



LIST OF COURSES FOR INCOMING EXCHANGE STUDENTS

FALL 2022

07/10/2022

LILLE & PARIS



IÉSEG
SCHOOL OF MANAGEMENT

EMPOWERING CHANGEMAKERS FOR A BETTER SOCIETY

Fall 2022

Exchange students

Syllabi and more details on courses offered to incoming exchange students can be found on:

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

All courses offered through the Exchange Program are within the 5-year Grande Ecole Program (PGE).

In Fall 2020, we launched our [redesigned Grande Ecole Program](#) (PGE), and we will implement the last changes in 2022/2023 on the curriculum of the Bachelor cycle of the Program.

From now, incoming exchange students at bachelor level will choose courses from the [6th semester](#) of our Bachelor cycle, [taught BOTH in Fall and Spring semesters](#), which is aimed at acquiring a holistic international experience. They will share classes with IÉSEG students, spending a significant amount of time with subjects of international, social, and cultural importance. The semester will be partly made up of electives.

No new changes in terms of structure for the Master cycle.

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. Students should make sure they know how many credits they need to validate.
 - In case students need less than 20 ECTS, we request official emails from Home University Coordinators.
 - Courses vary from 2 to 6 ECTS, so students should take between 8 and 12 courses to reach 30 ECTS.
- Format
 - EXT: Extensive (semester long course) / INT: Intensive (1-week course)
- Course availability
 - Bachelor students have access to Bachelor courses only (our Bachelor cycle is 3 years).
 - Students with a Bachelor in 4 years at their home university coming to IESEG during their fourth year will choose between either our Bachelor OR Master-level courses. These offers cannot be mixed.
 - Master students have access to Master courses only.
- Bachelor level courses
 - Incoming Bachelor exchange students will have access to Core Courses (CC) and Electives courses (OE) from the 6th semester of our Bachelor cycle, taught both in Fall and Spring semesters.
 - Students will be required to rank their preferred courses.
 - Courses will be assigned according to course availability 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 will be required to choose:
 - Core Courses (CC): between 1 to 4 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 availability while respecting the students' preferences as much as possible.

- 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.
 - Registered students will receive details for an online language test, which will be used to enroll them in FLE courses. This test is to be completed ONLY if students want to study French.
 - The FLE elective course BIEN PRONONCER LE FRANCAIS 0521 is available to Beginner and Beginner+ students only.
 - The FLE elective course PRÉPARATION AU DELF B1 ET B2 0520 is available to Intermediate+ and Advanced students only.
 - There are no Business courses taught in French.

- “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
		➤ STS	Strategy and Sustainability

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.

Double Degree Exchange students:

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

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

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

There are no Majors at Bachelor level.

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 or Bachelor in International Business 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 & Paris Campus

Course Title	Code	Track	Format	Year	ECTS
MANAGEMENT CONTROL MISSION	2723	ACC	EXT	S6	2
INTERNATIONAL FINANCIAL REPORTING	2770	ACC	EXT	S6	2
CORPORATE FINANCIAL REPORTING & BUSINESS ENVIRONMENTS	2794	ACC	EXT	S6	6
NEW GLOBAL IMBALANCES: GLOBAL GEO-PERSPECTIVE	2730	DEV	EXT	S6	2
POLITICAL SCIENCES	2734	DEV	EXT	S6	4
CHALLENGES AND PERSPECTIVES OF THE EUROPEAN CONSTRUCTION	2759	DEV	EXT	S6	2
GEOGRAPHY AND CLIMATE CHANGE: EVOLUTION AND PERSPECTIVES	2783	DEV	EXT	S6	2
THE POLITICS OF (FRENCH) CROWDS - HAWAII <i>(Paris only)</i>	2802	DEV	EXT	S6	6
FRENCH COLONIALISM: A CULTURAL HISTORY - HAWAII <i>(Paris only)</i>	2803	DEV	EXT	S6	6
GLOBAL BUSINESS ENVIRONMENT	2780	ECO	EXT	S6	6
PREPARATION FOR TOEFL	0494	ENG	EXT	S6	2
RHETORIC AND DEBATE	2750	ENG	INT	S6	2
STRATEGIC AND ORGANIZATIONAL INNOVATION	2742	ENT	EXT	S6	6
PRACTISING 360 DEGREE INNOVATION	2735	ENT	INT	S6	2
ENTREPRENEURIAL DECISION MAKING	2788	ENT	INT	S6	2
FUNDAMENTALS OF FINANCIAL DERIVATIVES	0205	FIN	EXT	S6	2
INTRODUCTION TO ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING FOR FINANCE	2720	FIN	EXT	S6	2
SUSTAINABLE CORPORATE GOVERNANCE	2743	FIN	EXT	S6	2
BANKING, INSURANCE AND REGULATION	2757	FIN	EXT	S6	6
INTERNATIONAL FINANCE	2771	FIN	EXT	S6	2
DATA ANALYSIS AND VISUALIZATION FOR FINANCE	2793	FIN	EXT	S6	6
MANAGING LEARNING AND DEVELOPMENT IN ORGANIZATIONS	2725	HRM	EXT	S6	6
INTERNATIONAL HRM	2769	HRM	EXT	S6	2
NAVIGATING REMOTE WORK AND CONTINGENT WORK	2728	HRM	INT	S6	2
CONFLICT MANAGEMENT IN ORGANIZATIONS	2763	HRM	INT	S6	2
AMERICAN CULTURE AND CIVILIZATION	1533	ITC	EXT	S6	2
RESILIENT LEADERSHIP IN INTERCULTURAL CONTEXTS	2740	ITC	EXT	S6	2
WORKING EFFECTIVELY IN INTERCULTURAL TEAMS	2784	ITC	INT	S6	2
WHY CULTURE MATTERS	2792	ITC	INT	S6	2
THINKING LIKE A LAWYER - LEGAL SKILLS FOR BUSINESS PEOPLE	2747	LAW	EXT	S6	2
UNDERSTANDING PATENTS, TRADE SECRETS AND COPYRIGHTS FOR COMPETITIVE ADVANTAGE	2749	LAW	EXT	S6	6
INTERNATIONAL BUSINESS LAW	2773	LAW	EXT	S6	2
ENVIRONMENTAL LAW	2787	LAW	EXT	S6	2
LOW-CODE MOBILE APP DEVELOPMENT	2722	MIS	EXT	S6	6
DIGITAL TRANSFORMATION: DIGITAL DISRUPTIONS IN OUR SOCIETIES AND ECONOMIES	0570	MIS	INT	S6	2
TECHNOLOGY AND STRATEGY	2745	MIS	INT	S6	2
APPLIED MARKETING ANALYSIS	2754	MKT	EXT	S6	6
GLOBAL BRAND MANAGEMENT	0668	MKT	INT	S6	2
NUDGE MARKETING	0671	MKT	INT	S6	2
PRODUCT INNOVATION	0674	MKT	INT	S6	2
SOCIAL MEDIA MARKETING	2240	MKT	INT	S6	2
PRODUCT MANAGEMENT	2737	MKT	INT	S6	2
CONSUMER BEHAVIOR: NEW TRENDS	2765	MKT	INT	S6	2
CONTENT STRATEGIES IN SOCIAL MEDIA	3176	MKT	INT	S6	2
CROSS CULTURAL MARKETING	3160	MKT	INT	S6	2
CRM AND INTERNATIONAL CUSTOMER EXCELLENCE	2560	NEG	EXT	S6	2
NEGOTIATING INTERNATIONAL POLITICAL AGREEMENTS	2729	NEG	EXT	S6	4
THE INTERNATIONAL PURCHASER	0813	NEG	INT	S6	2
APPLIED NEGOTIATION ESSENTIALS	2755	NEG	INT	S6	2
GEOPOLITICS	2782	NEG	TBD	S6	2
PROJECT SCHEDULING WITH PYTHON	2739	OPS	EXT	S6	2
SUSTAINABLE SUPPLY CHAIN MANAGEMENT	2744	OPS	EXT	S6	6
INTERNATIONAL SUPPLY CHAIN MANAGEMENT AND LOGISTICS	2767	OPS	EXT	S6	2
PEOPLE MANAGEMENT IN OPERATIONS AND LOGISTICS	2760	OPS	INT	S6	2
DIGITAL OPERATIONS MANAGEMENT	2791	OPS	INT	S6	2
GLOBAL SUSTAINABILITY & OPERATIONS MANAGEMENT	3161	OPS	INT	S6	2
OPTIMIZATION TECHNIQUES	2732	QMS	EXT	S6	6
ECONOMETRICS OF QUALITATIVE VARIABLES	2789	QMS	EXT	S6	2
PREDICTIVE ANALYTICS FOR BUSINESS	2736	QMS	INT	S6	2
NON-GOVERNMENTAL AND NON-PROFIT ORGANIZATIONS: FINANCING AND PARTNERING WITH CORPORATES AND FOUNDATIONS	2731	STS	EXT	S6	2
INTERNATIONAL BUSINESS STRATEGIES	2772	STS	EXT	S6	2

Note on course formats:

EXT (extensive): over the course of several weeks, about 2 to 3 hours a week, exam in November or at the end of the semester (unless specified otherwise)

INT (intensive): within one week, usually 4 x 4 hours, exam on the following week

French language courses - Lille & Paris

Course Title	Code	Campus	Type	Format	Track	Language	ECTS
FRANCAIS LANGUE ETRANGERE (DEBUTANT) 2229	2229	L	OC	EXT	LAN_FRE	FRE	2
FRANCAIS LANGUE ETRANGERE (DEBUTANT +) 2547	2547	L	OC	EXT	LAN_FRE	FRE	2
FRANCAIS LANGUE ETRANGERE (INTERMEDIAIRE) 2545	2545	L	OC	EXT	LAN_FRE	FRE	2
FRANCAIS LANGUE ETRANGERE (INTERMEDIAIRE +) 2546	2546	L	OC	EXT	LAN_FRE	FRE	2
FRANCAIS LANGUE ETRANGERE (AVANCE) 2548	2548	L	OC	EXT	LAN_FRE	FRE	2
BIEN PRONONCER LE FRANCAIS 0521	0521	L	OC	EXT	LAN_FRE	FRE	1
PREPARATION AU DELF B1 ET B2 0520	0520	L	OC	EXT	LAN_FRE	FRE	2
FRANCAIS LANGUE ETRANGERE (DEBUTANT) 2229	2229	P	OC	EXT	LAN_FRE	FRE	2
FRANCAIS LANGUE ETRANGERE (DEBUTANT +) 2547	2547	P	OC	EXT	LAN_FRE	FRE	2
FRANCAIS LANGUE ETRANGERE (INTERMEDIAIRE) 2545	2545	P	OC	EXT	LAN_FRE	FRE	2
FRANCAIS LANGUE ETRANGERE (INTERMEDIAIRE +) 2546	2546	P	OC	EXT	LAN_FRE	FRE	2
FRANCAIS LANGUE ETRANGERE (AVANCE) 2548	2548	P	OC	EXT	LAN_FRE	FRE	2
BIEN PRONONCER LE FRANCAIS 0521	0521	P	OC	EXT	LAN_FRE	FRE	1
PREPARATION AU DELF B1 ET B2 0520	0520	P	OC	EXT	LAN_FRE	FRE	2

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

Registered students will receive details for an online language test, which will be used to enroll them in FLE courses
This test is to be completed ONLY if students want to study French.

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 - Lille Campus

Course Title	Code	Track	Type	Format	ECTS
DATA SCIENCES 1653	1653	FIN	CC	EXT	2
PERSONAL DATA PROTECTION AND MANAGEMENT 2586	2586	LAW	CC	EXT	2
CHANGE MANAGEMENT FOR SUSTAINABILITY STRATEGIES 1651	1651	STS	CC	EXT	4
UNDERSTANDING BUSINESS CYCLES FOR STRATEGIC DECISION 1654	1654	STS	CC	EXT	4
DATA VISUALIZATION AND ANALYTICS WITH POWER BI 1081	1081	ACC	OE	EXT	2
TAX PLANNING 1085	1085	ACC	OE	INT	2
FUNDAMENTALS OF AUDITING 1762	1762	ACC	OE	INT	2
PROFESSIONAL ETHICS IN FINANCIAL MANAGEMENT & CONTROL 1764	1764	ACC	OE	INT	2
ENTREPRISE RISK MANAGEMENT 1766	1766	ACC	OE	INT	2
MULTINATIONAL FINANCIAL MANAGEMENT 1109	1109	FIN	OE	INT	2
CORPORATE GOVERNANCE 1110	1110	FIN	OE	INT	2
ENTREPRENEURIAL FINANCE 1113	1113	FIN	OE	INT	2
CREATING & LEADING DIVERSE & INCLUSIVE ORGANIZATIONS 1736	1736	HRM	OE	INT	2
GENDER, LEADERSHIP AND WORK 2383	2383	HRM	OE	INT	2
GEOPOLITICS & DIGITAL ECONOMICS 2382	2382	IBE	OE	EXT	2
CHINESE POLITICAL AND ECONOMIC STRATEGIES 1136	1136	IBE	OE	INT	2
STRATEGY OF FIRMS LOCATION 1138	1138	IBE	OE	INT	2
DATA ANALYSIS IN PYTHON 1842	1842	MIS	OE	EXT	2
DIGITAL TRANSFORMATION AND IT CHANGE 1154	1154	MIS	OE	INT	2
ESSENTIALS IN DIGITAL ANALYTICS 1708	1708	MKT	OE	INT	2
ESSENTIALS IN DIGITAL TECHNOLOGY 1709	1709	MKT	OE	INT	2
SALES FORECAST 1710	1710	MKT	OE	INT	2
ESSENTIALS OF CEX / CRM 1715	1715	MKT	OE	INT	2
KEY CUSTOMER RELATIONSHIP MANAGEMENT 1179	1179	NEG	OE	INT	2
WORKPLACE CONFLICT AND EMPLOYEE WELL-BEING 2078	2078	NEG	OE	INT	2
PERFORMANCE METRICS 1197	1197	OPS	OE	INT	2
INTERNATIONAL ENTERPRISE PROJECT MANAGEMENT 1741	1741	OPS	OE	INT	2
PEOPLE IN OPERATIONS MANAGEMENT 2696	2696	OPS	OE	INT	2
ORGANIZATION AND MANAGEMENT: THINK DIFFERENT TO BUILD A NEW WORLD 1094	1094	STS	OE	INT	2
MANAGERIAL ACCOUNTING : FINANCIAL DECISION TOOLS 2068	2068	ACC	IE	INT	2
NEW PRODUCT CREATION & DIFFUSION 1095	1095	ENT	IE	INT	2
INTRODUCTION TO CDO 2070	2070	FIN	IE	EXT	2
INTRODUCTION TO PROJECT FINANCE GAME 2071	2071	FIN	IE	EXT	2
CORPORATE INVESTMENTS 2072	2072	FIN	IE	INT	2
STRUCTURES & ORGANIZATIONAL DESIGN IN INTERNATIONAL CONTEXTS 2074	2074	HRM	IE	INT	2
ENVIRONMENTAL MARKETING 2075	2075	MKT	IE	INT	2
NEW PRODUCT MARKETING 2076	2076	MKT	IE	INT	2
E-NEGOTIATION 1181	1181	NEG	IE	INT	2
NEGOTIATION AND PURCHASING IN AN INTERNATIONAL ENVIRONMENT 2077	2077	NEG	IE	INT	2
SALES AND OPERATIONS PLANNING (S&OP) 2079	2079	OPS	IE	INT	2

Note on course formats:

EXT (extensive): over the course of several weeks, about 2 to 3 hours a week, exam at the end of the semester (unless specified otherwise)

INT (intensive): within one week, usually 4 x 4 hours, exam on the following week

MASTER - Paris Campus

Course Title	Code	Track	Type	Format	ECTS
DATA SCIENCES 1653	1653	FIN	CC	EXT	2
PERSONAL DATA PROTECTION AND MANAGEMENT 2586	2586	LAW	CC	EXT	2
CHANGE MANAGEMENT FOR SUSTAINABILITY STRATEGIES 1651	1651	STS	CC	EXT	4
UNDERSTANDING BUSINESS CYCLES FOR STRATEGIC DECISION 1654	1654	STS	CC	EXT	4
DATA VISUALIZATION AND ANALYTICS WITH POWER BI 1081	1081	ACC	OE	EXT	2
TAX PLANNING 1085	1085	ACC	OE	INT	2
FUNDAMENTALS OF AUDITING 1762	1762	ACC	OE	INT	2
PROFESSIONAL ETHICS IN FINANCIAL MANAGEMENT & CONTROL 1764	1764	ACC	OE	INT	2
ENTREPRISE RISK MANAGEMENT 1766	1766	ACC	OE	INT	2
MULTINATIONAL FINANCIAL MANAGEMENT 1109	1109	FIN	OE	INT	2
CORPORATE GOVERNANCE 1110	1110	FIN	OE	INT	2
ENTREPRENEURIAL FINANCE 1113	1113	FIN	OE	INT	2
CREATING & LEADING DIVERSE & INCLUSIVE ORGANIZATIONS 1736	1736	HRM	OE	INT	2
GENDER, LEADERSHIP AND WORK 2383	2383	HRM	OE	INT	2
GEOPOLITICS & DIGITAL ECONOMICS 2382	2382	IBE	OE	EXT	2
CHINESE POLITICAL AND ECONOMIC STRATEGIES 1136	1136	IBE	OE	INT	2
STRATEGY OF FIRMS LOCATION 1138	1138	IBE	OE	INT	2
DATA ANALYSIS IN PYTHON 1842	1842	MIS	OE	EXT	2
DIGITAL TRANSFORMATION AND IT CHANGE 1154	1154	MIS	OE	INT	2
MANAGING INNOVATION IN THE DIGITAL ERA 1157	1157	MIS	OE	INT	2
ESSENTIALS IN DIGITAL ANALYTICS 1708	1708	MKT	OE	INT	2
ESSENTIALS IN DIGITAL TECHNOLOGY 1709	1709	MKT	OE	INT	2
SALES FORECAST 1710	1710	MKT	OE	INT	2
ESSENTIALS OF CEX / CRM 1715	1715	MKT	OE	INT	2
KEY CUSTOMER RELATIONSHIP MANAGEMENT 1179	1179	NEG	OE	INT	2
WORKPLACE CONFLICT AND EMPLOYEE WELL-BEING 2078	2078	NEG	OE	INT	2
PERFORMANCE METRICS 1197	1197	OPS	OE	INT	2
INTERNATIONAL ENTERPRISE PROJECT MANAGEMENT 1741	1741	OPS	OE	INT	2
PEOPLE IN OPERATIONS MANAGEMENT 2696	2696	OPS	OE	INT	2
ORGANIZATION AND MANAGEMENT: THINK DIFFERENT TO BUILD A NEW WORLD 1094	1094	STS	OE	INT	2
MANAGERIAL ACCOUNTING : FINANCIAL DECISION TOOLS 2068	2068	ACC	IE	INT	2
NEW PRODUCT CREATION & DIFFUSION 1095	1095	ENT	IE	INT	2
INTRODUCTION TO CDO 2070	2070	FIN	IE	EXT	2
INTRODUCTION TO PROJECT FINANCE GAME 2071	2071	FIN	IE	EXT	2
CORPORATE INVESTMENTS 2072	2072	FIN	IE	INT	2
STRUCTURES & ORGANIZATIONAL DESIGN IN INTERNATIONAL CONTEXTS 2074	2074	HRM	IE	INT	2
ENVIRONMENTAL MARKETING 2075	2075	MKT	IE	INT	2
NEW PRODUCT MARKETING 2076	2076	MKT	IE	INT	2
E-NEGOTIATION 1181	1181	NEG	IE	INT	2
SALES AND OPERATIONS PLANNING (S&OP) 2079	2079	OPS	IE	INT	2

Note on course formats:

EXT (extensive): over the course of several weeks, about 2 to 3 hours a week, exam at the end of the semester (unless specified otherwise)

INT (intensive): within one week, usually 4 x 4 hours, exam on the following week

MASTER LEVEL

DEPARTMENT	TRACK	MASTER - MAJORS	MAJOR CODE
MARKETING & SALES	MKT	Marketing Management	MKTM
		Digital Marketing	MKTD
NEGOTIATION	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	INNO/ENT
Intercultural competences	ITC
French as a Foreign Language	LAN_FRE
Law	LAW
Management of Information Systems	MIS
Marketing	MKT
Negotiation	NEG
Operations Management	OPS
Quantitative Methods	QMS
Strategy and Sustainability	STS