): rank *exactly* 10 courses by order of preference;
    - International Electives (IE): rank *exactly* 10 courses by order of preference.
  - Courses will be assigned according to course availabilities while respecting the students' preferences as much as possible.

- “Track” or “Field” of studies

- |           |  |       |                                   |
|-----------|--|-------|-----------------------------------|
| ➤ ACC     | Audit, Control, Accounting                         | ➤ ITC | Interculturality                  |
| ➤ CSRS    | Corporate Social Responsibility and Sustainability | ➤ LAN | Language                          |
| ➤ DEV     | Personal Development                               | ➤ LAW | Law                               |
| ➤ ECO     | Economics  | ➤ MIS | Management in Information Systems |
| ➤ ENT     | Entrepreneurship                                   | ➤ MKT | Marketing                         |
| ➤ FIN     | Finance  | ➤ NEG | Negotiation and Sales Management  |
| ➤ HRM     | Human Resources Management                         | ➤ OPS | Operations Management             |
| ➤ IBE     | International Economy                              | ➤ QMS | Quantitative Methods              |
| ➤ INNOENT | Innovation and Entrepreneurship                    | ➤ STR | Strategy                          |

### Online course registration

**Exchange students will register for their course preferences online prior to their arrival in France.** The students will receive further information regarding the course registration by email as soon as the semester start gets closer. Students should be careful about announced deadlines.

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### Double Degree Exchange students:

Please note the Majors from our **Master in Management (Lille & Paris)**:

- |   |   |
|---|---|
| • Audit & Advisory ( <i>Lille only</i> )      | • General Management & Strategy Consulting                      |
| • Asset and Risk Management                   | • Information Systems   |
| • Business Economics                          | • International Negotiation & Business Development              |
| • Digital Marketing                           | • Managing People and Organizations / HRM ( <i>Lille only</i> ) |
| • Entrepreneurship                            | • Marketing Management  |
| • Financial Management and Control            | • Operations & Supply Chain Management                          |
| • Financial Transactions & Corporate Strategy |   |

From Fall 2021, the following Majors will only be offered on Lille campus: “Audit & Advisory (ACCA)” and “Managing People & Organizations (HRM)”

Double Degree students coming through exchange agreements at IÉSEG will be considered as regular IÉSEG degree-seeking students (bachelor and master level).

When required by the Program, these students will choose courses through tools and processes used for regular Grande Ecole Program degree-seeking students, not through the exchange program tools. Double Degree students will receive further information regarding the course registration by email as soon as the semester start gets closer. Students should be careful about announced deadlines.

# BACHELOR - Lille Campus

Course for IN Bachelor Level	Code	Track	Type	Format	Year	Language	ECTS	Offer
FUNDAMENTALS OF FINANCIAL ACCOUNTING 2309	2309	ACC	CC	EXT	BA S3	ENG	3,0	BA Semester 3
COST ACCOUNTING 2313	2313	ACC	CC	EXT	BA S3	ENG	2,0	
IMPERFECTLY COMPETITIVE MARKETS 2308	2308	ECO	CC	EXT	BA S3	ENG	2,0	
HUMAN BEHAVIOR 2316	2316	HRM	CC	EXT	BA S3	ENG	2,0	
ENGLISH FOR DEBATING 2333	2333	LAN	CC	EXT	BA S3	ENG	2,0	
TRADEMARK LAW 2311	2311	LAW	CC	EXT	BA S3	ENG	2,0	
MARKETING MANAGEMENT 2331	2331	MKT	CC	EXT	BA S3	ENG	3,0	
SALES TECHNIQUES 2332	2332	NEG	CC	EXT	BA S3	ENG	2,0	
OPERATIONS MANAGEMENT 2315	2315	OPS	CC	EXT	BA S3	ENG	2,0	
ECONOMETRICS & DATA ANALYSIS 2310	2310	QMS	CC	EXT	BA S3	ENG	3,0	
PERFORMANCE MANAGEMENT 0010	0010	ACC	CC	EXT	BA S5	ENG	4,0	BA Semester 5 Package #1
FINANCIAL MARKETS 0201	0201	FIN	CC	EXT	BA S5	ENG	3,0	
INTRODUCTION TO HUMAN RESOURCE MANAGEMENT 0334	0334	HRM	CC	EXT	BA S5	ENG	2,5	
MARKET RESEARCH 0667	0667	MKT	CC	EXT	BA S5	ENG	3,5	
INDUSTRIAL REALITIES 0871	0871	OPS	CC	EXT	BA S5	ENG	2,5	
INTERMEDIATE DATA ANALYSIS 0954	0954	QMS	CC	EXT	BA S5	ENG	1,5	
INTERMEDIATE ECONOMETRICS 0955	0955	QMS	CC	EXT	BA S5	ENG	1,5	
INTERMEDIATE OPTIMIZATION METHODS 0956	0956	QMS	CC	EXT	BA S5	ENG	1,5	
PERFORMANCE MANAGEMENT 0010	0010	ACC	CC	EXT	BA S5	ENG	4,0	BA Semester 5 Package #2
FINANCIAL MARKETS 0201	0201	FIN	CC	EXT	BA S5	ENG	3,0	
FUNDAMENTALS OF ORGANIZATION 0335	0335	HRM	CC	EXT	BA S5	ENG	2,0	
ADVANCED BUSINESS LAW 0554	0554	LAW	CC	EXT	BA S5	ENG	1,5	
MANAGEMENT OF INFORMATION SYSTEMS 0569	0569	MIS	CC	EXT	BA S5	ENG	3,5	
INTRODUCTION TO NEGOTIATION 0811	0811	NEG	CC	EXT	BA S5	ENG	1,5	
INTERMEDIATE DATA ANALYSIS 0954	0954	QMS	CC	EXT	BA S5	ENG	1,5	
INTERMEDIATE ECONOMETRICS 0955	0955	QMS	CC	EXT	BA S5	ENG	1,5	
INTERMEDIATE OPTIMIZATION METHODS 0956	0956	QMS	CC	EXT	BA S5	ENG	1,5	
FINANCIAL ACCOUNTING AND REPORTING 0025	0025	ACC	Elective	INT	IBP	ENG	2,0	IBP Courses
MANAGEMENT CONTROL 0026	0026	ACC	Elective	INT	IBP	ENG	2,0	
ACCOUNTING TECHNIQUES 0027	0027	ACC	Elective	INT	IBP	ENG	2,0	
PERSONAL LEADERSHIP : get to know yourself and emphasize your strengths 0102	0102	DEV	Elective	INT	IBP	ENG	2,0	
INTERPERSONAL LEADERSHIP : improve your relational ability 0103	0103	DEV	Elective	INT	IBP	ENG	2,0	
COLLECTIVE LEADERSHIP : commitment and creative development 0104	0104	DEV	Elective	INT	IBP	ENG	2,0	
CORPORATE CULTURE AND INNOVATION 0128	0128	ECO	Elective	INT	IBP	ENG	2,0	
EUROPEAN ECONOMIC INTEGRATION & BUSINESS 0129	0129	ECO	Elective	INT	IBP	ENG	2,0	
INTERNATIONAL TRADE ORGANIZATION 0130	0130	ECO	Elective	INT	IBP	ENG	2,0	
ENTREPRENEURSHIP & NEW BUSINESS DEVELOPMENT 0158	0158	ENT	Elective	INT	IBP	ENG	6,0	
ENTREPRENEURIAL DECISION MAKING	2100	ENT	Elective	INT	IBP	ENG	2,0	
INTRODUCTION TO FINANCING ENTREPRENEURIAL VENTURES 2384	2384	ENT	Elective	INT	IBP	ENG	2,0	
FINANCIAL ANALYSIS AND VALUATION 0224	0224	FIN	Elective	INT	IBP	ENG	2,0	
MONEY AND CAPITAL MARKETS 0225	0225	FIN	Elective	INT	IBP	ENG	2,0	
CORPORATE FINANCIAL MANAGEMENT 0226	0226	FIN	Elective	INT	IBP	ENG	2,0	
REGULATION OF FINANCIAL INSTITUTIONS 2416	2416	FIN	Elective	INT	IBP	ENG	2,0	
FUNDAMENTALS OF MANAGEMENT 1 - ORGANISATIONAL BEHAVIOR 0359	0359	HRM	Elective	INT	IBP	ENG	2,0	
FUNDAMENTALS OF MANAGEMENT 2 - HRM 0360	0360	HRM	Elective	INT	IBP	ENG	2,0	
FUNDAMENTALS OF MANAGEMENT 3-LEADERSHIP AND CHANGE 0361	0361	HRM	Elective	INT	IBP	ENG	2,0	
FRENCH CONTEMPORARY SOCIETY 0436	0436	ITC	Elective	INT	IBP	ENG	2,0	
WHY CULTURE MATTERS: Building blocks of Intercultural Communication 0437	0437	ITC	Elective	INT	IBP	ENG	2,0	
WORKING EFFECTIVELY IN MULTICULTURAL TEAMS 0438	0438	ITC	Elective	INT	IBP	ENG	2,0	
DIGITAL REVOLUTION: DIGITAL DISRUPTIONS IN OUR SOCIETIES & ECONOMIES 0578	0578	MIS	Elective	INT	IBP	ENG	2,0	
TECHNOLOGY AND STRATEGY 2062	2062	MIS	Elective	INT	IBP	ENG	2,0	
PRODUCT MANAGEMENT 0695	0695	MKT	Elective	INT	IBP	ENG	2,0	
GLOBAL BRAND MANAGEMENT 0696	0696	MKT	Elective	INT	IBP	ENG	2,0	
CONSUMER BEHAVIOR: NEW TRENDS 0697	0697	MKT	Elective	INT	IBP	ENG	2,0	
Digital Marketing: DIGITAL STRATEGY 0702	0702	MKT	Elective	INT	IBP	ENG	2,0	
SOCIAL MEDIA MARKETING 0703	0703	MKT	Elective	INT	IBP	ENG	2,0	
WEB MARKETING 0704	0704	MKT	Elective	INT	IBP	ENG	2,0	
INTERNATIONAL PURCHASING & SUPPLY MANAGEMENT 0819	0819	NEG	Elective	INT	IBP	ENG	2,0	
APPLIED NEGOTIATION ESSENTIALS 0820	0820	NEG	Elective	INT	IBP	ENG	2,0	
SALES ESSENTIALS 0821	0821	NEG	Elective	INT	IBP	ENG	2,0	
IMPORT-EXPORT: SELLING AND NEGOTIATING	2104	NEG	Elective	INT	IBP	ENG	2,0	
FUNDAMENTALS OF SUPPLY CHAIN MANAGEMENT 2385	2385	OPS	Elective	INT	IBP	ENG	2,0	
FUNDAMENTALS OF OPERATIONS MANAGEMENT 2386	2386	OPS	Elective	INT	IBP	ENG	2,0	
INTRODUCTION TO STRATEGY 1035	1035	STR	Elective	INT	IBP	ENG	2,0	
BUSINESS ETHICS 1036	1036	STR	Elective	INT	IBP	ENG	2,0	
CORPORATE SOCIAL RESPONSIBILITY 1037	1037	STR	Elective	INT	IBP	ENG	2,0	

# BACHELOR - Paris Campus

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FUNDAMENTALS OF FINANCIAL ACCOUNTING 2309	2309	ACC	CC	EXT	BA S3	ENG	3,0	BA Semester 3
COST ACCOUNTING 2313	2313	ACC	CC	EXT	BA S3	ENG	2,0	
IMPERFECTLY COMPETITIVE MARKETS 2308	2308	ECO	CC	EXT	BA S3	ENG	2,0	
HUMAN BEHAVIOR 2316	2316	HRM	CC	EXT	BA S3	ENG	2,0	
ENGLISH FOR DEBATING 2333	2333	LAN	CC	EXT	BA S3	ENG	2,0	
TRADEMARK LAW 2311	2311	LAW	CC	EXT	BA S3	ENG	2,0	
MARKETING MANAGEMENT 2331	2331	MKT	CC	EXT	BA S3	ENG	3,0	
SALES TECHNIQUES 2332	2332	NEG	CC	EXT	BA S3	ENG	2,0	
OPERATIONS MANAGEMENT 2315	2315	OPS	CC	EXT	BA S3	ENG	2,0	
ECONOMETRICS & DATA ANALYSIS 2310	2310	QMS	CC	EXT	BA S3	ENG	3,0	
PERFORMANCE MANAGEMENT 0010	0010	ACC	CC	EXT	BA S5	ENG	4,0	BA Semester 5 Package #1
FINANCIAL MARKETS 0201	0201	FIN	CC	EXT	BA S5	ENG	3,0	
INTRODUCTION TO HUMAN RESOURCE MANAGEMENT 0334	0334	HRM	CC	EXT	BA S5	ENG	2,5	
MARKET RESEARCH 0667	0667	MKT	CC	EXT	BA S5	ENG	3,5	
INDUSTRIAL REALITIES 0871	0871	OPS	CC	EXT	BA S5	ENG	2,5	
INTERMEDIATE DATA ANALYSIS 0954	0954	QMS	CC	EXT	BA S5	ENG	1,5	
INTERMEDIATE ECONOMETRICS 0955	0955	QMS	CC	EXT	BA S5	ENG	1,5	
PERFORMANCE MANAGEMENT 0010	0010	ACC	CC	EXT	BA S5	ENG	4,0	BA Semester 5 Package #2
FINANCIAL MARKETS 0201	00201	FIN	CC	EXT	BA S5	ENG	3,0	
FUNDAMENTALS OF ORGANIZATION 0335	0335	HRM	CC	EXT	BA S5	ENG	2,0	
ADVANCED BUSINESS LAW 0554	0554	LAW	CC	EXT	BA S5	ENG	1,5	
MANAGEMENT OF INFORMATION SYSTEMS 0569	0569	MIS	CC	EXT	BA S5	ENG	3,5	
INTRODUCTION TO NEGOTIATION 0811	0811	NEG	CC	EXT	BA S5	ENG	1,5	
INTERMEDIATE DATA ANALYSIS 0954	0954	QMS	CC	EXT	BA S5	ENG	1,5	
INTERMEDIATE ECONOMETRICS 0955	0955	QMS	CC	EXT	BA S5	ENG	1,5	IBP Courses
INTERMEDIATE OPTIMIZATION METHODS 0956	0956	QMS	CC	EXT	BA S5	ENG	1,5	
Fundamentals of business decision tools: FINANCIAL ACCOUNTING AND REPORTING 0025	0025	ACC	Elective	INT	IBP	ENG	2,0	
Fundamentals of business decision tools: MANAGEMENT CONTROL 0026	0026	ACC	Elective	INT	IBP	ENG	2,0	
ACCOUNTING TECHNIQUES 0027	0027	ACC	Elective	INT	IBP	ENG	2,0	
Develop your leadership: Personal leadership, get to know yourself and emphasize your strengths 0102	0102	DEV	Elective	INT	IBP	ENG	2,0	
Develop your leadership: Interpersonal leadership, improve your relational ability 0103	0103	DEV	Elective	INT	IBP	ENG	2,0	
Develop your leadership: Collective leadership, Commitment and creative development 0104	0104	DEV	Elective	INT	IBP	ENG	2,0	
Trade and International Business: CORPORATE CULTURE AND INNOVATION 0128	0128	ECO	Elective	INT	IBP	ENG	2,0	
Trade and International Business: EUROPEAN ECONOMIC INTEGRATION & BUSINESS 0129	0129	ECO	Elective	INT	IBP	ENG	2,0	
Trade and International Business: INTERNATIONAL TRADE ORGANIZATION 0130	0130	ECO	Elective	INT	IBP	ENG	2,0	
ENTREPRENEURIAL DECISION MAKING	2100	ENT	Elective	INT	IBP	ENG	2,0	
INTRODUCTION TO FINANCING ENTREPRENEURIAL VENTURES 2384	2384	ENT	Elective	INT	IBP	ENG	2,0	
Finance: Corporations and Markets: FINANCIAL ANALYSIS AND VALUATION 0224	0224	FIN	Elective	INT	IBP	ENG	2,0	
Finance: Corporations and Markets: MONEY AND CAPITAL MARKETS 0225	0225	FIN	Elective	INT	IBP	ENG	2,0	
Finance: Corporations and Markets: CORPORATE FINANCIAL MANAGEMENT 0226	0226	FIN	Elective	INT	IBP	ENG	2,0	
REGULATION OF FINANCIAL INSTITUTIONS 2416	2416	FIN	Elective	INT	IBP	ENG	2,0	
Managing People and Organisations: FUNDAMENTALS OF MANAGEMENT 1 - ORGANISATIONAL BEHAVIOR 0359	0359	HRM	Elective	INT	IBP	ENG	2,0	
Managing People and Organisations: FUNDAMENTALS OF MANAGEMENT 2 - HRM 0360	0360	HRM	Elective	INT	IBP	ENG	2,0	
Managing People and Organisations: FUNDAMENTALS OF MANAGEMENT 3-LEADERSHIP AND CHANGE 0361	0361	HRM	Elective	INT	IBP	ENG	2,0	
Intercultural Communication for Successfully Living and Working in a Global World: FRENCH CONTEMPORARY SOCIETY 0436	0436	ITC	Elective	INT	IBP	ENG	2,0	
WHY CULTURE MATTERS: Building blocks of Intercultural Communication 0437	0437	ITC	Elective	INT	IBP	ENG	2,0	
WORKING EFFECTIVELY IN MULTICULTURAL TEAMS 0438	0438	ITC	Elective	INT	IBP	ENG	2,0	
DIGITAL REVOLUTION: DIGITAL DISRUPTIONS IN OUR SOCIETIES & ECONOMIES 0578	0578	MIS	Elective	INT	IBP	ENG	2,0	
TECHNOLOGY AND STRATEGY 2062	2062	MIS	Elective	INT	IBP	ENG	2,0	
Fundamentals of Marketing: PRODUCT MANAGEMENT 0695	0695	MKT	Elective	INT	IBP	ENG	2,0	
Fundamentals of Marketing: GLOBAL BRAND MANAGEMENT 0696	0696	MKT	Elective	INT	IBP	ENG	2,0	
CONSUMER BEHAVIOR: NEW TRENDS 0697	0697	MKT	Elective	INT	IBP	ENG	2,0	
Digital Marketing: DIGITAL STRATEGY 0702	0702	MKT	Elective	INT	IBP	ENG	2,0	
Digital Marketing: SOCIAL MEDIA MARKETING 0703	0703	MKT	Elective	INT	IBP	ENG	2,0	
Digital Marketing: WEB MARKETING 0704	0704	MKT	Elective	INT	IBP	ENG	2,0	
Essential Sales, Purchasing and Negotiation: INTERNATIONAL PURCHASING & SUPPLY MANAGEMENT 0819	0819	NEG	Elective	INT	IBP	ENG	2,0	
Essential Sales, Purchasing and Negotiation: APPLIED NEGOTIATION ESSENTIALS 0820	0820	NEG	Elective	INT	IBP	ENG	2,0	
Essential Sales, Purchasing and Negotiation: SALES ESSENTIALS 0821	0821	NEG	Elective	INT	IBP	ENG	2,0	
IMPORT-EXPORT: SELLING AND NEGOTIATING	2104	NEG	Elective	INT	IBP	ENG	2,0	
FUNDAMENTALS OF SUPPLY CHAIN MANAGEMENT 2385	2385	OPS	Elective	INT	IBP	ENG	2,0	
FUNDAMENTALS OF OPERATIONS MANAGEMENT 2386	2386	OPS	Elective	INT	IBP	ENG	2,0	
INTRODUCTION TO STRATEGY 1035	1035	STR	Elective	INT	IBP	ENG	2,0	
BUSINESS ETHICS 1036	1036	STR	Elective	INT	IBP	ENG	2,0	
Strategy and Corporate Social Responsibility Tool Kit: CORPORATE SOCIAL RESPONSIBILITY 1037	1037	STR	Elective	INT	IBP	ENG	2,0	

## MASTER - Lille Campus

COURSE TITLE	CODE	MAJOR	MAJOR/ TRACK	TYPE	FORMAT	ECTS	Offer
CHANGE MANAGEMENT FOR SUSTAINABILITY STRATEGIES 1651	1651	CORE COURSES	STR	CC	EXT	6	Core Courses
POSITIVE LEADERSHIP DEVELOPMENT 1652	1652		HRM	CC	EXT	4	
DATA SCIENCES 1653 (by Le Wagon) (E-LEARNING)	1653		FIN	CC	EXT	2	
ESSENTIALS IN DIGITAL ANALYTICS 1708	1708	MKTM / MKTD	MKT	OE	INT	2	Open Electives (OE)
ESSENTIALS IN DIGITAL TECHNOLOGY 1709	1709		MKT	OE	INT	2	
SALES FORECAST 1710	1710		MKT	OE	INT	2	
ESSENTIALS IN INTERNATIONAL MARKETING 1714	1714		MKT	OE	INT	2	
ESSENTIALS OF CEX / CRM 1715	1715		MKT	OE	INT	2	
ESSENTIALS IN MARKETING & INNOVATION 1716	1716		MKT	OE	EXT	2	
CREATING & LEADING DIVERSE & INCLUSIVE ORGANIZATIONS 1736	1736	HRM	HRM	OE	INT	2	
GENDER, LEADERSHIP AND WORK 2383	2383	HRM	HRM	OE	INT	2	
KEY CUSTOMER RELATIONSHIP MANAGEMENT 1179	1179	NEG	NEG	OE	INT	2	
PERFORMANCE METRICS 1197	1197	OPS	OPS	OE	INT	2	
INTERNATIONAL ENTERPRISE PROJECT MANAGEMENT 1741	1741		OPS	OE	INT	2	
ORGANIZATION AND MANAGEMENT: THINK DIFFERENT TO BUILD A NEW WORLD 1094	1094	ENT	STR	OE	INT	2	
CHINESE POLITICAL AND ECONOMIC STRATEGIES : HOMELAND AND ABROAD 1136	1136	IBE	IBE	OE	INT	2	
STRATEGY OF FIRMS LOCATION 1138	1138		IBE	OE	INT	2	
GEOPOLITICS & DIGITAL ECONOMICS 2382	2382		IBE	OE	INT	2	
DATA VISUALIZATION AND ANALYTICS WITH POWER BI 1081 (E-LEARNING)	1081	ACCA	ACC	OE	EXT	2	
FUNDAMENTALS OF AUDITING 1762	1762		ACC	OE	INT	2	
PROFESSIONAL ETHICS IN FINANCIAL MANAGEMENT & CONTROL 1764	1764	ACCF	ACC	OE	INT	2	
TAX PLANNING 1085	1085		ACC	OE	INT	2	
ENTREPRISE RISK MANAGEMENT 1766	1766		ACC	OE	INT	2	
INTERNATIONAL FINANCE 1109	1109	FINC/FINA	FIN	OE	INT	2	
ENTREPRENEURIAL FINANCE 1113	1113		FIN	OE	INT	2	
COMMODITY MARKET 1774	1774		FIN	OE	INT	2	
CORPORATE GOVERNANCE 1110	1110		FIN	OE	INT	2	
MANAGING INNOVATION IN THE DIGITAL ERA 1157	1157	MIS	MIS	OE	INT	2	
DIGITAL TRANSFORMATION AND IT CHANGE 1154	1154		MIS	OE	INT	2	
DATA ANALYSIS IN PYTHON 1842	1842		MIS	OE	EXT	2	
MANAGERIAL ACCOUNTING : FINANCIAL DECISION TOOLS 2068	2068	ACC	ACC	IE	INT	2	IMP Courses (IE)
HOW TO SET UP AN ONLINE BUSINESS 2069	2069	ENT	ENT	IE	INT	2	
INTRODUCTION TO CDO 2070 (E-LEARNING)	2070	FIN	FIN	IE	EXT	2	
INTRODUCTION TO PROJECT FINANCE GAME 2071 (E-LEARNING)	2071		FIN	IE	EXT	2	
CORPORATE INVESTMENTS 2072	2072		FIN	IE	INT	2	
STRUCTURES & ORGANIZATIONAL DESIGN IN INTERNATIONAL CONTEXTS 2074	2074	HRM	HRM	IE	INT	2	
ENVIRONMENTAL MARKETING 2075	2075	MKTM / MKTD	MKT	IE	INT	2	
NEW PRODUCT MANAGEMENT 2076	2076		MKT	IE	INT	2	
NEGOTIATION AND PURCHASING IN AN INTERNATIONAL ENVIRONMENT 2077	2077	NEG	NEG	IE	INT	2	
WORKPLACE CONFLICT AND EMPLOYEE WELL-BEING 2078	2078		NEG	IE	INT	2	
SALES AND OPERATIONS PLANNING (S&OP) 2079	2079	OPS	OPS	IE	INT	2	

## MASTER - Paris Campus

COURSE TITLE	CODE	MAJOR	MAJOR/ TRACK	TYPE	FORMAT	ECTS	Offer
CHANGE MANAGEMENT FOR SUSTAINABILITY STRATEGIES 1651	1651	CORE COURSES	STR	CC	EXT	6	Core Courses
POSITIVE LEADERSHIP DEVELOPMENT 1652	1652		HRM	CC	EXT	4	
DATA SCIENCES 1653 <i>(by Le Wagon) (E-LEARNING)</i>	1653		FIN	CC	EXT	2	
ESSENTIALS IN DIGITAL ANALYTICS 1708	1708	MKTM / MKTD	MKT	OE	INT	2	Open Electives (OE)
ESSENTIALS IN DIGITAL TECHNOLOGY 1709	1709		MKT	OE	INT	2	
SALES FORECAST 1710	1710		MKT	OE	INT	2	
ESSENTIALS IN INTERNATIONAL MARKETING 1714	1714		MKT	OE	INT	2	
ESSENTIALS OF CEX / CRM 1715	1715		MKT	OE	INT	2	
ESSENTIALS IN MARKETING & INNOVATION 1716	1716		MKT	OE	EXT	2	
CREATING & LEADING DIVERSE & INCLUSIVE ORGANIZATIONS 1736	1736	HRM	HRM	OE	INT	2	
GENDER, LEADERSHIP AND WORK 2383	2383	HRM	HRM	OE	INT	2	
KEY CUSTOMER RELATIONSHIP MANAGEMENT 1179	1179	NEG	NEG	OE	INT	2	
PERFORMANCE METRICS 1197	1197	OPS	OPS	OE	INT	2	
INTERNATIONAL ENTERPRISE PROJECT MANAGEMENT 1741	1741		OPS	OE	INT	2	
ORGANIZATION AND MANAGEMENT: THINK DIFFERENT TO BUILD A NEW WORLD 1094	1094	ENT	STR	OE	INT	2	
CHINESE POLITICAL AND ECONOMIC STRATEGIES : HOMELAND AND ABROAD 1136	1136	IBE	IBE	OE	INT	2	
STRATEGY OF FIRMS LOCATION 1138	1138		IBE	OE	INT	2	
GEOPOLITICS & DIGITAL ECONOMICS 2382	2382		IBE	OE	INT	2	
DATA VISUALIZATION AND ANALYTICS WITH POWER BI 1081 <i>(E-LEARNING)</i>	1081	ACCA	ACC	OE	EXT	2	
FUNDAMENTALS OF AUDITING 1762	1762		ACC	OE	INT	2	
PROFESSIONAL ETHICS IN FINANCIAL MANAGEMENT & CONTROL 1764	1764	ACCF	ACC	OE	INT	2	
TAX PLANNING 1085	1085		ACC	OE	INT	2	
ENTREPRISE RISK MANAGEMENT 1766	1766		ACC	OE	INT	2	
INTERNATIONAL FINANCE 1109	1109	FINC/FINA	FIN	OE	INT	2	
ENTREPRENEURIAL FINANCE 1113	1113		FIN	OE	INT	2	
COMMODITY MARKET 1774	1774		FIN	OE	INT	2	
CORPORATE GOVERNANCE 1110	1110		FIN	OE	INT	2	
DIGITAL TRANSFORMATION AND IT CHANGE 1154	1154	MIS	MIS	OE	INT	2	
DATA ANALYSIS IN PYTHON 1842	1842		MIS	OE	EXT	2	
MANAGERIAL ACCOUNTING : FINANCIAL DECISION TOOLS 2068	2068	ACC	ACC	IE	INT	2	IMP Courses (IE)
HOW TO SET UP AN ONLINE BUSINESS 2069	2069	ENT	ENT	IE	INT	2	
INTRODUCTION TO CDO 2070 <i>(E-LEARNING)</i>	2070	FIN	FIN	IE	EXT	2	
INTRODUCTION TO PROJECT FINANCE GAME 2071 <i>(E-LEARNING)</i>	2071		FIN	IE	EXT	2	
CORPORATE INVESTMENTS 2072	2072		FIN	IE	INT	2	
STRUCTURES & ORGANIZATIONAL DESIGN IN INTERNATIONAL CONTEXTS 2074	2074	HRM	HRM	IE	INT	2	
ENVIRONMENTAL MARKETING 2075	2075	MKTM / MKTD	MKT	IE	INT	2	
NEW PRODUCT MANAGEMENT 2076	2076		MKT	IE	INT	2	
WORKPLACE CONFLICT AND EMPLOYEE WELL-BEING 2078	2078	NEG	NEG	IE	INT	2	
SALES AND OPERATIONS PLANNING (S&OP) 2079	2079	OPS	OPS	IE	INT	2	

## French language courses - Lille & Paris

Course for IN Bachelor Level	Code	Track	Type	Format	Year	Campus	ECTS
PREPARATION AU DELF B1 ET B2 0520	0520	LAN	EXT	Optional	IN	Lille	2,0
BIEN PRONONCER LE FRANCAIS 0521	0521	LAN	EXT	Optional	IN	Lille	1,0
FRANCAIS LANGUE ETRANGERE (ADVANCED) 2548	2548	LAN	EXT	Optional	IN	Lille	2,0
FRANCAIS LANGUE ETRANGERE (BEGINNER) 2229	2229	LAN	EXT	Optional	IN	Lille	2,0
FRANCAIS LANGUE ETRANGERE (BEGINNER +) 2547	2547	LAN	EXT	Optional	IN	Lille	2,0
FRANCAIS LANGUE ETRANGERE (INTERMEDIATE) 2545	2545	LAN	EXT	Optional	IN	Lille	2,0
FRANCAIS LANGUE ETRANGERE (INTERMEDIATE +) 2546	2546	LAN	EXT	Optional	IN	Lille	2,0
PREPARATION AU DELF B1 ET B2 0520	0520	LAN	EXT	Optional	IN	Paris	2,0
BIEN PRONONCER LE FRANCAIS 0521	0521	LAN	EXT	Optional	IN	Paris	1,0
FRANCAIS LANGUE ETRANGERE (ADVANCED) 2548	2548	LAN	EXT	Optional	IN	Paris	2,0
FRANCAIS LANGUE ETRANGERE (BEGINNER) 2229	2229	LAN	EXT	Optional	IN	Paris	2,0
FRANCAIS LANGUE ETRANGERE (BEGINNER +) 2547	2547	LAN	EXT	Optional	IN	Paris	2,0
FRANCAIS LANGUE ETRANGERE (INTERMEDIATE) 2545	2545	LAN	EXT	Optional	IN	Paris	2,0
FRANCAIS LANGUE ETRANGERE (INTERMEDIATE +) 2546	2546	LAN	EXT	Optional	IN	Paris	2,0

French Language Courses (FLE) are available to all INcoming exchange students (Year = IN), Bachelor and Master, and not mandatory.

Please register to one of these courses if you wish to follow FLE courses. Registered students will receive details for the language test, which will be used to adjust their FLE registration.

note: The course BIEN PRONONCER LE FRANCAIS 0521 is available to **Beginner** and **Beginner+** students only.

The course PRÉPARATION AU DELF B1 ET B2 0520 is available to **Intermediate+** and **Advanced** students only.



**MASTER LEVEL**

DEPARTMENT	TRACK	MASTER - NEW MAJORS	MAJOR CODE
MARKETING & SALES	MKT	Marketing Management	MKTM
		Digital Marketing	MKTD
MARKETING & SALES	NEG	International Negotiation and Business Development	NEG
INNOVATION, ENTREPRENEURSHIP and INFORMATION SYSTEMS	MIS	Information Systems	MIS
ECONOMICS & QUANTITATIVE METHODS	IBE	Business Economics	IBE
INNOVATION, ENTREPRENEURSHIP and INFORMATION SYSTEMS	ENT	Entrepreneurship	ENT
PEOPLE, ORGANIZATIONS AND NEGOTIATION	HRM	<i>Managing People and Organizations</i> (Lille campus only)	HRM
OPERATIONS MANAGEMENT	OPS	Operations & Supply Chain Management	OPS
FINANCE	FIN	Asset and Risk Management	FINA
		Financial Transactions and Corporate Strategy	FINC
ACCOUNTING	ACC	Financial Management & Control	ACCF
		<i>Audit and Advisory</i> (Lille campus only)	ACCA
PEOPLE, ORGANIZATIONS AND NEGOTIATION	HRM	General Management & Strategy Consulting	GMSC

**TRACKS IN GENERAL:**

TRACK NAME	TRACK
Audit, Control, Accounting	ACC
CSR and Sustainability	CSRS
Personal Development / People Competencies	DEV
Economics	ECO
Entrepreneurship	ENT
Finance	FIN
Human Ressources Management	HRM
International Economy	IBE
Innovation and Entrepreneurship	INNOENT
Intercultural competences	ITC
French as a Foreign Language	LAN_FRE
Law	LAW
Management of Information Systems	MIS
Marketing	MKT
Negotiation	NEG
Negotiation	NEG
Operations Management	OPS
Quantitative Methods	QMS
Strategy	STR