



# LIST OF COURSES FOR INCOMING EXCHANGE STUDENTS

**FALL 2025**

**19/05/2025**

**BACHELOR - LILLE**



**IESEG**  
SCHOOL OF MANAGEMENT

EMPOWERING CHANGEMAKERS FOR A BETTER SOCIETY

# FALL 2025

## 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).

Incoming exchange students at bachelor level will choose courses from the 6<sup>th</sup> 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.

### 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 6<sup>th</sup> 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 in our list.
- Master level courses
  - The Master cycle of the PGE is a Master in Management, with 7 majors.
  - Incoming exchange students have access to the same Core Courses and Major Core Courses as IÉSEG students.
  - Incoming Master exchange students will be required to choose between 2 options:
    - Option 1 : Compulsory core Courses (CC)+ Major Core courses (MCC) depending on the chosen track
    - Option 2: Compulsory core Courses (CC) + International Electives (IE)
  - 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

TRACK NAME	TRACK
Audit, Control, Accounting	ACC
CSR and Sustainability	CSRS
Personal Development / People Competencies	DEV
Economics	ECO
Entrepreneurship	ENT
Finance	FIN
General Management & Strategy Consulting	GMSC
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

### 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)*:

DEPARTMENT	TRACK	MASTER - MAJORS	MAJOR CODE
MARKETING & SALES	MKT	Marketing	MKT
NEGOTIATION	NEG	International Negotiation and Sales	NEG
INNOVATION, ENTREPRENEURSHIP and INFORMATION SYSTEMS	ENT	Innovation & Entrepreneurship	IENT
OPERATIONS MANAGEMENT	OPS	Operations & Supply Chain Management	OPS
FINANCE	FIN	Finance	FIN
ACCOUNTING	ACC	Financial Management and Control	ACC
PEOPLE, ORGANIZATIONS AND NEGOTIATION	HRM	General Management & Strategic Consulting	GMSC

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 Campus**

Course Title	Code	Track	Type	Format	Year	ECTS
CORPORATE FINANCIAL REPORTING & BUSINESS ENVIRONMENTS 2794	2794	ACC	OE	EXT	S6	6
EXPLORING THE AUDIT PROFESSION 2786	2786	ACC	OE	INT	S6	2
INTERNATIONAL FINANCIAL REPORTING 2770	2770	ACC	CC	EXT	S6	3
MANAGEMENT CONTROL MISSION 2723	2723	ACC	OE	EXT	S6	2
CHALLENGES AND PERSPECTIVES OF THE EUROPEAN CONSTRUCTION 2759	2759	DEV	OE	EXT	S6	2
FUNDAMENTALS OF POLITICAL SCIENCES 2734	2734	DEV	OE	EXT	S6	4
GEOGRAPHY AND CLIMATE CHANGE: EVOLUTION AND PERSPECTIVES 2783	2783	DEV	OE	INT	S6	2
GLOBAL BUSINESS ENVIRONMENT 2780	2780	ECO	OE	EXT	S6	6
UNDERSTANDING INCOME INEQUALITY IN THE 21ST CENTURY 2753	2753	ECO	OE	INT	S6	2
ENTREPRENEURIAL DECISION MAKING 2788	2788	ENT	OE	INT	S6	2
FAMILY BUSINESS 3953	3953	ENT	OE	INT	S6	2
STRATEGIC GOVERNANCE OF STARTUPS AND SMES : OPTIMIZATION THROUGH EXTERNAL ADVICE 4064	4064	ENT	OE	INT	S6	2
STRATEGY AND ORGANIZATION OF INNOVATION 2742	2742	ENT	OE	EXT	S6	6
ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING FOR FINANCE 2720	2720	FIN	OE	INT	S6	2
BANKING, INSURANCE AND REGULATION 2757	2757	FIN	OE	EXT	S6	6
DATA ANALYTICS AND VISUALIZATION FOR FINANCE 2793	2793	FIN	OE	EXT	S6	6
INTERNATIONAL FINANCE 2771	2771	FIN	CC	EXT	S6	3
MONEY AND CAPITAL MARKETS 2727	2727	FIN	OE	INT	S6	2
PRIVATE EQUITY 3799	3799	FIN	OE	INT	S6	2
SUSTAINABLE FINANCIAL PERFORMANCE 3800	3800	FIN	OE	INT	S6	2
WEALTH MANAGEMENT 3797	3797	FIN	OE	INT	S6	2
BUILDING AN EFFECTIVE POWER BASE 3295	3295	HRM	OE	INT	S6	2
CONFLICT MANAGEMENT IN ORGANIZATIONS 2763	2763	HRM	OE	INT	S6	2
INTERNATIONAL HRM 2769	2769	HRM	CC	EXT	S6	3
MANAGING LEARNING AND DEVELOPMENT IN ORGANIZATIONS 2725	2725	HRM	OE	EXT	S6	6
NAVIGATING REMOTE WORK AND CONTINGENT WORK 2728	2728	HRM	OE	INT	S6	2
AMERICAN CULTURE AND CIVILIZATION 1533	1533	ITC	OE	EXT	S6	2
RESILIENT LEADERSHIP IN INTERCULTURAL CONTEXTS 2740	2740	ITC	OE	EXT	S6	2
WHY CULTURE MATTERS 2792	2792	ITC	OE	INT	S6	2
WORKING EFFECTIVELY IN INTERCULTURAL TEAMS 2784	2784	ITC	OE	INT	S6	2
RHETORIC AND DEBATE 2750	2750	LAN_ENG	OE	INT	S6	2
ARGUE LIKE A LAWYER AND OTHER LEGAL SKILLS FOR BUSINESS PEOPLE 2747	2747	LAW	OE	EXT	S6	2
COMPETITION LAW 2762	2762	LAW	OE	EXT	S6	2
INTERNATIONAL BUSINESS LAW 2773	2773	LAW	CC	EXT	S6	3
DATA ANALYTICS FOR BUSINESS 3316 (ONLINE ASYNCHRONOUS COURSE)	3316	MIS	OE	EXT	S6	2
DIGITAL TRANSFORMATION: DIGITAL DISRUPTIONS IN OUR SOCIETIES AND ECONOMIES 0570	0570	MIS	OE	INT	S6	2
INTRODUCTION TO DATA SCIENCE 2325 (ONLINE COURSE WITH LE WAGON)	2325	MIS	OE	EXT	S6	1
POWER PLATFORM: LOW CODE APPLICATION DEVELOPMENT 2722	2722	MIS	OE	INT	S6	2
TECHNOLOGY AND STRATEGY 2745	2745	MIS	OE	INT	S6	2
APPLIED MARKETING ANALYSIS 2754	2754	MKT	OE	EXT	S6	6
BUSINESS ETHICS IN COMMERCE 3792	3792	MKT	OE	INT	S6	2
CONSUMER BEHAVIOR: NEW TRENDS 2765	2765	MKT	OE	INT	S6	2
CONTENT STRATEGY 3801	3801	MKT	OE	INT	S6	2
CRM AND INTERNATIONAL CUSTOMER EXCELLENCE 2560	2560	MKT	OE	EXT	S6	2
CROSS CULTURAL MARKETING 3160	3160	MKT	OE	INT	S6	2
GLOBAL BRAND MANAGEMENT 0668	0668	MKT	CC	INT	S6	2
LUXURY MARKETING 4046	4046	MKT	OE	INT	S6	2
MOBILE MARKETING 0670	0670	MKT	OE	INT	S6	2
NUDGE MARKETING 0671	0671	MKT	OE	INT	S6	2
OMNICHANNEL MARKETING 3808	3808	MKT	OE	INT	S6	2
PRODUCT INNOVATION 0674	0674	MKT	OE	INT	S6	2
PRODUCT MANAGEMENT 2737	2737	MKT	OE	INT	S6	2
SOCIAL MEDIA MARKETING 2240	2240	MKT	OE	INT	S6	2
THE INTERNATIONAL PURCHASER 0813	0813	MKT	OE	INT	S6	2
GEOPOLITICS 2782	2782	NEG	OE	INT	S6	2
NEGOTIATING INTERNATIONAL POLITICAL AGREEMENTS 2729	2729	NEG	OE	EXT	S6	4
PSYCHOLOGY OF THE NEGOTIATOR 2755	2755	NEG	OE	INT	S6	2
DIGITAL OPERATIONS MANAGEMENT 2791	2791	OPS	OE	INT	S6	2
GLOBAL SUSTAINABILITY & OPERATIONS MANAGEMENT 3161	3161	OPS	OE	INT	S6	2
INTERNATIONAL SUPPLY CHAIN MANAGEMENT AND LOGISTICS 2767	2767	OPS	CC	EXT	S6	3
PEOPLE MANAGEMENT: APPLICATIONS IN OPERATIONS 3803	3803	OPS	OE	INT	S6	2
SUSTAINABLE SUPPLY CHAIN MANAGEMENT 2744	2744	OPS	OE	EXT	S6	6
ECONOMETRICS OF QUALITATIVE VARIABLES 2789	2789	QMS	OE	INT	S6	2
INTRODUCTION TO INEQUALITY MEASUREMENT AND ANALYSIS 3804	3804	QMS	OE	INT	S6	2
INTRODUCTION TO WELFARE ANALYSIS 3805	3805	QMS	OE	INT	S6	2
MIGRATION STUDIES 2726	2726	QMS	OE	INT	S6	2
OPTIMIZATION TECHNIQUES 2732	2732	QMS	OE	EXT	S6	6
PREDICTIVE ANALYTICS FOR BUSINESS 2736	2736	QMS	OE	INT	S6	2
INTERNATIONAL BUSINESS STRATEGIES 2772	2772	STS	CC	EXT	S6	3
MANAGING NON-PROFIT ORGANIZATIONS: CSR & SPONSORSHIP STRATEGIES 2731	2731	STS	OE	EXT	S6	2

**NOTICE:**

**Why Culture Matters 2792** is a prerequisite course for **Working Effectively in Multicultural Teams 2784**. **2784** CANNOT be taken without taking **2792**.

## ***French language courses - Lille campus***

<b>Course Title</b>	<b>Code</b>	<b>Campus</b>	<b>Type</b>	<b>Format</b>	<b>Track</b>	<b>Language</b>	<b>ECTS</b>
FRANCAIS LANGUE ETRANGERE (LEVEL 1) 3453	3453	L	OC	EXT	LAN_FRE	FRE	2
FRANCAIS LANGUE ETRANGERE (LEVEL 2) 3454	3454	L	OC	EXT	LAN_FRE	FRE	2
FRANCAIS LANGUE ETRANGERE (LEVEL 3) 3455	3455	L	OC	EXT	LAN_FRE	FRE	2
FRANCAIS LANGUE ETRANGERE (LEVEL 4) 3456	3456	L	OC	EXT	LAN_FRE	FRE	2
BIEN PRONONCER LE FRANCAIS 0521 (LEVEL 1 OR 2 ONLY)	0521	L	OC	EXT	LAN_FRE	FRE	1
ATELIER INTERCULTUREL DE CONVERSATION 3318 (LEVEL 3 OR 4 ONLY)	3318	L	OC	EXT	LAN_FRE	FRE	1
PREPARATION AU DELF B1 ET B2 0520 (LEVEL 3 OR 4 ONLY)	0520	L	OC	EXT	LAN_FRE	FRE	1

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 and Level 4 students only.

The course PRÉPARATION AU DELF B1 ET B2 0520 is available to Level 3 and Level 4 students only.