



LIST OF COURSES FOR INCOMING EXCHANGE STUDENTS

FALL 2023

18/07/2023

LILLE & PARIS



IÉSEG
SCHOOL OF MANAGEMENT

EMPOWERING CHANGEMAKERS FOR A BETTER SOCIETY

Fall 2023

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).

From now on, 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.
 - For some universities, the transfer of credits will be facilitated if students take 6 ECTS credit courses (equivalent to 3 credits in the USA and Canada). In this case, students should choose in priority these 6 ECTS courses from the list.
- 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 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 6 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.
 - The FLE elective course BIEN PRONONCER LE FRANCAIS 0521 is available to Level 1 and Level 2 students only.
 - The course ATELIER INTERCULTUREL DE CONVERSATION 3318 is available to Level 3 students only.
 - The FLE elective course PRÉPARATION AU DELF B1 ET B2 0520 is available to Level 4 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
CORPORATE FINANCIAL REPORTING & BUSINESS ENVIRONMENTS 2794	2794	ACC	EXT	S6	6
INTERNATIONAL FINANCIAL REPORTING 2770	2770	ACC	EXT	S6	3
MANAGEMENT CONTROL MISSION 2723	2723	ACC	EXT	S6	2
CHALLENGES AND PERSPECTIVES OF THE EUROPEAN CONSTRUCTION 2759	2759	DEV	EXT	S6	2
FUNDAMENTALS OF POLITICAL SCIENCES 2734	2734	DEV	EXT	S6	4
GEOGRAPHY AND CLIMATE CHANGE: EVOLUTION AND PERSPECTIVES 2783	2783	DEV	EXT	S6	2
GLOBAL BUSINESS ENVIRONMENT 2780	2780	ECO	EXT	S6	6
ENTREPRENEURIAL DECISION MAKING 2788	2788	ENT	INT	S6	2
HOW TO SETUP AN ONLINE BUSINESS 2778	2778	ENT	INT	S6	2
PRACTISING 360 DEGREE INNOVATION 2735	2735	ENT	INT	S6	2
STRATEGY AND ORGANIZATION OF INNOVATION 2742	2742	ENT	EXT	S6	6
BANKING, INSURANCE AND REGULATION 2757	2757	FIN	EXT	S6	6
DATA ANALYTICS AND VISUALIZATION FOR FINANCE 2793	2793	FIN	EXT	S6	6
FUNDAMENTALS OF FINANCIAL DERIVATIVES 0205	0205	FIN	EXT	S6	2
INTERNATIONAL FINANCE 2771	2771	FIN	EXT	S6	3
INTRODUCTION TO ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING FOR FINANCE 2720	2720	FIN	INT	S6	2
SUSTAINABLE CORPORATE GOVERNANCE 2743	2743	FIN	INT	S6	2
BUILDING AN EFFECTIVE POWER BASE 3295	3295	HRM	INT	S6	2
CONFLICT MANAGEMENT IN ORGANIZATIONS 2763	2763	HRM	INT	S6	2
INTERNATIONAL HRM 2769	2769	HRM	EXT	S6	3
MANAGING LEARNING AND DEVELOPMENT IN ORGANIZATIONS 2725	2725	HRM	EXT	S6	6
NAVIGATING REMOTE WORK AND CONTINGENT WORK 2728	2728	HRM	INT	S6	2
AMERICAN CULTURE AND CIVILIZATION 1533	1533	ITC	EXT	S6	2
RESILIENT LEADERSHIP IN INTERCULTURAL CONTEXTS 2740	2740	ITC	EXT	S6	2
WHY CULTURE MATTERS 2792	2792	ITC	INT	S6	2
WORKING EFFECTIVELY IN INTERCULTURAL TEAMS 2784	2784	ITC	INT	S6	2
PREPARATION FOR TOEFL 0494	0494	LAN	EXT	S6	2
RHETORIC AND DEBATE 2750	2750	LAN	INT	S6	2
COMPETITION LAW 2762	2762	LAW	EXT	S6	2
ENVIRONMENTAL LAW 2787	2787	LAW	EXT	S6	2
GLOBAL BUSINESS LAW 2773	2773	LAW	EXT	S6	3
THINKING LIKE A LAWYER - LEGAL SKILLS FOR BUSINESSPEOPLE 2747	2747	LAW	EXT	S6	2
DIGITAL TRANSFORMATION: DIGITAL DISRUPTIONS IN OUR SOCIETIES AND ECONOMIES 0570	0570	MIS	INT	S6	2
POWER PLATFORM: LOW CODE APPLICATION DEVELOPMENT 2722	2722	MIS	EXT	S6	4
SUSTAINABILITY IN A DIGITAL WORLD 2721	2721	MIS	INT	S6	2
TECHNOLOGY AND STRATEGY 2745	2745	MIS	INT	S6	2
APPLIED MARKETING ANALYSIS 2754	2754	MKT	EXT	S6	6
CONSUMER BEHAVIOR: NEW TRENDS 2765	2765	MKT	INT	S6	2
CONTENT STRATEGIES IN SOCIAL MEDIA 3176	3176	MKT	INT	S6	2
CROSS CULTURAL MARKETING 3160	3160	MKT	INT	S6	2
GLOBAL BRAND MANAGEMENT 0668	0668	MKT	INT	S6	2
NUDGE MARKETING 0671	0671	MKT	INT	S6	2
PRODUCT INNOVATION 0674	0674	MKT	INT	S6	2
PRODUCT MANAGEMENT 2737	2737	MKT	INT	S6	2
SOCIAL MEDIA MARKETING 2240	2240	MKT	INT	S6	2
WEB MARKETING 3164	3164	MKT	INT	S6	2
CRM AND INTERNATIONAL CUSTOMER EXCELLENCE 2560	2560	NEG	EXT	S6	2
GEOPOLITICS 2782	2782	NEG	TBD	S6	2
NEGOTIATING INTERNATIONAL POLITICAL AGREEMENTS 2729	2729	NEG	EXT	S6	4
PSYCHOLOGY OF THE NEGOTIATOR 2755	2755	NEG	INT	S6	2
THE INTERNATIONAL PURCHASER 0813	0813	NEG	INT	S6	2
DIGITAL OPERATIONS MANAGEMENT 2791	2791	OPS	INT	S6	2
GLOBAL SUSTAINABILITY & OPERATIONS MANAGEMENT 3161	3161	OPS	INT	S6	2
INTERNATIONAL SUPPLY CHAIN MANAGEMENT AND LOGISTICS 2767	2767	OPS	EXT	S6	3
SUSTAINABLE SUPPLY CHAIN MANAGEMENT 2744	2744	OPS	EXT	S6	6
ECONOMETRICS OF QUALITATIVE VARIABLES 2789	2789	QMS	INT	S6	2
OPTIMIZATION TECHNIQUES 2732	2732	QMS	EXT	S6	6
PREDICTIVE ANALYTICS FOR BUSINESS 2736	2736	QMS	INT	S6	2
INTERNATIONAL BUSINESS STRATEGIES 2772	2772	STS	EXT	S6	3
MANAGING NON-PROFIT ORGANIZATIONS: CSR & SPONSORSHIP STRATEGIES 2731	2731	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 (NIVEAU 1) 3453	3453	L	OC	EXT	LAN_FRE	FRE	2
FRANCAIS LANGUE ETRANGERE (NIVEAU 2) 3454	3454	L	OC	EXT	LAN_FRE	FRE	2
FRANCAIS LANGUE ETRANGERE (NIVEAU 3) 3455	3455	L	OC	EXT	LAN_FRE	FRE	2
FRANCAIS LANGUE ETRANGERE (NIVEAU 4) 3456	3456	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
ATELIER INTERCULTUREL DE CONVERSATION	3318	L	OC	EXT	LAN_FRE	FRE	2
FRANCAIS LANGUE ETRANGERE (NIVEAU 1) 3453	3453	P	OC	EXT	LAN_FRE	FRE	2
FRANCAIS LANGUE ETRANGERE (NIVEAU 2) 3454	3454	P	OC	EXT	LAN_FRE	FRE	2
FRANCAIS LANGUE ETRANGERE (NIVEAU 3) 3455	3455	P	OC	EXT	LAN_FRE	FRE	2
FRANCAIS LANGUE ETRANGERE (NIVEAU 4) 3456	3456	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
ATELIER INTERCULTUREL DE CONVERSATION	3318	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.

The course BIEN PRONONCER LE FRANCAIS 0521 is available to Level 1 and Level 2 students only.

The course ATELIER INTERCULTUREL DE CONVERSATION 3318 is available to Level 3 students only.

The course PRÉPARATION AU DELF B1 ET B2 0520 is available to Level 4 students only.

MASTER - Lille Campus

Course Title	Code	Track	Type	Format	ECTS
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
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
STRATEGY OF FIRMS LOCATION 1138	1138	IBE	OE	INT	2
DATA ANALYSIS FOR BUSINESS 3316	3316	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
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 MANAGEMENT: APPLICATIONS IN OPERATIONS 2696	2696	OPS	OE	INT	2
ORGANIZATION AND MANAGEMENT: THINK DIFFERENT TO BUILD A NEW WORLD 1094	1094	STS	OE	INT	2
CORPORATE INVESTMENTS 2072	2072	FIN	IE	INT	2
E-NEGOTIATION 1181	1181	NEG	IE	INT	2
ENVIRONMENTAL MARKETING 2075	2075	MKT	IE	INT	2
NEW PRODUCT CREATION & DIFFUSION 1095	1095	ENT	IE	INT	2
NEW PRODUCT MARKETING 2076	2076	MKT	IE	INT	2
SALES AND OPERATIONS PLANNING (S&OP) 2079	2079	OPS	IE	INT	2
MANAGING FIRM CONSTRAINTS WITH ACCOUNTING DECISIONS TECHNIQUES	2081	ACC	IE	INT	2
BUSINESS ETHICS IN COMMERCE	2097	NEG	IE	INT	2
STRUCTURES & ORGANIZATIONAL DESIGN IN INTERNATIONAL CONTEXTS 2074	2074	HRM	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
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
ENTREPRISE RISK MANAGEMENT 1766	1766	ACC	OE	INT	2
FUNDAMENTALS OF AUDITING 1762	1762	ACC	OE	INT	2
TAX PLANNING 1085	1085	ACC	OE	INT	2
CORPORATE GOVERNANCE 1110	1110	FIN	OE	INT	2
ENTREPRENEURIAL FINANCE 1113	1113	FIN	OE	INT	2
MULTINATIONAL FINANCIAL MANAGEMENT 1109	1109	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
STRATEGY OF FIRMS LOCATION 1138	1138	IBE	OE	INT	2
DATA ANALYTICS FOR BUSINESS 3316	3316	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
ESSENTIALS OF CEX / CRM 1715	1715	MKT	OE	INT	2
SALES FORECAST 1710	1710	MKT	OE	INT	2
WORKPLACE CONFLICT AND EMPLOYEE WELL-BEING 2078	2078	NEG	OE	INT	2
INTERNATIONAL ENTERPRISE PROJECT MANAGEMENT 1741	1741	OPS	OE	INT	2
PEOPLE MANAGEMENT: APPLICATIONS IN OPERATIONS 2696	2696	OPS	OE	INT	2
PERFORMANCE METRICS 1197	1197	OPS	OE	INT	2
ORGANIZATION AND MANAGEMENT: THINK DIFFERENT TO BUILD A NEW WORLD 1094	1094	STS	OE	INT	2
MANAGING FIRM CONSTRAINTS WITH ACCOUNTING DECISIONS TECHNIQUES 2081	2068	ACC	IE	INT	2
NEW PRODUCT CREATION & DIFFUSION 1095	1095	ENT	IE	INT	2
CORPORATE INVESTMENTS 2072	2070	FIN	IE	INT	2
STRUCTURES & ORGANIZATIONAL DESIGN IN INTERNATIONAL CONTEXTS 2074	2071	HRM	IE	INT	2
ENVIRONMENTAL MARKETING 2075	2072	MKT	IE	INT	2
NEW PRODUCT MARKETING 2076	2074	MKT	IE	INT	2
BUSINESS ETHICS IN COMMERCE 2097	2075	NEG	IE	INT	2
E-NEGOTIATION 1181	2076	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