



LIST OF COURSES FOR INCOMING EXCHANGE STUDENTS

FALL 2025

20/05/2025

BACHELOR - PARIS



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).

In Fall 2020, we launched our [redesigned Grande Ecole Program](#) (PGE), and we implemented 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.

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 in your 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 and Level 4 students only.
 - The FLE elective course PRÉPARATION AU DELF B1 ET B2 0520 is available to Level 3 and 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)*:

MASTER - MAJORS	MAJOR CODE
Marketing	MKT
International Negotiation and Sales	NEG
Innovation & Entrepreneurship	IENT
Operations & Supply Chain Management	OPS
Finance	FIN
Financial Management and Control	ACC
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 – Paris Campus

COURS	CODE	TRACK	FORMAT	ECTS
AMERICAN CULTURE AND CIVILIZATION 1533	1533	ITC	EXT	2
APPLIED MARKETING ANALYSIS 2754	2754	MKT	EXT	6
ARGUE LIKE A LAWYER AND OTHER LEGAL SKILLS FOR BUSINESSPEOPLE 2747	2747	LAW	EXT	2
ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING FOR FINANCE 2720	2720	FIN	INT	2
BANKING, INSURANCE AND REGULATION 2757	2757	FIN	EXT	6
BUILDING AN EFFECTIVE POWER BASE	3295	HRM	INT	2
BUSINESS ETHICS IN COMMERCE	3792	MKT	INT	2
CHALLENGES AND PERSPECTIVES OF THE EUROPEAN CONSTRUCTION 2759	2759	DEV	EXT	2
COMPETITION LAW 2762	2762	LAW	EXT	2
CONFLICT MANAGEMENT IN ORGANIZATIONS 2763	2763	HRM	INT	2
CONSUMER BEHAVIOR: NEW TRENDS 2765	2765	MKT	INT	2
CONTENT STRATEGY	3801	MKT	INT	2
CORPORATE FINANCIAL REPORTING & BUSINESS ENVIRONMENTS 2794	2794	ACC	EXT	6
CRM AND INTERNATIONAL CUSTOMER EXCELLENCE 2560	2560	MKT	EXT	2
CROSS CULTURAL MARKETING 3160	3160	MKT	INT	2
DATA ANALYTICS AND VISUALIZATION FOR FINANCE 2793	2793	FIN	EXT	6
DATA ANALYTICS FOR BUSINESS 3316	3316	MIS	EXT	2
DIGITAL OPERATIONS MANAGEMENT 2791	2791	OPS	INT	2
DIGITAL TRANSFORMATION: DIGITAL DISRUPTIONS IN OUR SOCIETIES AND ECONOMIES 0570	0570	MIS	INT	2
ECONOMETRICS OF QUALITATIVE VARIABLES 2789	2789	QMS	INT	2
ENTREPRENEURIAL DECISION MAKING 2788	2788	ENT	INT	2
EXPLORING THE AUDIT PROFESSION 2786	2786	ACC	INT	2
FAMILY BUSINESS	3953	ENT	INT	2
FUNDAMENTALS OF POLITICAL SCIENCES 2734	2734	DEV	EXT	4
GEOGRAPHY AND CLIMATE CHANGE: EVOLUTION AND PERSPECTIVES 2783	2783	DEV	INT	2
GEOPOLITICS 2782	2782	NEG	INT	2
GLOBAL BRAND MANAGEMENT	0668	MKT	INT	2
GLOBAL BUSINESS ENVIRONMENT 2780	2780	ECO	EXT	6
GLOBAL SUSTAINABILITY & OPERATIONS MANAGEMENT 3161	3161	OPS	INT	2
INTERNATIONAL BUSINESS LAW	2773	LAW	EXT	3
INTERNATIONAL BUSINESS STRATEGIES	2772	STS	EXT	3
INTERNATIONAL FINANCE	2771	FIN	EXT	3
INTERNATIONAL FINANCIAL REPORTING	2770	ACC	EXT	3
INTERNATIONAL HRM	2769	HRM	EXT	3
INTERNATIONAL SUPPLY CHAIN MANAGEMENT AND LOGISTICS	2767	OPS	EXT	3
INTRODUCTION TO DATA SCIENCE 2325	2325	MIS	EXT	1
INTRODUCTION TO INEQUALITY MEASUREMENT AND ANALYSIS	3804	QMS	INT	2
INTRODUCTION TO WELFARE ANALYSIS	3805	QMS	INT	2
LUXURY MARKETING	4046	MKT	INT	2
MANAGEMENT CONTROL MISSION 2723	2723	ACC	EXT	2
MANAGING LEARNING AND DEVELOPMENT IN ORGANIZATIONS 2725	2725	HRM	EXT	6
MANAGING NON-PROFIT ORGANIZATIONS: CSR & SPONSORSHIP STRATEGIES	2731	STS	EXT	2
MIGRATION STUDIES 2726	2726	QMS	INT	2
MOBILE MARKETING 0670	0670	MKT	INT	2
MONEY AND CAPITAL MARKETS 2727	2727	FIN	INT	2
NAVIGATING REMOTE WORK AND CONTINGENT WORK 2728	2728	HRM	INT	2
NEGOTIATING INTERNATIONAL POLITICAL AGREEMENTS 2729	2729	NEG	EXT	4
NUDGE MARKETING 0671	0671	MKT	INT	2
OMNICHANNEL MARKETING	3808	MKT	INT	2
OPTIMIZATION TECHNIQUES 2732	2732	QMS	EXT	6
PEOPLE MANAGEMENT: APPLICATIONS IN OPERATIONS	3803	OPS	INT	2
POWER PLATFORM: LOW CODE APPLICATION DEVELOPMENT 2722	2722	MIS	INT	4
PREDICTIVE ANALYTICS FOR BUSINESS 2736	2736	QMS	INT	2
PRIVATE EQUITY	3799	FIN	INT	2
PRODUCT INNOVATION 0674	0674	MKT	INT	2
PRODUCT MANAGEMENT 2737	2737	MKT	INT	2
PSYCHOLOGY OF THE NEGOTIATOR 2755	2755	NEG	INT	2
RESILIENT LEADERSHIP IN INTERCULTURAL CONTEXTS 2740	2740	ITC	EXT	2
RHETORIC AND DEBATE 2750	2750	LAN	INT	2
SOCIAL MEDIA MARKETING 2240	2240	MKT	INT	2
STRATEGIC GOVERNANCE OF STARTUPS AND SMES: OPTIMIZATION THROUGH EXTERNAL ADVICE	4064	ENT	INT	2
STRATEGY AND ORGANIZATION OF INNOVATION 2742	2742	ENT	EXT	6
SUSTAINABILITY IN A DIGITAL WORLD 2721	2721	MIS	INT	2
SUSTAINABLE FINANCIAL PERFORMANCE	3800	FIN	INT	2
SUSTAINABLE SUPPLY CHAIN MANAGEMENT 2744	2744	OPS	EXT	6
TECHNOLOGY AND STRATEGY 2745	2745	MIS	INT	2
THE INTERNATIONAL PURCHASER 0813	0813	MKT	INT	2
UNDERSTANDING INCOME INEQUALITY IN THE 21ST CENTURY 2753	2753	ECO	INT	2
WEALTH MANAGEMENT	3797	FIN	INT	2
WHY CULTURE MATTERS 2792	2792	ITC	INT	2
WORKING EFFECTIVELY IN INTERCULTURAL TEAMS 2784	2784	ITC	INT	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 - Paris

Course Title	Code	Campus	Format	Track	Language	ECTS
FRANCAIS LANGUE ETRANGERE (LEVEL 1) 3457	3457	P	EXT	LAN_FRE	FRE	2
FRANCAIS LANGUE ETRANGERE (LEVEL 2) 3458	3458	P	EXT	LAN_FRE	FRE	2
FRANCAIS LANGUE ETRANGERE (LEVEL 3) 3459	3459	P	EXT	LAN_FRE	FRE	2
FRANCAIS LANGUE ETRANGERE (LEVEL 4) 3460	3460	P	EXT	LAN_FRE	FRE	2
BIEN PRONONCER LE FRANCAIS 0521 (FOR LEVEL 1 OR 2 ONLY)	0521	P	EXT	LAN_FRE	FRE	1
PREPARATION AU DELF B1 ET B2 0520 (FOR LEVEL 4 ONLY)	0520	P	EXT	LAN_FRE	FRE	1
ATELIER INTERCULTUREL DE CONVERSATION 3318 (FOR LEVEL 3 ONLY)	3318	P	EXT	LAN_FRE	FRE	1

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