

PROGRAMME OVERVIEW

BACHELOR EN MANAGEMENT

2^{ème} ANNEE FRENCH TRACK – NANCY & PARIS

(ONLY FOR SPECIFIC PARTNERSHIP AGREEMENTS)

2A NANCY PARIS					
FALL SEMESTER	VH	ECTS	SPRING SEMESTER	VH	ECTS
Environnement de l'entreprise	60	6	Global business	80	8
Culture étrangère / Geopolitics	20	2	Welcome to the world	20	2
Design thinking	20	2	Reinventing business in a global & digital world	20	2
Expert 1 # ATM	20	2	Chaine logistique et développement durable	20	2
Outils et méthodes du manager	60	6	Gestion financière	20	2
Management d'équipes	20	2	Marketing- Distribution	60	6
Management de projet	20	2	Tendances du consommateur	20	2
Analyse financière	20	2	Etude de marché	20	2
Techniques marketing	60	6	Stratégies de distribution et E-commerce	20	2
Marketing BtoB	20	2	Développement personnel et ouverture managériale	80	8
Communication marketing intégrée	20	2	BB Days	20	2
Création web	20	2	Challenge commercial	20	2
Langues et humanités	60	6	Marketing de soi : identité et image	20	2
Professional English	20	2	Expert 2 # ATM	20	2
Autre langue ou humanités "literature and cinema"	20	2	Langues et humanités	60	6
Préparation au TOEIC ou TOEFL	20	2	Professional English	20	2
Ouverture professionnelle	20	6	Autre langue ou humanités "history & technology"	20	2
Bienvenue en entreprise (stage 1A)		4	Préparation au TOEIC ou TOEFL	20	2
My future Hub	20	2	Ouverture professionnelle		2
			Projet école Engagement sociétal ou professionnel		2
	260	30		280	30

PROGRAMME OVERVIEW
BACHELOR IN MANAGEMENT
2ND YEAR ENGLISH TRACK – PARIS

Y2 PARIS					
FALL SEMESTER			SPRING SEMESTER		
	H	ECTS		H	ECTS
Module 1: Corporate environment	60	6	Module 6: Global business	80	8
Foreign culture / Geopolitics	20	2	Welcome to the world	20	2
Design thinking	20	2	Reinventing business in a global & digital world	20	2
Expert 1 # ATM	20	2	Supply chain and sustainable development	20	2
Module 2: Managerial tools and methods	60	6	Financial management	20	2
Team management	20	2	Module 7: Marketing-Distribution	60	6
Project management	20	2	Consumer trends	20	2
Financial analysis	20	2	Market study	20	2
Module 3: Sales and marketing	60	6	Distribution strategies and e-commerce	20	2
B to B marketing	20	2	Module 8: Personal development and managerial openness	80	8
Integrated marketing communication	20	2	BB Days	20	2
Web creation	20	2	Commercial challenge	20	2
Module 4: Languages and humanities	60	6	Self-marketing: identity and image	20	2
Professional English	20	2	Expert 2 # ATM	20	2
Other language or Humanities "literature and cinema"	20	2	Module 9: Languages and humanities	60	6
TOEFL preparation or TOEIC preparation	20	2	Professional English	20	2
Module 5: Professional opening	20	6	Other language or Humanities "history & technology"	20	2
Welcome to the company (internship Y1)		4	Préparation au TOEIC ou TOEFL	20	2
My future Hub	20	2	Module 10: Professional opening		2
			Implementation of the School project		2
	260	30		280	30

PROGRAMME OVERVIEW
BACHELOR EN MANAGEMENT

3^{ème} ANNEE FRENCH TRACK – NANCY & PARIS
 (POUR LES ETUDIANTS INTERNATIONAUX INTEGRANT DIRECTEMENT LA 3^{ème} ANNEE)

FALL SEMESTER

300h - 30 ECTS

SEPTEMBRE A DECEMBRE

UE 1 : Les outils d'analyse du manager

60h - 6 ECTS

Analyse stratégique et innovation entrepreneuriale

20h - 2 ECTS

Contrôle de Gestion

20h - 2 ECTS

Management et leadership

20h - 2 ECTS

UE 2 : L'environnement responsable du manager

60h - 6 ECTS

Entrepreneuriat - Intrapreneuriat

20h - 2 ECTS

Corporate Social Responsibility (dont projet étudiants)

20h - 2 ECTS

Business game

20h - 2 ECTS

UE 3 : L'ouverture managériale

60h - 6 ECTS

ATM Challenge

20 h - 2 ECTS

Méthodologie de recherche

20 h - 2 ECTS

Professional English

20h - 2 ECTS

UE 4 : Employabilité du manager

30h - 5 ECTS

Epilogue personnel et professionnel (optionnel pour les étudiants internationaux)

10h - 1 ECTS

Travail de substitution au séminaire

1 ECTS'

Stage objectif pro ! (stage 2A) (travail de substitution pour les étudiants internationaux)

0h - 2 ECTS

Expériences académique, culturelle et commerciale à Nancy

2 ECTS'

My future career

20h - 2 ECTS

UE 5 : Professionnalisation

90h - 7 ECTS

Banque et assurance (à Nancy)

90h' - 7 ECTS

Communication et événementiel (à Nancy)

90h' - 7 ECTS'

Banque et finance (à Paris)

90h' - 7 ECTS'

Management de l'innovation (à Paris)

90h' - 7 ECTS'

SPRING SEMESTER

0h - 30 ECTS

JANVIER A MAI / JUIN

UE 8 et UE 9

30 ECTS

UE 8

Stage de professionnalisation (5 mois)

22 ECTS

UE 9

Mémoire (dont soutenance)

8 ECTS

PROGRAMME OVERVIEW
BACHELOR IN MANAGEMENT
3RD YEAR ENGLISH TRACK – NANCY & PARIS
 (FOR INTERNATIONAL STUDENTS COMING DIRECTLY IN YEAR 3)

3A NANCY PARIS

FALL SEMESTER		VH	ECTS	SPRING SEMESTER		VH	ECTS
Managerial analysis tools			6	Managerial openness			6
Strategic analysis and business innovation	20	2	European Union and European Institutions	20	2		
Management control	20	2	Reinventing business in a global & digital world	20	2		
Management and leadership	20	2	Creative Thinkers seminar (optional for exchange students; substitute work possible)	20	2		
The responsible managerial environment			6	Economic and legal environment			6
Entrepreneurship - intrapreneurship	20	2	Knowledge Management	20	2		
Corporate social responsibility (including students project)	20	2	New Global Geopolitical Challenges	20	2		
Business game	20	2	Doing Business with European Countries & People	20	2		
Managerial openness			6	Strategic and financial environment of the manager			4
# ATM Challenge	20	2	International finance	20	2		
Research methodology	20	2	Corporate Strategy	20	2		
Professional English	20	2	Marketing environment			6	
Managerial employability			5	International Marketing	20	2	
French Culture and French Civilizations	10	1	Marketing Business Game	20	2		
Objective pro internship! (internship Y2) (not for international students joining in Year 3, substitute work for them)		2	Corporate Communication	20	2		
MyFuture career (employability module)	20	2	Bachelor thesis			6	
French Language Course (optional) (for international students) – no credit			Bachelor thesis (except for students coming directly in year 3 Spring semester; substitute work possible)		6		
Professional modules (one option chosen below)			7	Elective basis			2
International Business – NANCY or PARIS	90	7	Study path 2a : Cycle of Conferences (for international student)	20	2		
Digital Marketing - NANCY or PARIS			Study path 2b : Short internship for students coming from ICN Bachelor Year 2 (not for international students joining in Year 3)		2		
Luxury Retail Strategies - PARIS			French Language Course (optional) (for international students) – no credit				
	300	30		240	30		