



Master in Management
Ranking 2016 #17

Courses available

for Exchange Students

Academic year 2016/2017

updated October 2016



LIST OF COURSES AVAILABLE FOR EXCHANGE STUDENTS

***Exchange students can be enrolled only in the Grande Ecole program courses.
The other programs are not open to them.***

All exchange students have access to Bachelor courses (3 years).

Bachelor students having completed at least 2 years and Master students have access to Master electives (extensive and intensive). Students should pay attention to the prerequisites.

Students are required to choose their courses based on this list then look for course syllabus online.

EXPLANATION OF ECTS COURSE CODES

If we take the example of the "CIVIL LAW" course of which ECTS code is: "LAWB1-CE01UF "

- The first 3 letters characterize the field of study to which the course is attached. In the example above **LAW** indicate the field of study.

ACC: Accounting
COM: Communication
DEV: Personal Development
ECO: Economics
ENT: Innovation and entrepreneurship
FIN: Finance
HRM: Human Resource Management
IBE: International Business and Strategy
ITC: Interculturality
LAN: Language
LAW: Law
MIS: Information Systems
MKT: Marketing
NEG: Negotiation
OPS: Operations Management
QMS: Quantitative Methods
STR: Strategy Management

- 4th and 5th characters of this second part of ECTS code refer to the year in which the course is proposed:

B1, B2 or **B3** indicate that is a Bachelor course in 1st, 2nd or 3rd year, **MA**: a Master course, **IN**: course intended for the exchange students only, and **TR**: transverse course such as certain foreign modern language.

- 7th character of the ECTS code refers to the type of course. In the case of our example, the law course is a core course C,

C (Core course)
E (Elective)
F (Obligatory track electives in Master)
T (Track core courses in Master)
O (Optional course)

- 8th character refers to the format of course. Law course is given in extensive format (E).

E (Extensive : course taught over several weeks)
I (Intensive : course taught in concentrated shape over one week, including evaluation)
S (Seminar : course taught in concentrated shape generally not exceeding 3 days)

- The number 01 is a number attributed to the course.

- The next to last letter of the code indicates if it is about a module including several courses (**P**) or a unique course (**U**). The courses connected with a module are identified by letters A, B or C

- The last letter of the code (F) means that the course is taught in French; **E** meaning English, **A**: Arabic, **G**: German, **C**: Chinese, **I**: Italian, **P**: Portuguese, **S**: Spanish, **R**: Russian and **X**: multilingual.

ONLINE COURSES SYLLABUS

<http://www.univ-catholille.fr/our-academic-departements/search-course.asp?Etablissement=6&domaine=0&motclef=#etb>

directly choose "search" without setting any specificities in your research. Once you have the full list of courses offered by IESEG (all programs), just do "Ctrl + F" (quick search) and enter the course title in the little window which just opened. The word / title you are looking for will appear in blue on the page and then you can click on the course title to get the syllabus.

While every effort is made to ensure the accuracy of the information available at the time this catalogue is prepared, the institution reserves the right to make change at any time without prior notice.

Tentative list of courses available for exchange students
LILLE Campus - academic year 2016-17
Grande Ecole program - MASTER Courses

Bachelor students having completed at least 2 years and Master students have access to Master electives.

ECTS CODE	DESCRIPTION	CREDITS	SEMESTER 1 = Sept.-Dec. 2 = Jan.-May 1 or 2 = available on both semesters Y = all year
ACCMA-EE04UF	CONSOLIDATION	2	1 or 2
ACCMA-EE06UF	CONTRÔLE DE GESTION APPROFONDI	2	1 or 2
ACCMA-EE09UF	FISCALITE D'ENTREPRISE	2	2
ACCMA-EE10UF	FISCALITE DES PERSONNES	2	1
ACCMA-EE24UF	TECHNIQUES COMPTABLES APPROFONDIES I	2	1 or 2
ACCMA-EE33UF	LE REFERENTIEL COMPTABLE INTERNATIONAL IAS/IFRS	2	1
ACCMA-EE44UE	ACCOUNTING AND CONTROL IN MULTINATIONAL	2	2
ACCMA-EE45UE	CORPORATE DISCLOSURE AND REPORTING	2	2
ACCMA-EE51UF	DROIT SOCIAL ET RESTRUCTURATION D'ENTREPRISE	2	2
ACCMA-EI01UE	ACTIVITY BASED COST MANAGEMENT	2	2
ACCMA-EI13UE	INTERNATIONAL ISSUES IN ACCOUNTING AND AUDITING	2	2
ACCMA-EI18UE	PRODUCTIVITY & PROFITABILITY ASSESSMt USING FINANCIAL STAT.	2	2
ACCMA-EI21UE	AUDIT TECHNIQUES	2	1 or 2
ACCMA-EI27UE	INFORMATION SYSTEMS AUDIT	2	1
ACCMA-EI43UE	AUDITING: A PRACTITIONER CASE-BASED APPROACH	2	2
ACCMA-EI48UF	GESTION JURIDIQUE DE L'ENTREPRISE (PACOURS EXPERTISE COMPTABLE)	2	2
ACCMA-EI52UE	STRATEGIC ADVANTAGES OF CSR INITIATIVES	2	2
ACCMA-EI58UE	INSTITUTIONS OF INTERNATIONAL ECONOMIC LAW	2	1
ACCMA-EI59UE	PRINCIPLES OF INTERNATIONAL ECONOMIC LAW	2	1
ACCMA-PI16UE	LEAN ACCOUNTING & CONSTRAINT MANANGEMENT: INNOVATIVE FINANCIAL SOLUTIONS	2	1
ACCMA-PI36UE	OPERATIONAL AUDITING	2	1
ENTMA-EI05UE	CREATIVITY MANAGEMENT	2	2
ENTMA-EI06UE	ENTREPRENEURIAL DECISION MAKING	2	2
ENTMA-EI11UE	NON-GOVERNMENTAL ORGANIZATIONS, HUMANITARIAN ACTION AND INTERNATIONAL DEVELOPMENT	2	1
ENTMA-EI13UE	FINANCING ENTREPRENEURIAL VENTURES	2	1
ENTMA-EI16UE	ENTREPRENEURIAL TEAM	2	2
ENTMA-EI18UE	ORGANIZATION AND MANAGEMENT: THINK DIFFERENT TO BUILD A NEW WORLD	2	1
FINMA-EE63UE	OPTIONS & FUTURES I: HEDGING STRATEGIES	2	2
FINMA-EE89UE	LBO TRANSACTIONS : FINANCIAL MODELING	2	1
FINMA-EI10UE	INTERNATIONAL FINANCE	2	1 or 2
FINMA-EI25UE	CORPORATE GOVERNANCE: A FINANCIAL PERSPECTIVE	2	1
FINMA-EI27UE	BANKING AND FINANCIAL REGULATION	2	1 or 2
FINMA-EI38UE	CORPORATE INVESTMENT DECISIONS	2	2
FINMA-EI39UE	WORKING CAPITAL MANAGEMENT	2	2
FINMA-EI51UE	OPERATIONAL RISK MANAGEMENT	2	2
FINMA-EI54UE	CREDIT RISK MANAGEMENT	2	1
FINMA-EI56UE	FINANCING STRATEGY AND CAPITAL MARKETS: THEORY AND PRACTICE	2	2
FINMA-EI57UE	ETHICS IN FINANCE	2	1
FINMA-EI64UE	OPTIONS & FUTURES II:PRICING	2	2
FINMA-EI68UE	INTRODUCTION TO INSURANCE INDUSTRY	2	1
FINMA-EI71UE	TECHNICAL ANALYSIS	2	1
FINMA-EI72UE	INITIAL PUBLIC OFFERINGS (IPO)	2	1
FINMA-EI78UE	INSURANCE II: CORPORATE LOANS AND LONG-TERM INVESTMENTS	2	2
FINMA-EI83UE	INTERNATIONAL REAL ESTATE INVESTING	2	1
FINMA-EI91UE	CORPORATE INVESTMENTS I : FUNDAMENTALS OF CAPITAL BUDGETING	2	1

Tentative list of courses available for exchange students
LILLE Campus - academic year 2016-17
Grande Ecole program - MASTER Courses

Bachelor students having completed at least 2 years and Master students have access to Master electives.

ECTS CODE	DESCRIPTION	CREDITS	SEMESTER 1 = Sept.-Dec. 2 = Jan.-May 1 or 2 = available on both semesters Y = all year
HRMMA-EI01UF	MANAGEMENT: GERER UNE EQUIPE AU QUOTIDIEN	2	1 or 2
HRMMA-EI02UE	STRUCTURES AND ORGANIZATIONAL DESIGN IN INTERNATIONAL CONTEXTS	2	1
HRMMA-EI03UE	STRESS MANAGEMENT	2	1
HRMMA-EI05UE	AUTHENTIC LEADERSHIP DEVELOPMENT	2	1
HRMMA-EI06UE	GROUP DECISIONS MAKING AND ANALYSIS FOR MANAGERS	2	2
HRMMA-EI10UE	OPPORTUNITIES AND CHALLENGES OF AN HR LEADER	2	2
HRMMA-EI11UE	STRATEGIC HUMAN RESOURCE MANAGEMENT	2	1
HRMMA-EI12UE	CAREER DEVELOPMENT	2	2
HRMMA-EI13UE	ORGANIZATION AND MANAGEMENT: THINK DIFFERENT TO BUILD A NEW WORLD	2	1 or 2
HRMMA-EI20UE	MANAGING EMPLOYEE TURNOVER AND RETENTION	2	1
HRMMA-EI21UE	EMPLOYEE PERFORMANCE MANAGEMENT	2	1
HRMMA-EI22UE	PERFORMANCE & COMPENSATION	2	2
HRMMA-FI15UE	PSYCHOLOGY OF EMPLOYEE SELECTION	2	1
HRMMA-FI23UE	TALENTS MANAGEMENT	2	2
HRMMA-FI27UE	HUMAN RESOURCE DEVELOPMENT	2	2
HRMMA-PI29UE	MANAGING TEAMS	2	1
IBEMA-EE10UE	EUROPEAN INTEGRATION: MECHANISM & IMPLICATIONS	2	1 or 2
IBEMA-EE42UE	MONEY AND CREDIT IN THE GLOBAL ECONOMY	2	2
IBEMA-EE54UE	PRODUCTIVITY AND EFFICIENCY ANALYSIS	2	1 or 2
IBEMA-EE55UE	DOING BUSINESS IN ARABO-ISLAMIC COUNTRIES	2	1
IBEMA-EI17UE	INTERNATIONAL HEALTH CARE SYSTEM MANAGEMENT	2	2
IBEMA-EI33UE	INDUSTRY CHANGE AND INNOVATION MANAGEMENT	2	1
IBEMA-EI36UE	EFFICIENCY AND BENCHMARKING IN BANKING	2	1
IBEMA-EI56UE	MEASUREMENT OF WELL BEING AND EVALUATION OF PUBLIC POLICY	2	1
IBEMA-EI57UE	AN INTERNATIONAL COMPARISON OF HEALTH CARE SYSTEMS	2	2
IBEMA-EI69UE	NETWORKS, CROWDS & MARKETS	2	1
IBEMA-EI71UE	THE ECONOMICS OF ADVERTISING	2	2
IBEMA-EI77UE	PRODUCTIVITY AND BENCHMARKING IN BANKING	2	2
IBEMA-EI78UE	CORPORATE AND COUNTRY RISKS STRATEGY	2	1
IBEMA-FE74UE	MANAGERIAL ECONOMICS	2	1
IBEMA-FE80UE	GLOBAL ECONOMICS	2	1
ITCMA-EE03UE	ACTUALIDAD POLITICA EN AMERICA LATINA Y ESPANA	2	1
LANMA-CE01UG	GERMAN 7	2	1
LANMA-CE02UC	CHINESE 7	2	1
LANMA-CE03US	SPANISH 7	2	1
LANMA-CE04UG	GERMAN 8	2	2
LANMA-CE05UC	CHINESE 8	2	2
LANMA-CE06US	SPANISH 8	2	2
LANMA-CE17UE	PREPARATION FOR TOEIC	2	1 or 2
LANMA-CE22UE	ANGLAIS RENFORCE TC	2	1 or 2
LANMA-EE11UE	ENGLISH FOR THE JOB SEARCH	2	1 or 2
LANMA-EE14US	PREPARACION PARA DELE	2	1 or 2
LANMA-EE18US	POLITICA ESPANOLA Y LATINOAMERICANA	2	1 or 2
MISMA-EI04UE	CHALLENGES AND TACTICS IN IT DRIVEN CHANGE	2	2
MISMA-EI13UE	HUMAN COMPUTER INTERACTION: WEBSITE DESIGN	2	1 or 2

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MISMA-EI16UE	STRATEGY DYNAMICS AND MODELLING	2	1
MISMA-EI42UE	MANAGING THE NET I: UNDERSTANDING ON-LINE BUSINESS	2	1 or 2
MISMA-EI43UE	SOCIAL NETWORK ANALYSIS: HOW TO APPROACH BUSINESS 2,0	2	1
MISMA-EI44UE	CONTINUOUS INNOVATION	2	2
MISMA-EI49UE	MANAGING THE NET II: HOW TO CREATE YOUR ON-LINE BUSINESS LEVEL 2	2	2
MISMA-EI51UE	SAP FOR BUSINESS PROCESS MANAGEMENT	2	1
MISMA-EI52UE	SAP FOR SUPPLY CHAIN MANAGEMENT	2	1
MISMA-EI53UE	EXCEL VBA	2	1
MISMA-EI54UE	SAP FOR PRODUCTION MANAGEMENT	2	2
MISMA-EI55UE	NEW ORGANIZATIONAL FORMS AND OPEN INNOVATION	2	1 or 2
MISMA-EI56UE	EXCEL EXPERT LEVEL	2	2
MISMA-EI58UE	RISK MANAGEMENT 1 INFORMATION SECURITY IN THE ENTERPRISE	2	2
MISMA-EI59UE	ERP SIMULATION	2	2
MISMA-EI64UE	DIGITAL INNOVATION & BUSINESS TRANSFORMATION: FROM CROWD-SOURCING TO BLOCKCHAIN	2	1
MISMA-FI45UE	IS PROJECT MANAGEMENT	2	2
MISMA-FI50UE	TRENDS IN DIGITAL INNOVATIONS	2	1
MISMA-PI02UE	BUSINESS ANALYSIS	2	1
MKTMA-EE05UE	CROSS CULTURAL MARKETING	2	1
MKTMA-EE22UE	BECOMING A GOOD PRODUCT MANAGER	2	2
MKTMA-EE76UE	ADVERTISING AND COMMUNICATION STRATEGY	2	1
MKTMA-EE79UE	NEUROMARKETING	2	1
MKTMA-EE93UE	START UP MARKETING	2	2
MKTMA-EE98UE	CUSTOMER INSIGHT IN THE AGE OF NEW MEDIA	2	2
MKTMA-EI09UE	ENVIRONMENTAL MARKETING	2	1 or 2
MKTMA-EI100E	GLOBAL ONLINE RETAIL	2	1
MKTMA-EI102E	IMPROVING MARKETING ANALYSIS AND PERFORMANCE	2	1
MKTMA-EI103E	SALES FORECASTING	2	1
MKTMA-EI11UE	INTERNATIONAL DIMENSION OF CONSUMER BEHAVIOUR	2	1 or 2
MKTMA-EI13UE	INTERNATIONAL MARKETING	2	1 or 2
MKTMA-EI15UE	LUXURY MARKETING	2	1 or 2
MKTMA-EI16UE	BRAND CULTURE AND COMMUNITY	2	2
MKTMA-EI17UE	MARKETING IN NAFTA	2	2
MKTMA-EI19UE	MARKETING STRATEGY SIMULATION GAME	2	1
MKTMA-EI21UE	PRODUCT DESIGN AND INNOVATION LEVEL 1	2	1
MKTMA-EI23UE	RETAIL MARKETING STRATEGY	2	1 or 2
MKTMA-EI26UE	SERVICES MARKETING	2	1 or 2
MKTMA-EI32UE	IMPROVING BRAND VALUES	2	2
MKTMA-EI34UE	INTEGRATED MARKETING COMMUNICATION STRATEGY	2	1 or 2
MKTMA-EI45UE	INTERNATIONAL MARKETING IN EMERGING MARKETS	2	1 or 2
MKTMA-EI46UE	BUSINESS TO BUSINESS MARKETING	2	1 or 2
MKTMA-EI50UE	SOCIAL MEDIA MARKETING	2	1 or 2
MKTMA-EI51UE	CRM IN SMALL BUSINESS	2	2
MKTMA-EI52UE	MARKETING FOR NON PROFIT ORGANIZATIONS	2	2
MKTMA-EI54UE	PERSUASION IN MARKETING COMMUNICATION	2	1 or 2
MKTMA-EI59UE	INTERNATIONAL MARKETING STRATEGY SIMULATION	2	1 or 2

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MKTMA-EI63UE	NEW PRODUCT DEVELOPMENT	2	2
MKTMA-EI65UE	MARKETING TO THE NEW CONSUMER: ONLINE WAYS TO CONNECT WITH & UNDERSTAND CONSUMERS	2	2
MKTMA-EI68UE	SOCIAL MARKETING	2	2
MKTMA-EI69UE	WEB ANALYTICS	2	2
MKTMA-EI70UE	HIGH TECHNOLOGY MARKETING	2	2
MKTMA-EI71UE	SEARCH ENGINE MARKETING & ONLINE ADVERTISING	2	1
MKTMA-EI72UE	MEASUREMENT MARKETING SUCCESS	2	2
MKTMA-EI77UE	CONTEMPORARY MARKETING COMMUNICATION STRATEGIES	2	1 or 2
MKTMA-EI78UE	CORPORATE SOCIAL RESPONSABILITY & MARKETING	2	1
MKTMA-EI81UE	DIGITAL MARKETING FOR MOBILE DEVICES	2	1
MKTMA-EI83UE	MARKETING COMMUNICATIONS	2	2
MKTMA-EI85UE	MARKETING STRATEGY	2	2
MKTMA-EI89UE	PRICING IN MARKETING	2	1 or 2
MKTMA-EI90UE	EVENT MARKETING	2	1
MKTMA-EI92UE	BRAND COMMUNICATION STRATEGY	2	1 or 2
MKTMA-EI95UE	PRODUCT DESIGN AND INNOVATION LEVEL 2	2	2
MKTMA-EI96UE	GLOBAL MARKETING OF HEALTHCARE PRODUCTS AND SERVICES	2	2
MKTMA-EI99UE	CHILDREN AS CONSUMERS	2	2
MKTMA-PI04UE	CRM / CUSTOMER RELATIONSHIP MANAGEMENT	2	1
NEGMA-EE01UE	IMPORT-EXPORT: SELLING AND NEGOTIATING	2	2
NEGMA-EE07UE	BUSINESS ENGLISH FOR NEGOTIATION	2	1 or 2
NEGMA-EI05UE	INTERNATIONAL SALES AND COMMERCIAL LAW	2	2
NEGMA-EI10UE	INTERPERSONAL COMMUNICATION APPLIED TO NEGOTIATION	2	1
NEGMA-EI11UE	KEY CUSTOMER RELATIONS MANAGEMENT	2	1 or 2
NEGMA-EI12UE	INTERNAL SELLING	2	1
NEGMA-EI18UE	CROSS-CULTURAL RELATIONSHIP MARKETING AND NEGOTIATIONS	2	1
NEGMA-EI19UE	INTERNATIONAL NEGOTIATION AND DIPLOMACY	2	1
NEGMA-EI20UE	E-NEGOCIATION	2	1 or 2
NEGMA-EI22UE	MANAGING CONFLICT THROUGH MEDIATION	2	2
NEGMA-EI26UE	BUSINESS ETHICS IN COMMERCE	2	1
NEGMA-EI29UE	CULTURAL NEGOTIATION STRATEGIES	2	2
NEGMA-EI30UE	NEGOTIATING EMPLOYMENT RELATIONS	2	1
NEGMA-EI31UE	DECISION GAMES AND NEGOTIATION	2	2
NEGMA-EI32UE	LEADERSHIP AND INNOVATIVE NEGOTIATION	2	2
NEGMA-EI33UE	STRATEGIC PURCHASING	2	2
NEGMA-EI34UE	NEGOTIATOR PSYCHOLOGY, TACTICS AND ETHICS	2	2
NEGMA-EI35UE	NEGOTIATION PLANNING AND STRATEGY	2	1
NEGMA-PI02UE	SALES MANAGEMENT	2	2
NEGMA-PI23UE	PROFESSIONAL SELLING SKILLS AND PERSONAL SALES PERFORMANCE	2	1 or 2
NEGMM5EI02UE	INTERNATIONAL CONFLICT MANAGEMENT AND PEACE BUILDING	2	2
NEGMM5EI03UE	NEGOTIATION CONTRACTS AND LAW	2	2
OPSM-EI05UE	E LEAN PRODUCTION PRINCIPLES	2	1
OPSM-EI07UE	INTERNATIONAL TRANSPORTATION, SHIPPING & LOGISTICS	2	2
OPSM-EI11UE	SUPPLY CHAIN DEVELOPMENT	2	2
OPSM-EI27UE	ENTERPRISE SIMULATION OF PRODUCTION SYSTEMS	2	2

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OPSM-A-EI28UE	TECHNOLOGY AND INNOVATION MANAGEMENT	2	1
OPSM-A-EI32UE	WAREHOUSE DESIGN AND OPERATIONS	2	2
OPSM-A-EI42UE	PRODUCTION AND CAPACITY PLANNING	2	2
OPSM-A-EI46UE	INTERNATIONAL GREEN LOGISTICS	2	2
OPSM-A-EI57UE	OPERATIONAL EXCELLENCE AND TRANSFORMATION	2	2
OPSM-A-EI58UE	APPLIED OPTIMISATION AND HEURISTICS	2	2
OPSM-A-EI65UE	PERFORMANCE METRICS	2	2
OPSM-A-EI70UE	INTERNATIONAL ENTERPRISE PROJECT MANAGEMENT	2	1 or 2
OPSM-A-EI71UE	PURCHASING & SOURCING	2	1
OPSM-A-EI72UE	THE PROJECT MANAGEMENT EXPERIENCE - MANAGING THE EXPECTED	2	2
OPSM-A-EI73UE	MINDFULNESS - THE ART OF MANAGING RISK AND UNCERTAINTY	2	2
OPSM-A-EI76UE	SALES AND OPERATIONS PLANNING (S&OP)	2	1
OPSM-A-PI69UE	PROJECT MANAGEMENT	2	2
STRMA-EE13UE	SOCIAL INNOVATION AND SOCIAL ENTREPRENEURSHIP (e-learning course)	2	2
STRMA-EI05UE	GAME THEORY IN BUSINESS	2	2
STRMA-EI09UE	SUSTAINABILITY LEADERSHIP	2	1

Tentative list of courses available for exchange students
PARIS Campus - academic year 2016-17
Grande Ecole program - MASTER Courses

Bachelor students having completed at least 2 years and Master students have access to Master electives.

ECTS CODE	DESCRIPTION	CREDITS	SEMESTER 1 = Sept.-Dec. 2 = Jan.-May 1 or 2 = available on both semesters
ACCMA-EE09UF	FISCALITE D'ENTREPRISE	2	1 or 2
ACCMA-EE14UF	LE REFERENTIEL COMPTABLE INTL IAS/IFRS (PARCOURS EXP. COMPT.)	2	2
ACCMA-EE24UF	TECHNIQUES COMPTABLES APPROFONDIES I	2	1 or 2
ACCMA-EE38UF	MANAGEMENT ET CONTROLE DE GESTION (PARCOURS EXPERTISE COMPTABLE)	2	1
ACCMA-EE49UF	AUDITER UNE ASSOCIATION	2	2
ACCMA-EI01UE	ACTIVITY BASED COST MANAGEMENT	2	1
ACCMA-EI13UE	INTERNATIONAL ISSUES IN ACCOUNTING AND AUDITING	2	2
ACCMA-EI21UE	AUDIT TECHNIQUES	2	2
ACCMA-EI48UF	GESTION JURIDIQUE DE L'ENTREPRISE (PACOURS EXPERTISE COMPTABLE)	2	2
ACCMA-EI51UF	DROIT SOCIAL ET RESTRUCTURATION D'ENTREPRISE	2	2
ACCMA-EI53UE	FRAUD INVESTIGATION AND FORENSIC ACCOUNTING	2	2
ACCMA-EI57UE	STRATEGIC PLANNING AND CONTROL	2	1
ACCMA-FI31UE	CONTROLLING & AUDITING CORPORATE SOCIAL RESPONSABILITY	2	1
ACCMA-PI16UE	MANAGERIAL ACCOUNTING: FINANCIAL DECISION TOOLS	2	2
ACCMA-PI16UE	LEAN ACCOUNTING & CONSTRAINT MANANGEMENT: INNOVATIVE FINANCIAL SOLUTIONS	2	1
ACCMA-PI36UE	OPERATIONAL AUDITING	2	1
ENTMA-EI05UE	CREATIVITY MANAGEMENT	2	2
ENTMA-EI06UE	ENTREPRENEURIAL DECISION MAKING	2	2
ENTMA-EI11UE	NON-GOVERNMENTAL ORGANIZATIONS, HUMANITARIAN ACTION AND INTERNATIONAL DEVELOPMENT	2	1
ENTMA-EI12UE	COMPARATIVE MANAGEMENT	2	1
ENTMA-EI13UE	FINANCING ENTREPRENEURIAL VENTURES	2	1
ENTMA-EI14UE	SUSTAINABILITY MANAGEMENT & REPORTING	2	1
ENTMA-EI18UE	ORGANIZATION AND MANAGEMENT: THINK DIFFERENT TO BUILD A NEW WORLD	2	1
ENTMA-EI19UE	NEW PRODUCT CREATION & DIFFUSION	2	1
ENTMA-FI01UE	A-Z OF ENTREPRENEURSHIP	2	1
ENTMA-FI08UE	HOW TO WRITE EFFECTIVE BUSINESS PLANS	2	2
ENTMA-PE15UE	ENTREPRENEURIAL TEAM	2	2
FINMA-EE76UE	SYSTEMIC RISK	2	1
FINMA-EE81UE	MOOC INFRASTRUCTURE FINANCE (1)	2	1
FINMA-EI10UE	INTERNATIONAL FINANCE	2	2
FINMA-EI25UE	CORPORATE GOVERNANCE: A FINANCIAL PERSPECTIVE	2	1
FINMA-EI27UE	BANKING AND FINANCIAL REGULATION	2	1
FINMA-EI39UE	WORKING CAPITAL MANAGEMENT	2	2
FINMA-EI55UE	ENTREPRENEURIAL FINANCE	2	1
FINMA-EI57UE	ETHICS IN FINANCE	2	2
FINMA-EI64UE	OPTIONS & FUTURES II:PRICING	2	2
FINMA-PE63UE	OPTIONS & FUTURES I: HEDGING STRATEGIES	2	2
FINMA-PE79UE	ADVANCED FINANCIAL STATEMENT ANALYSIS	2	1
FINMA-PI56UE	FINANCING STRATEGY AND CAPITAL MARKETS: THEORY AND PRACTICE	2	2
HRMMA-EI02UE	STRUCTURES AND ORGANIZATIONAL DESIGN IN INTERNATIONAL CONTEXTS	2	1
HRMMA-EI03UE	STRESS MANAGEMENT	2	1
HRMMA-EI06UE	GROUP DECISIONS MAKING AND ANLYSIS FOR MANAGERS	2	2
HRMMA-EI09UE	MERGERS AND ACQUISITIONS: MANAGING THE CHALLENGES	2	2
HRMMA-EI10UE	OPPORTUNITIES AND CHALLENGES OF AN HR LEADER	2	2
HRMMA-EI11UE	STRATEGIC HUMAN RESOURCE MANAGEMENT	2	2
HRMMA-EI12UE	CAREER DEVELOPMENT	2	2
HRMMA-EI16UE	HUMAN RESOURCE DEVELOPMENT	2	1
HRMMA-EI20UE	MANAGING EMPLOYEE TURNOVER AND RETENTION	2	1
HRMMA-EI21UE	EMPLOYEE PERFORMANCE MANAGEMENT	2	1
HRMMA-EI22UE	PERFORMANCE & COMPENSATION	2	2
HRMMA-FI23UE	TALENTS MANAGEMENT	2	1
HRMMA-PI19UE	COACHING SKILLS FOR MANAGERS	2	1
IBEMA-EE10UE	EUROPEAN INTEGRATION: MECHANISM & IMPLICATIONS	2	1
IBEMA-EE55UE	DOING BUSINESS IN ARABO-ISLAMIC COUNTRIES	2	1 or 2
IBEMA-EE72UE	SME's IN THE DIGITAL ECONOMY : THE NEW DESIGN OF INDUSTRIAL PARTNERSHIPS	2	1
IBEMA-EE75UE	SUSTAINABLE DEVELOPMENT AND ENVIRONMENTAL ECONOMICS	2	1 or 2
IBEMA-EE80UE	STRATEGY OF FIRMS LOCATION	2	1
IBEMA-EI56UE	MEASUREMENT OF WELL BEING AND EVALUATION OF PUBLIC POLICY	2	1
IBEMA-EI57UE	AN INTERNATIONAL COMPARISON OF HEALTH CARE SYSTEMS	2	1

Bachelor students having completed at least 2 years and Master students have access to Master electives.

ECTS CODE	DESCRIPTION	CREDITS	SEMESTER 1 = Sept.-Dec. 2 = Jan.-May 1 or 2 = available on both semesters
IBEMA-EI66UE	EMERGING MARKETS AND COUNTRY RISK EVALUATION	2	2
IBEMA-EI71UE	THE ECONOMICS OF ADVERTISING	2	2
IBEMA-EI72UE	SME'S IN THE DIGITAL ECONOMY : THE NEW DESIGN OF INDUSTRIAL PARTNERSHIPS	2	2
IBEMA-EI73UE	UNDERSTANDING INDIA FOR BUSINESS	2	1
IBEMA-EI76UE	INTERFIRM COOPERATION: SUBCONTACTING AGREEMENT	2	1
IBEMA-EI79UE	EUROPEAN MONETARY SYSTEM	2	1
IBEMA-FE63UE	APPLIED INDUSTRIAL ORGANISATION	2	1
IBEMA-FI66UE	EMERGING MARKETS AND COUNTRY RISK EVALUATION	2	1
IBEMA-PE74UE	MANAGERIAL ECONOMICS	2	1
ITCMA-EE01UE	DEVELOPING GLOBAL DEXTERITY	2	2
LANMA-CE17UE	PREPARATION FOR TOEIC	2	1
LANMA-EE14US	PREPARACION PARA DELE	2	1 or 2
LANMA-EE22US	CULTURES EN AMERIQUE LATINE DU XVè AU XXè SIECLE	2	2
LANMA-EE23UG	L'ART CONTEMPORAIN ALLEMAND DU 20E ET 21E SIECLE - EXPRESSION DE LA CULTURE ALLEMANDE	2	1
MISMA-EI04UE	CHALLENGES AND TACTICS IN IT DRIVEN CHANGE	2	2
MISMA-EI13UE	HUMAN COMPUTER INTERACTION: WEBSITE DESIGN	2	2
MISMA-EI16UE	STRATEGY DYNAMICS AND MODELLING	2	1
MISMA-EI42UE	MANAGING THE NET I: UNDERSTANDING ON-LINE BUSINESS	2	1
MISMA-EI44UE	CONTINUOUS INNOVATION	2	1
MISMA-EI44UE	CONTINUOUS INNOVATION	2	1
MISMA-EI49UE	MANAGING THE NET II: HOW TO CREATE YOUR ON-LINE BUSINESS LEVEL 2 (2)	2	1
MISMA-EI51UE	SAP FOR BUSINESS PROCESS MANAGEMENT	2	2
MISMA-EI55UE	NEW ORGANIZATIONAL FORMS AND OPEN INNOVATION	2	2
MISMA-EI56UE	EXCEL EXPERT LEVEL	2	2
MISMA-EI58UE	RISK MANAGEMENT 1 INFORMATION SECURITY IN THE ENTERPRISE	2	2
MISMA-EI59UE	ERP SIMULATION	2	2
MISMA-FI45UE	IS PROJECT MANAGEMENT	2	2
MISMA-FI50UE	TRENDS IN DIGITAL INNOVATIONS	2	1
MKTMA-EE04UE	CRM / CUSTOMER RELATIONSHIP MANAGEMENT	2	2
MKTMA-EE22UE	BECOMING A GOOD PRODUCT MANAGER	2	1
MKTMA-EE57UE	BUSINESS TO BUSINESS MARKETING	2	2
MKTMA-EE66UE	EXPERIENTIAL MARKETING	2	1
MKTMA-EE93UE	START UP MARKETING	2	2
MKTMA-EI09UE	ENVIRONMENTAL MARKETING	2	1
MKTMA-EI100E	GLOBAL ONLINE RETAIL	2	1
MKTMA-EI104E	FOOD AND AGRIBUSINESS MARKETING	2	1
MKTMA-EI11UE	INTERNATIONAL DIMENSION OF CONSUMER BEHAVIOUR	2	1
MKTMA-EI13UE	INTERNATIONAL MARKETING	2	2
MKTMA-EI15UE	LUXURY MARKETING	2	2
MKTMA-EI17UE	MARKETING IN NAFTA	2	2
MKTMA-EI23UE	RETAIL MARKETING STRATEGY	2	1 or 2
MKTMA-EI23UE	RETAIL MARKETING STRATEGY	2	1
MKTMA-EI26UE	SERVICES MARKETING	2	1
MKTMA-EI33UE	SPORT MARKETING	2	2
MKTMA-EI34UE	INTEGRATED MARKETING COMMUNICATION STRATEGY	2	1 or 2
MKTMA-EI59UE	INTERNATIONAL MARKETING STRATEGY SIMULATION	2	2
MKTMA-EI63UE	NEW PRODUCT DEVELOPMENT	2	2
MKTMA-EI66UE	EXPERIENTIAL MARKETING	2	1
MKTMA-EI67UE	MARKETING COMMUNICATION STRATEGY	2	2
MKTMA-EI70UE	HIGH TECHNOLOGY MARKETING	2	1
MKTMA-EI78UE	CORPORATE SOCIAL RESPONSABILITY & MARKETING	2	2
MKTMA-EI79UE	NEUROMARKETING	2	2
MKTMA-EI84UE	ADVERTISING AND COMMUNICATION MANAGEMENT	2	2
MKTMA-EI85UE	MARKETING STRATEGY	2	2
MKTMA-EI87UE	BRANDS AND SOCIAL MEDIA	2	2
MKTMA-EI88UE	MARKETING TO EMERGING MARKETS	2	2
MKTMA-EI88UE	MARKETING TO EMERGING MARKETS	2	1
MKTMA-EI91UE	MARKETING PERFORMANCE WITH SUPPLY CHAIN MANAGEMENT	2	1
MKTMA-EI92UE	BRAND COMMUNICATION STRATEGY	2	2

Tentative list of courses available for exchange students
PARIS Campus - academic year 2016-17
Grande Ecole program - MASTER Courses

Bachelor students having completed at least 2 years and Master students have access to Master electives.

ECTS CODE	DESCRIPTION	CREDITS	SEMESTER 1 = Sept.-Dec. 2 = Jan.-May 1 or 2 = available on both semesters
MKTMA-EI94UE	TRADE & SHOPPER MARKETING	2	2
MKTMA-PI04UE	CRM / CUSTOMER RELATIONSHIP MANAGEMENT	2	1
MKTMA-PI13UE	INTERNATIONAL MARKETING	2	1
NEGMA-EE01UE	IMPORT-EXPORT: SELLING AND NEGOTIATING	2	1
NEGMA-EE07UE	BUSINESS ENGLISH FOR NEGOTIATION	2	1
NEGMA-EE07UE	BUSINESS ENGLISH FOR NEGOTIATION	2	1
NEGMA-EI04UE	NEGOTIATION AND PURCHASING IN AN INTERNATIONAL ENVIRONMENT	2	2
NEGMA-EI05UE	INTERNATIONAL SALES AND COMMERCIAL LAW	2	2
NEGMA-EI11UE	KEY CUSTOMER RELATIONS MANAGEMENT	2	1
NEGMA-EI12UE	INTERNAL SELLING	2	2
NEGMA-EI18UE	CROSS-CULTURAL RELATIONSHIP MARKETING AND NEGOTIATIONS	2	1
NEGMA-EI19UE	INTERNATIONAL NEGOTIATION AND DIPLOMACY	2	1
NEGMA-EI23UE	PROFESSIONAL SELLING SKILLS AND PERSONAL SALES PERFORMANCE	2	2
NEGMA-EI26UE	BUSINESS ETHICS IN COMMERCE	2	2
NEGMA-EI31UE	DECISION GAMES AND NEGOTIATION	2	1 or 2
NEGMA-EI32UE	LEADERSHIP AND INNOVATIVE NEGOTIATION	2	2
NEGMA-EI33UE	STRATEGIC PURCHASING	2	2
NEGMA-EI39UE	PURCHASING SKILLS	2	2
NEGMA-FI24UE	PRACTICAL NEGOTIATION SKILLS	2	1 or 2
NEGMA-PI02UE	SALES MANAGEMENT	2	1
NEGMA-PI23UE	PROFESSIONAL SELLING SKILLS AND PERSONAL SALES PERFORMANCE	2	1
NEGMA-EI31UE	DECISION GAMES & NEGOTIATION	2	1
OP SMA-EI05UE	E LEAN PRODUCTION PRINCIPLES	2	2
OP SMA-EI27UE	ENTERPRISE SIMULATION OF PRODUCTION SYSTEMS	2	1
OP SMA-EI33UE	HEALTH CARE SERVICE MANAGEMENT	2	1
OP SMA-EI42UE	PRODUCTION AND CAPACITY PLANNING	2	2
OP SMA-EI46UE	INTERNATIONAL GREEN LOGISTICS	2	2
OP SMA-EI57UE	OPERATIONAL EXCELLENCE AND TRANSFORMATION	2	2
OP SMA-EI65UE	PERFORMANCE METRICS	2	1
OP SMA-EI70UE	INTERNATIONAL ENTERPRISE PROJECT MANAGEMENT	2	1 or 2
OP SMA-EI71UE	PURCHASING & SOURCING	2	2
OP SMA-EI72UE	THE PROJECT MANAGEMENT EXPERIENCE - MANAGING THE EXPECTED	2	2
OP SMA-EI74UE	SUSTAINABLE OPERATIONS MANAGEMENT	2	2
OP SMA-EI75UE	GAME-THEORETIC APPLICATIONS IN OPERATIONS MANAGEMENT	2	2
OP SMA-PI69UE	ADVANCED PROJECT MANAGEMENT	2	2
STRMA-EI05UE	GAME THEORY IN BUSINESS	2	2
STRMA-EI09UE	SUSTAINABILITY LEADERSHIP	2	1

(1) Online course

(2) Prerequisite : Managing the Net I