PROGRAMME OVERVIEW

BACHELOR IN MANAGEMENT

YEAR 3 ENGLISH TRACK - FALL SEMESTER
SEPTEMBER TO DECEMBER

300h - 30 ECTS

MODULE 1: Management
- Human Resource Management 70h - 7 ECTS
- Intercultural Management 30h - 3 ECTS
- Change Management & Project Management 20h - 2 ECTS

MODULE 2: Economic and legal environment
- French Economy 60h - 6 ECTS
- European Union and the European Institutions 20h - 2 ECTS
- International Law 20h - 2 ECTS

MODULE 3: Marketing and logistics
- Marketing Management 60h - 6 ECTS
- Marketing & E-Business 20h - 2 ECTS
- Logistics & transportation in an International Environment 20h - 2 ECTS

MODULE 4: Strategy
- Innovation Management & Entrepreneurship 40h - 4 ECTS
- Corporate Strategy 20h - 2 ECTS

MODULE 5: French, European and international cultures
- Cycle of Conferences 1 70h - 7 ECTS
- Research Methodology (Bachelor Thesis) 10h - 1 ECTS
- French Language Course 1 (for foreign students coming directly in Year 3) 20h - 2 ECTS
- French Culture and French Civilizations 1 (for foreign students coming directly in Year 3) 20h - 2 ECTS
- Second Year Internship Report (for students coming from Year 2) 2 ECTS

YEAR 3 ENGLISH TRACK - SPRING SEMESTER
JANUARY TO MAY / JUNE

266h - 30 ECTS

MODULE 6: Management
- International Negotiation 64h - 6 ECTS
- International Week 20h - 2 ECTS
- Seminar: Managers as Creative Thinkers (optional for foreign students) 24h - 2 ECTS
- Substitute work to the seminar 2' ECTS

MODULE 7: Economic and legal environment
- Knowledge Management 60h - 6 ECTS
- New Global Geopolitical Challenges 20h - 2 ECTS
- Doing Business with European Countries & People 20h - 2 ECTS

MODULE 8: Finance and control
- Corporate Finance 60h - 6 ECTS
- International Finance 20h - 2 ECTS
- Management Control 20h - 2 ECTS

MODULE 9: Marketing
- International Marketing 60h - 6 ECTS
- Marketing Business Game 20h - 2 ECTS
- Corporate Communication 20h - 2 ECTS

MODULE 10 on an elective basis
- Route 2a: Cycle of Conferences 2 20h - 2 ECTS
- French Language Course 2 (optional) (for foreign students) 20h' - 2' ECTS
- French Culture and French Civilizations 2 (optional) (for foreign students) 20h' - 2' ECTS
- Route 2b: Short internship (for students coming from Year 2) 2 ECTS

MODULE 11
- Bachelor Thesis (except for students coming directly in Year 3 Semester 6) 2h - 4 ECTS