

1871

ENM

NORMANDIE
BUSINESS SCHOOL

COURSE OFFER EXCHANGE & FREE MOVERS STUDENTS 2025-2026



Important information to keep in mind when choosing courses

PROGRAMMES OPEN FOR EXCHANGE STUDENTS :

1. EM Normandie offers 4 major programmes:
 - Master in Management - **M I M**
 - Bachelor in International Management - **BMI**
 - Bachelor in Business Administration - **BBA**
 - **Master of Science (MSc)**
- **Master in Management** consists of 5 years of studies: 3 years undergraduate (U1, U2, U3) + 2 years of graduate (M1, M2). Starting from the 1st year of graduate studies (M1) students choose tracks which are equivalent to specializations.
- **Bachelor in International Management** consists of 3 years of undergraduate studies (BMI1, BMI2, BMI3)
- **Bachelor in Business Administration** consists of 4 year of undergraduate studies (BBA1, BBA2, BBA3, BBA4).
- **Master of Science** consist of 2 years studies : with a 1st year (MSc Y1 - page 35) of common-core courses followed by a 2nd year of specialization in a specific field.

FRENCH FOREIGN LANGUAGE COURSE :

If this course is available in your programme, please indicate your level of language on your learning agreement among the 4 below :

- French for Beginners (never learnt French before)
- French for False Beginners (**A1 CECR**)
- French for Intermediate Learners (**A2/B1 CECR**)
- French for Advanced Learners (**B2/C1 CECR**)

COURSE VALIDATION REQUIREMENTS:

1. Each course is validated by **acquiring ECTS (European Credit Transfer System)**. For grading system please read the Welcome Guide.
2. If the course is indicated as **NCB (Non-credit bearing)**, it means that no credits are awarded for this course. Non credit bearing courses require a 10 out of 20 grade to pass the course. Please note that class attendance is mandatory & that the course will be graded. Grade will appear on transcript.
3. EM Normandie imposes a **minimum requirement of 15 ECTS credits** per semester. However, EM Normandie recommends that students take the full course load of their selected semester program.
4. You **cannot mix courses** from different semesters, different specializations (Unless otherwise specified) , different campuses and different levels of study.
5. An add & drop period of two weeks will be available starting on the 1st day of classes.

ELECTIVE COURSES :

1. Students must pay attention to the choice of elective options on each slide.
2. Please note that a minimum number of students is required to open a class and some might be full. Students will be informed if they have to switch electives.
3. Please note that some electives might be online or in-person depending on campuses & programmes.

Important information to keep in mind when choosing a **campus**

VISAS & IMMIGRATION

Dear students! As much as we want to welcome you on all of our campuses unfortunately there are immigration restrictions depending on your nationality and the country of the EM Normandy campus over which we have no control. Please check carefully before you choose your campus.

French campuses (Paris, Caen, Le Havre) :

- European students: no visa required.
- Non-European students: visa required (short or long term)

Our government has a [unique website](#) for all visa requests.

Oxford campus:

Since the Brexit, the UK government has decided to divide citizens in two lists:

Non-visa nationals: EU, EEA & Swiss citizens can study in the UK for a short period (less than 6 months) without a visa.

- Visa nationals: students from countries on [this list](#) will not be able to study at our campus as we cannot issue a visa for them.

Please check you students' eligibility on [the government website](#) and let us know if you have any questions/doubts.

Dublin campus:

- European students: no visa required, students can come for a semester or a full year.
- Non-European students: visa required, students can only come for 1 semester.
 - Exempted nationalities: students can be exempt from a visa if their country appears on [this list](#).
 - Remaining nationalities: students will need to apply for [a visa short-term C](#) only for the dates they are physically in Ireland (the beginning of the semester will be online as the duration of courses is more than 90 days)

Dubai campus:

Once accepted, students will be contacted by our Dubai staff to start the visa process. The visa cost is around 7000AED for a year and includes health insurance and the residence permit. A medical test will be done upon arrival by the authorities (blood test and x ray). If the student does not pass the test, his visa will be revoked.

Additional information about EM Normandie learning experience

The EM Normandie Experience is a global vision focused on a single objective: to give students the means to be actors in their personal and professional development. EM Normandie enables them to mobilize the knowledge acquired in class and apply it in real company situations: missions, challenges, etc..

Please find below more information about Projects, Challenges & Career Path proposed in our Programs.

- **BACHELOR IN MANAGEMENT YEAR 2** - (*Le Havre Campus / Dublin Campus*)

International Business Challenge : This course is a project: Students are placed in professional situations in teams of 3 to 4 people. Each team is given a problem to solve in a period of time spread over the whole semester.

- **MASTER IN MANAGEMENT - INTERNATIONAL BUSINESS GRADUATE YEAR 5** - *Le Havre Campus*

International Business Challenge 1- Fall Semester : The students are supposed to work within two weeks on a company's business case. The case is introduced in a briefing session done by a representative of the company. Hereafter, a Q&A session with the company as well as a supervision session by the head of the programme is provided throughout the two weeks of runtime. Finally, a presentation on the solution of the raised problem of the company should be held.

International Business Challenge 2 - Spring Semester : Experience of working on real issues for an international company. Provide the student with the opportunity to undertake an investigation into different areas, under the guidance of a supervisor. Enable the students to place the taught course into a practical context. Experience of working on real issues for an international company. Provide the student with the opportunity to undertake an investigation into different areas, under the guidance of a supervisor. Enable the students to place the taught course into a practical context.

- **MASTER IN MANAGEMENT - FINANCIAL DATA MANAGEMENT GRADUATE YEAR 5** - *Paris Campus*

Challenge - Fall Semester : During this course, students will implement real projects for real companies. Provided by a company carefully selected by the programme leader, each team is composed of 4 students that compete one against the other on the same project of 3 weeks. Technical assistance is provided by teachers from the School. Each team has to present the results of its work at the end of the project to a panel of company executives and managers who are specialists of the selected topic. The team prepares an oral presentation with visual aids. The panel evaluates the quality of the analysis and recommendations, the team's cohesion and its ability to respond to the questions asked.

- **MASTER IN MANAGEMENT - MARKETING AND DIGITAL IN LUXURY AND LIFESTYLE GRADUATE YEAR 5** - *Paris Campus*

Challenge - Fall Semester : Sponsored by Institut National des Métiers d'Art and coached by a professor from EM Normandie, this "challenge" mission is focused on a problematic formulated by a real luxury company which possesses the Entreprise du Patrimoine Vivant label. Each of the groups of students will have to analyse a specific company and to audit and help it with digital recommendations. Intercultural groups of students is requested for this project to provide international overview of the company and its environment.

- **MASTER IN MANAGEMENT - SUSTAINABLE BUSINESS STRATEGY GRADUATE YEAR 5** - *Paris Campus*

Learning Expedition 1 & 2 - Fall & Spring Semester : The learning expeditions takes the form of a consulting mission. Provided by a company carefully selected by the academic director, students hold a consultant position for a length of 2 to 6 months. The consulting mission is undertaken by groups of 3 to 6 students utilizing consulting methodology, coached by company's project managers in collaboration with the academic director, as well as the program lecturers. Hence, students benefit from the support of these courses lecturers to succeed their mission. Visits to the company and workshop sessions are scheduled during the consulting mission.

Additional information about EM Normandie learning experience

- MASTER IN MANAGEMENT ELECTIVES - YEAR 5 :

Business Models & Performance - Spring Semester :

Please note that this business game is not intended for students of finance. Nevertheless, it is not possible to follow this course if the student does not master the basic concepts; namely, cost control, income statement and balance sheet.

Digitalization & Corporate Finance - Fall Semester :

Please note that This course is intended for students who wish to enter the accounting, auditing, banking or management control professions after their studies. Mastery of basic accounting notions is necessary.

Undergraduate Level Courses



ENGLISH

UNDERGRADUATE PROGRAMMES – Year 2/3

Caen campus (8-9)

Dubai campus (10 -12)

Dublin campus (13-15)

Le Havre campus (16-17)

Oxford campus (18-20)

Paris campus (21-24)

FRENCH

UNDERGRADUATE PROGRAMMES – Year 2/3

Caen campus (44-45)

Le Havre campus (46)

Paris campus (47-48)

Graduate Level Courses



GRADUATE PROGRAMMES – Year 4/5

Caen campus (26)

Dubai Campus (27)

Dublin (28)

Le Havre campus (29-33)

Oxford campus (34-35)

Paris campus (36-42)

GRADUATE PROGRAMMES – Year 4/5

Caen campus (50 - 51)

Le Havre campus (52-54)

Paris campus (55-56)

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UNDERGRADUATE ENGLISH



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CAEN CAMPUS

FALL SEMESTER

Course title	Credits
FINANCIAL ANALYSIS	5
ECONOMIC POLICIES	5
SERVICES MARKETING	5
INTRODUCTION TO TAXES	5
DATA MANAGEMENT & CYBERSECURITY	5
ENGLISH	5
FRENCH AS A FOREIGN LANGUAGE	5

Electives (possibility to choose 1) :

EUROPEAN UNION AND INNOVATION	5
HISTORY OF SOCIAL FACTS	5
GENERAL KNOWLEDGE : ARTIFICIAL INTELLIGENCE	5

SPRING SEMESTER






Course title	Credits
CONTRACT AND EMPLOYMENT LAW	5
SOCIOLOGY & THEORY OF ORGANISATIONS	5
STATISTICS 2	5
INTERNATIONAL TRADE	5
WEBMARKETING	5
ENGLISH	5
FRENCH AS A FOREIGN LANGUAGE	5

Electives (possibility to choose 1) :

WORKING IN MULTICULTURAL TEAMS	5
INTRODUCTION TO CHANGE MANAGEMENT	5



CAEN CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
CASH AND RISK MANAGEMENT	5	ALTERNATIVE ECONOMICS	5
INTERNATIONAL LOGISTICS	5	APPLIED ECONOMICS	5
AGILE MANAGEMENT	5	ORGANIZATIONAL BEHAVIOUR AND MANAGEMENT	5
E-COMMERCE MANAGEMENT	5	CONSUMER BEHAVIOUR	5
DIGITAL INFLUENCE	5	STRATEGY	5
GEOPOLITICS	5	COST CONTROL	5
ENGLISH	5	ENGLISH	5
FRENCH AS A FOREIGN LANGUAGE	5	FRENCH AS A FOREIGN LANGUAGE	5
		Electives* (possibility to choose 1) :	
		FINANCE INVESTMENT CASH FLOW 	5
		UNDERSTANDING CLIMATE CHANGE AND ACTING FOR TRANSITION 	5
		AGILE INTRAPRENEURSHIP PROJECT 	5
		COMPARATIVE STRATEGIC THINKING 	5
		DIGITAL TRANSFORMATION & 4.0 INDUSTRY 	5
		Electives* (possibility to choose 1) :	
		ANTHROPOLOGY	5
		LAW AND ECONOMICS	5

*Electives : Students may choose one elective of each color. They can not choose more than one blue elective or more than one light orange elective



DUBAI CAMPUS

FALL SEMESTER

Course title	Credits
INTERNATIONAL MARKETING	5
PRINCIPLES OF BUSINESS STRATEGY	5
DISTRIBUTION CHANNELS	5
BUSINESS DATA AND ANALYTICS	5
FINANCIAL ANALYSIS	5
BUSINESS ENGLISH	5
CRITICAL THINKING	5

SPRING SEMESTER

Course title	Credits
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NO COURSES OFFERED



DUBAI CAMPUS

FALL SEMESTER

Course title	Credits
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CASH AND RISK MANAGEMENT	5
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INTERNATIONAL LOGISTICS	5
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AGILE MANAGEMENT	5
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E-COMMERCE MANAGEMENT	5
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GEOPOLITICS	5
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DIGITAL INFLUENCE	5
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GEOPOLITICS	5
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ENGLISH	5
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SPRING SEMESTER

Course title	Credits
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ALTERNATIVE ECONOMICS	5
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APPLIED ECONOMICS	5
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ORGANISATIONAL BEHAVIOUR & MANAGEMENT	5
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CONSUMER BEHAVIOUR	5
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STRATEGY	5
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COST CONTROL	5
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ENGLISH	5
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Electives (possibility to choose 1) :

DIGITAL TRANSFORMATION & 4.0 INDUSTRY	5
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UNDERSTANDING CLIMATE CHANGE	5
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NEW



DUBAI CAMPUS

FALL SEMESTER

Course title	Credit
INTERNATIONAL BUSINESS STRATEGY	5
GEOPOLITICS	5
MULTICULTURAL MANAGEMENT	5
CUSTOMER RELATIONSHIP MANAGEMENT	5
ENGLISH	5
BUSINESS GAME	5

SPRING SEMESTER

Course title	Credit
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NO COURSES OFFERED



DUBLIN CAMPUS



FALL SEMESTER

Course title	Credits
INTERNATIONAL MARKETING	5
PRINCIPLES OF BUSINESS STRATEGY	5
DISTRIBUTION CHANNELS	5
BUSINESS DATA AND ANALYTICS	5
FINANCIAL ANALYSIS	5
BUSINESS ENGLISH	5
<i>Electives (possibility to choose 1) :</i>	
CRITICAL THINKING	5

SPRING SEMESTER

Course title	Credits
NO COURSES OFFERED	



DUBLIN CAMPUS

FALL SEMESTER

Course title	Credits
FINANCIAL ANALYSIS	5
ECONOMIC POLICIES	5
SERVICES MARKETING	5
INTRODUCTION TO TAXES	5
DATA MANAGEMENT & CYBERSECURITY	5
ORGANISATIONAL COMMUNICATIONS	5
ENGLISH	5

SPRING SEMESTER

Course title	Credits
CONTRACT AND EMPLOYEMENT LAW	5
SOCIOLOGY & THEORY OF ORGANISATIONS	5
STATISTICS 2	5
INTERNATIONAL TRADE	5
WEBMARKETING	5
EU INSTITUTIONS & INNOVATION	5
ENGLISH	5



DUBLIN CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
CASH AND RISK MANAGEMENT	5	ALTERNATIVE ECONOMICS	5
INTERNATIONAL LOGISTICS	5	APPLIED ECONOMICS	5
AGILE MANAGEMENT	5	ORGANISATIONAL BEHAVIOUR & MANAGEMENT	5
E-COMMERCE MANAGEMENT	5	CONSUMER BEHAVIOUR	5
GEOPOLITICS	5	STRATEGY	5
DIGITAL INFLUENCE	5	COST CONTROL	5
ENGLISH	5	ENGLISH	5
		<i>Electives (possibility to choose 1) :</i>	
		DIGITAL TRANSFORMATION & 4.0	5
		INDUSTRY	5
		THE ART OF PUBLIC SPEAKING	5
		INTERNATIONAL TEAMS	5



LE HAVRE CAMPUS

FALL SEMESTER

Course title	Credits
INTERNATIONAL MARKETING	5
PRINCIPLES OF BUSINESS STRATEGY	5
DISTRIBUTION CHANNELS	5
BUSINESS DATA AND ANALYTICS	5
FINANCIAL ANALYSIS	5
BUSINESS ENGLISH	5
FRENCH AS A FOREIGN LANGUAGE	5
<i>Electives (possibility to choose 1) :</i>	
CRITICAL THINKING	5
BUSINESS HISTORY	5

SPRING SEMESTER

Course title	Credits
ENTREPRENEURSHIP IN A DIGITAL ECOSYSTEM	5
INFORMATION SYSTEMS	5
BUSINESS NEGOTIATION	5
STRATEGIC MARKETING	5
MANAGEMENT CONTROL	5
BUSINESS ENGLISH	5
FRENCH AS A FOREIGN LANGUAGE	5
INTERNATIONAL BUSINESS CHALLENGE	5
<i>Electives (possibility to choose 1) :</i>	
OPERATION MANAGEMENT	5
BANKING AND INTERNATIONAL PAYMENTS	5



LE HAVRE CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
DISSERTATION RESEARCH METHODS	5	BUSINESS GAME	5
INTERNET OF THINGS AND BLOCKCHAIN	5	FRENCH AS A FOREIGN LANGUAGE	5
MARKETING MANAGEMENT	5	<u>Concentration Option 1*:</u>	
INTERNATIONAL FINANCE	5	SERVICE INDUSTRIES: Services Marketing	5
GEOPOLITICS	5	SERVICE INDUSTRIES: Tourism and Hospitality Services	5
MULTICULTURAL MANAGEMENT	5	SERVICE INDUSTRIES: Financial and Gaming Services	5
FRENCH AS A FOREIGN LANGUAGE	5	<u>Concentration Option 2*:</u>	
		DIGITAL BUSINESS: Digital Marketing Applications	5
		DIGITAL BUSINESS: Internet Law and Cybersecurity	5
		DIGITAL BUSINESS: e-Commerce operations	5
		<u>Concentration Option 3**:</u>	
		LOGISTICS: Multimodal Transportation	5
		LOGISTICS: Logistics 4.0	5
		LOGISTICS: Port Management	5

****Options can be mixed.***

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OXFORD CAMPUS

FALL SEMESTER

Course title	Credits
FINANCIAL ANALYSIS	5
ECONOMIC POLICIES	5
SERVICES MARKETING	5
INTRODUCTION TO TAXES	5
DATA MANAGEMENT & CYBERSECURITY	5
ENGLISH	5

Electives (possibility to choose 1) :

GENERAL KNOWLEDGE : THE UK	5
GENERAL KNOWLEDGE : ARTIFICIAL INTELLIGENCE	5
UK SPORTS MANAGEMENT	5

SPRING SEMESTER

Course title	Credits
CONTRACT AND EMPLOYMENT LAW	5
SOCIOLOGY & THEORY OF ORGANISATIONS	5
STATISTICS 2	5
INTERNATIONAL TRADE	5
WEBMARKETING	5
ENGLISH	5
<i>Electives (possibility to choose 1) :</i>	
ORGANISATIONAL COMMUNICATIONS	5
MANAGEMENT OF UK CREATIVE INDUSTRIES	5
INTERNATIONAL TEAMS	5



OXFORD CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
CASH AND RISK MANAGEMENT	5	ALTERNATIVE ECONOMICS	5
INTERNATIONAL LOGISTICS	5	APPLIED ECONOMICS	5
AGILE MANAGEMENT	5	ORGANISATIONAL BEHAVIOUR & MANAGEMENT	5
E-COMMERCE MANAGEMENT	5	CONSUMER BEHAVIOUR	5
GEOPOLITICS	5	STRATEGY	5
DIGITAL INFLUENCE	5	COST CONTROL	5
ENGLISH	5	ENGLISH	5
		<i>Electives (possibility to choose 1) :</i>	
		DIGITAL TRANSFORMATION & 4.0 INDUSTRY	5
		BUSINESS IN POST-BREXIT EUROPE	5
		UNDERSTANDING CLIMATE CHANGE	5



OXFORD CAMPUS

FALL SEMESTER

Course title	Credit
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NO COURSES OFFERED

SPRING SEMESTER

Course title	Credit
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DIGITAL MARKETING	5
MERCHANDISING AND CATEGORY MANAGEMENT	5
BANKING AND INTERNATIONAL PAYMENTS	5
LOGISTICS 4.0	5
ECONOMIC POLICIES AND SUSTAINABLE DEVELOPMENT	5
RESEARCH SEMINAR 2: APPLIED RESERACH: GATHERING, ANALYZING & REPORTING RESERACH DATA	5
ENGLISH	5



PARIS CAMPUS

FALL SEMESTER

Course title	Credit
HUMAN RESOURCE MANAGEMENT	5
PRINCIPLES OF BUSINESS STRATEGY	5
PROJECT MANAGEMENT	5
FINANCIAL ANALYSIS	5
MARKET RESEARCH	5
FRENCH AS A FOREIGN LANGUAGE	5
BUSINESS SEMINAR 1: NATIONAL BUSINESS CHALLENGE	5

SPRING SEMESTER

Course title	Credit
ENTREPRENEURSHIP	5
INFORMATION SYSTEMS	5
BUSINESS NEGOCIATION	5
LOGISTICS	5
MANAGEMENT CONTROL	5
FRENCH AS A FOREIGN LANGUAGE	5
RESEARCH SEMINAR 2: RESEARCH TOPICS: REVIEWING RESEARCH PAPERS	5



PARIS CAMPUS

FALL SEMESTER

Course title	Credit
STRATEGIC MARKETING	5
STRATEGIC MANAGEMENT	5
NEW PRODUCT DEVELOPMENT	5
MULTIMODAL TRANSPORTATION	5
TOTAL QUALITY MANAGEMENT	5
BUSINESS SEMINAR 2 : FIELD VISIT & BUSINESS REPORTING	5
FRENCH AS A FOREIGN LANGUAGE	5

SPRING SEMESTER

Course title
NO COURSES OFFERED



PARIS CAMPUS

FALL SEMESTER

Course title	Credits
FINANCIAL ANALYSIS	5
ECONOMIC POLICIES	5
SERVICES MARKETING	5
INTRODUCTION TO TAXES	5
DATA MANAGEMENT & CYBERSECURITY	5
ENGLISH	5
FRENCH AS A FOREIGN LANGUAGE	5

SPRING SEMESTER

Course title	Credits
CONTRACT AND EMPLOYEMENT LAW	5
SOCIOLOGY & ORGANIZATIONAL THEORIES	5
STATISTICS 2	5
INTERNATIONAL TRADE	5
WEBMARKETING	5
ENGLISH	5
FRENCH AS A FOREIGN LANGUAGE	5

Electives (possibility to choose 1) :

EUROPEAN UNION AND INNOVATION	5
HISTORY OF SOCIAL FACTS	5
GENERAL KNOWLEDGE : ARTIFICIAL INTELLIGENCE	5

Electives (possibility to choose 1) :

WORKING IN MULTICULTURAL TEAMS	5
INTRODUCTION TO CHANGE MANAGEMENT	5
LUXURY MARKETING	5



PARIS CAMPUS

FALL SEMESTER

Course title	Credits
CASH AND RISK MANAGEMENT	5
INTERNATIONAL LOGISTICS	5
AGILE MANAGEMENT	5
E-COMMERCE MANAGEMENT	5
DIGITAL INFLUENCE	5
GEOPOLITICS	5
ENGLISH	5
FRENCH AS A FOREIGN LANGUAGE	5

SPRING SEMESTER

Course title	Credits
ALTERNATIVE ECONOMICS	5
APPLIED ECONOMICS	5
ORGANISATIONAL BEHAVIOUR AND MANAGEMENT	5
CONSUMER BEHAVIOUR	5
STRATEGY	5
COST CONTROL	5
ENGLISH	5
FRENCH AS A FOREIGN LANGUAGE	5
<i>Electives (possibility to choose 1 :</i>	
FINANCE INVESTMENT CASH FLOW	5
ENTERTAINMENT MARKETING	5
UNDERSTANDING CLIMATE CHANGE AND ACTING FOR TRANSITION	5
COMPARATIVE STRATEGIC THINKING	5

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CAEN CAMPUS

FALL SEMESTER

Course title

Credits

MARKETING MANAGEMENT	5
INTERNATIONAL OPERATIONS MANAGEMENT	5
CROSS-CULTURAL MANAGEMENT	5
INTERNATIONAL BUSINESS NEGOTIATION	5
INTERNATIONAL MARKET RESEARCH	5
BUSINESS CHALLENGE	5
RESEARCH METHODOLOGY	5
FRENCH AS A FOREIGN LANGUAGE	5

Electives (possibility to choose up to 2):

CASES IN ETHICAL AND SUSTAINABLE DEVELOPMENT	5
CHANGE MANAGEMENT & ORGANIZATIONAL TRANSFORMATION	5
<u>DIGITALIZATION AND CORPORATE FINANCE</u>	5
MANAGEMENT AND FUTURE STUDIES	5
ENTREPRENEURSHIP IN EMERGING MARKETS	5

SPRING SEMESTER

Course title

Credits

E COMMERCE WEBMARKETING AND MOBILE MARKETING	5
NEW PRODUCT DEVELOPMENT	5
INTERNATIONAL BUSINESS DEVELOPMENT	5
BRAND AND SERVICES MARKETING	5
INTERNATIONAL DEVELOPMENT IN PRACTICE	5
FRENCH AS A FOREIGN LANGUAGE	5

Electives (possibility to choose up to 2):

CRITICAL ISSUES IN MANAGEMENT	5
LEADING IN MULTICULTURAL ENVIRONMENTS	5
DIGITAL DISRUPTION AND INDUSTRY 4.0	5



DUBAI CAMPUS

FALL SEMESTER

Course title	Credits
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NO COURSES OFFERED

SPRING SEMESTER

Course title	Credits
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DIGITAL MARKETING	5
INTERNATIONAL TRADE, BUSINESS AND STRATEGY	5
EXCEL MACROS & VBA	5
ORGANIZATIONAL DEVELOPMENT & CHANGE	5
DOING BUSINESS IN A CHANGING WORLD	5
COMPETING IN EMERGING ECONOMIES	5
BUSINESS ENGLISH	5



DUBLIN CAMPUS

NEW

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
CHANGE MANAGEMENT FOR SUSTAINABILITY	5	BUSINESS GAME CSR	5
GEOECONOMICS	5	RESEARCH METHODOLOGY	5
DATA ANALYSIS QUANTITATIVE	5	SAP: DIGITAL ENTERPRISE OPERATIONS	5
DATA ANALYSIS QUALITATIVE	5	BUSINESS INTELLIGENCE	5
LEADERSHIP APPLIED TO DIPLOMATIC NEGOTIATION	5	DIGITAL TRANSFORMATION & INDUSTRY 4.0	5
HRM FOR MANAGER	5	DIGITAL NEGOTIATION & CONFLICT MANAGEMENT	5
RELATIONSHIP MARKETING	5	CONFERENCE ON DIGITTABLES OF INNOVATION	5
PERFORMANCE MANAGEMENT	5	HACKATHON IA & ENTREPRENEURSHIP	5
INTERNATIONAL LAW	5	FRENCH AS A FOREIGN LANGUAGE	5
SUSTAINABLE AND ETHICAL BUSINESS STRATEGY	5		
FRENCH AS A FOREIGN LANGUAGE	5		




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FALL SEMESTER

Course title	Credits
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CHANGE MANAGEMENT FOR SUSTAINABILITY	5
GEOECONOMICS	5
DATA ANALYSIS QUANTITATIVE	5
DATA ANALYSIS QUALITATIVE	5
LEADERSHIP APPLIED TO DIPLOMATIC NEGOTIATION	5
HRM FOR MANAGER	5
RELATIONSHIP MARKETING	5
PERFORMANCE MANAGEMENT	5
INTERNATIONAL LAW	5
SUSTAINABLE AND ETHICAL BUSINESS STRATEGY	5
FRENCH AS A FOREIGN LANGUAGE	5

SPRING SEMESTER

Course title	Credits
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BUSINESS GAME CSR	5
RESEARCH METHODOLOGY	5
THE ECONOMICS OF CULTURE	5
BRAND MANAGEMENT	5
CROSS CULTURAL MARKETING	5
NEW PRODUCT DEVELOPMENT	5
PRICING	5
CHANNEL MANAGEMENT	5
FRENCH AS A FOREIGN LANGUAGE	5



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NEW

FALL SEMESTER	
Course title	Credits
CHANGE MANAGEMENT FOR SUSTAINABILITY	5
GEOECONOMICS	5
DATA ANALYSIS QUANTITATIVE	5
DATA ANALYSIS QUALITATIVE	5
LEADERSHIP APPLIED TO DIPLOMATIC NEGOTIATION	5
HRM FOR MANAGER	5
RELATIONSHIP MARKETING	5
PERFORMANCE MANAGEMENT	5
INTERNATIONAL LAW	5
SUSTAINABLE AND ETHICAL BUSINESS STRATEGY	5
FRENCH AS A FOREIGN LANGUAGE	5

SPRING SEMESTER	
Course title	Credits
BUSINESS GAME CSR	5
RESEARCH METHODOLOGY	5
SAP: DIGITAL ENTERPRISE OPERATIONS	5
OPERATIONS & TRANSPORT NETWORKS	5
GLOBAL SUPPLY CHAIN OPERATIONS	5
SUPPLY CHAIN OPTIMIZATION	5
INTRODUCTION TO PROGRAMMING AND DATA ANALYTICS	5
FRENCH AS A FOREIGN LANGUAGE	5



LE HAVRE CAMPUS

FALL SEMESTER

Course title	Credits
INTERCULTURAL MANAGEMENT	5
ADVANCED INTERNATIONAL BUSINESS	5
INTERNATIONAL BUSINESS LAW	5
INTERNATIONAL MARKETING	5
INTERNATIONAL HUMAN RESOURCES MANAGEMENT	5
INTERNATIONAL BUSINESS CHALLENGE I	5
RESEARCH METHODOLOGY	5
FRENCH AS A FOREIGN LANGUAGE	5
<i>Electives</i> : (possibility to choose up to 2): DIGITALIZATION AND CORPORATE FINANCE	5
CASES IN ETHICAL AND SUSTAINABLE DEVELOPMENT	5
CHANGE MANAGEMENT AND ORGANIZATIONAL TRANSFORMATION	5
MANAGEMENT AND FUTURE STUDIES	5
ENTREPRENEURSHIP IN EMERGING MARKETS	5

SPRING SEMESTER

Course title	Credits
STRATEGIC MANAGEMENT	5
INTERNATIONAL OPERATIONS MANAGEMENT	5
CORPORATE SOCIAL RESPONSIBILITY	5
INTERNATIONAL BUSINESS NEGOTIATIONS	5
MANAGEMENT OF EMERGING MARKETS	5
INTERNATIONAL PROJECT MANAGEMENT	5
INTERNATIONAL FINANCE	5
INTERNATIONAL BUSINESS CHALLENGE II	5
FRENCH AS A FOREIGN LANGUAGE	5
<i>Electives</i> : (possibility to choose up to 2): DIGITAL DISRUPTION AND INDUSTRY 4.0	5
LEADING IN MULTICULTURAL ENVIRONMENTS	5
CRITICAL ISSUES IN MANAGEMENT	5



LE HAVRE CAMPUS

FALL SEMESTER

Course title	Credits
SUPPLY CHAIN ESSENTIALS	5
OPERATION & QUALITY MANAGEMENT	5
STRATEGIC PROCUREMENT	5
SUSTAINABILITY in SCM	5
SUPPLY CHAIN PERFORMANCE	5
SUPPLY CHAIN ANALYTICS	5
INFORMATION & SIMULATION SYSTEMS for SCM	5
BUSINESS COMPETITION 1	5
RESEARCH METHODOLOGY	5
FRENCH AS A FOREIGN LANGUAGE	5
<i>Electives (possibility to choose up to 2) :</i>	
DIGITALIZATION AND CORPORATE FINANCE	5
CASES IN ETHICAL AND SUSTAINABLE DEVELOPMENT	5
CHANGE MANAGEMENT AND ORGANIZATIONAL TRANSFORMATION	5
MANAGEMENT AND FUTURE STUDIES	5
ENTREPRENEURSHIP IN EMERGING MARKETS	5

SPRING SEMESTER

Course title	Credits
INTERNATIONAL LOGISTICS	5
EFFECTIVE TRANSPORT OPERATIONS	5
PORT ECONOMICS & PERFORMANCE	5
STRATEGIC SHIPPING MANAGEMENT	5
COMMUNICATION in INTERNATIONAL LOGISTICS	5
IMMERSIVE & EXPERIENTIAL BUSINESS SIMULATIONS	5
MARITIME INNOVATIONS & DIGITAL TRANSFORMATION	5
BUSINESS COMPETITION 2	5
FRENCH AS A FOREIGN LANGUAGE	5
<i>Electives (possibility to choose up to 2) :</i>	
CRITICAL ISSUES IN MANAGEMENT	5
LEADING IN MULTICULTURAL ENVIRONMENTS	5
DIGITAL DISRUPTION AND INDUSTRY 4.0	5



LE HAVRE CAMPUS

FALL SEMESTER

Course title	Credits
SUPPLY CHAIN ESSENTIALS	5
OPERATION & QUALITY MANAGEMENT	5
STRATEGIC PROCUREMENT	5
SUSTAINABILITY in SCM	5
SUPPLY CHAIN PERFORMANCE	5
SUPPLY CHAIN ANALYTICS	5
INFORMATION & SIMULATION SYSTEMS for SCM	5
BUSINESS COMPETITION 1	5
RESEARCH METHODOLOGY	5
FRENCH AS A FOREIGN LANGUAGE	5

Electives (possibility to choose up to 2) :

[DIGITALIZATION AND CORPORATE FINANCE](#)

CASES IN ETHICAL AND SUSTAINABLE DEVELOPMENT

CHANGE MANAGEMENT AND ORGANIZATIONAL TRANSFORMATION

MANAGEMENT AND FUTURE STUDIES

ENTREPRENEURSHIP IN EMERGING MARKETS

SPRING SEMESTER

Course title	Credits
TRANSPORT MANAGEMENT	5
FACILITY LOCATIONS & CUSTOMER CARE	5
DEMAND PLANNING	5
SUPPLY & PRODUCTION SYSTEMS	5
SUPPLY CHAIN INNOVATIONS	5
IMMERSIVE & EXPERIENTIAL BUSINESS SIMULATIONS	5
COMMUNICATION in SCM	5
BUSINESS COMPETITION 2	5
FRENCH AS A FOREIGN LANGUAGE	5

Electives (possibility to choose up to 2) :

CRITICAL ISSUES IN MANAGEMENT

LEADING IN MULTICULTURAL ENVIRONMENTS

DIGITAL DISRUPTION AND INDUSTRY 4.0



OXFORD CAMPUS

NEW**FALL SEMESTER**

Course title	Credits
CHANGE MANAGEMENT FOR SUSTAINABILITY	5
GEOECONOMICS	5
DATA ANALYSIS QUANTITATIVE	5
DATA ANALYSIS QUALITATIVE	5
LEADERSHIP APPLIED TO DIPLOMATIC NEGOTIATION	5
HRM FOR MANAGER	5
RELATIONSHIP MARKETING	5
PERFORMANCE MANAGEMENT	5
INTERNATIONAL LAW	5
SUSTAINABLE AND ETHICAL BUSINESS STRATEGY	5

SPRING SEMESTER

Course title	Credits
BUSINESS GAME CSR	5
RESEARCH METHODOLOGY	5
EUROPEAN COMPETITION LAW	5
FINANCIAL MARKETS	5
FINANCIAL MANAGEMENT	5
CASH AND RISK MANAGEMENT	5
ENTREPREURIAL FINANCE	5
SUSTAINABLE FINANCE	5



OXFORD CAMPUS

FALL SEMESTER

Course title	Credits
GLOBAL FINANCIAL MARKETS & BANKING SYSTEMS	5
QUANTITATIVE FINANCE & FINANCIAL MODELLING	5
ADVANCED CORPORATE FINANCE & FINANCIAL DECISION	5
INVESTMENT STRATEGIES AND PORTFOLIO MANAGEMENT	5
BANKING REGULATIONS AND COMPLIANCE	5
TAX AND LEGAL ASPECTS IN BANKING	5
RESEARCH METHODOLOGY	5

SPRING SEMESTER

Course title	Credits
FINANCIAL TECHNOLOGY & INNOVATIONS IN DIGITAL FINANCE	5
CONSULTING PROJECT: LEADERSHIP, NEGOTIATION, PROJECT MANAGEMENT	5
DATA SCIENCE AND ARTIFICIAL INTELLIGENCE IN FINANCE	5
AUDIT AND OPERATIONAL RISK MANAGEMENT	5
DIGITAL ASSETS: BUSINESS AND REGULATORY IMPACTS	5
ETHICS, CORPORATE GOVERNANCE, AND RESPONSIBLE BANKING	5

Electives (possibility to choose up to 2):

CASES IN ETHICAL AND SUSTAINABLE DEVELOPMENT	5
CHANGE MANAGEMENT AND ORGANIZATIONAL TRANSFORMATION	5
MANAGEMENT AND FUTURE STUDIES	5
ENTREPRENEURSHIP IN EMERGING MARKETS	5

Electives (possibility to choose up to 2) :

CRITICAL ISSUES IN MANAGEMENT	5
LEADING IN MULTICULTURAL ENVIRONMENTS	5
DIGITAL DISRUPTION AND INDUSTRY 4.0	5



PARIS CAMPUS

FALL SEMESTER

Course title	Credits
INTRODUCTION TO FINANCE	5
CROSS CULTURAL MANANAGEMENT	5
INTERNATIONAL TRADE, BUSINESS & LOGISTICS	5
HR MANAGEMENT	5
INNOVATION & BUSINESS INTELLIGENCE	5
RESEARCH METHODS	5
FRENCH AS A FOREIGN LANGUAGE	5

SPRING SEMESTER

Course title	Credits
BUSINESS GAME (DO YOUR BUSINESS PLAN)	5
DIGITAL MARKETING	5
ORGANIZATIONAL DEVELOPMENT & CHANGE	5
DOING BUSINESS IN A CHANGING WORLD	5
COMPETING IN EMERGING ECONOMIES	5
FRENCH AS A FOREIGN LANGUAGE	5



PARIS CAMPUS

NEW**FALL SEMESTER**

Course title	Credits
CHANGE MANAGEMENT FOR SUSTAINABILITY	5
GEOECONOMICS	5
DATA ANALYSIS QUANTITATIVE	5
DATA ANALYSIS QUALITATIVE	5
LEADERSHIP APPLIED TO DIPLOMATIC NEGOTIATION	5
HRM FOR MANAGER	5
RELATIONSHIP MARKETING	5
PERFORMANCE MANAGEMENT	5
INTERNATIONAL LAW	5
SUSTAINABLE AND ETHICAL BUSINESS STRATEGY	5
FRENCH AS A FOREIGN LANGUAGE	5

SPRING SEMESTER

Course title	Credits
BUSINESS GAME CSR	5
RESEARCH METHODOLOGY	5
SAP: DIGITAL ENTERPRISE OPERATIONS	5
BUSINESS INTELLIGENCE	5
DIGITAL TRANSFORMATION & INDUSTRY 4.0	5
DIGITAL NEGOTIATION & CONFLICT MANAGEMENT	5
CONFERENCE ON DIGITTABLES OF INNOVATION	5
HACKATHON IA & ENTREPRENEURSHIP	5
FRENCH AS A FOREIGN LANGUAGE	5



PARIS CAMPUS

NEW

FALL SEMESTER	
Course title	Credits
CHANGE MANAGEMENT FOR SUSTAINABILITY	5
GEOECONOMICS	5
DATA ANALYSIS QUANTITATIVE	5
DATA ANALYSIS QUALITATIVE	5
LEADERSHIP APPLIED TO DIPLOMATIC NEGOTIATION	5
HRM FOR MANAGER	5
RELATIONSHIP MARKETING	5
PERFORMANCE MANAGEMENT	5
INTERNATIONAL LAW	5
SUSTAINABLE AND ETHICAL BUSINESS STRATEGY	5
FRENCH AS A FOREIGN LANGUAGE	5

SPRING SEMESTER	
Course title	Credits
BUSINESS GAME CSR	5
RESEARCH METHODOLOGY	5
EUROPEAN COMPETITION LAW	5
FINANCIAL MARKETS	5
FINANCIAL MANAGEMENT	5
CASH AND RISK MANAGEMENT	5
ENTREPREURIAL FINANCE	5
SUSTAINABLE FINANCE	5
FRENCH AS A FOREIGN LANGUAGE	5



PARIS CAMPUS

FALL SEMESTER

Course title	Credits
ADVANCED FINANCIAL ANALYSIS, VALUATION & CORPORATE STRATEGIES	5
STRATEGIC FINANCIAL REPORTING & INVESTMENT MANAGEMENT	5
DATA & AI STRATEGY FOR BUSINESS & FINANCE PERFORMANCE	5
PROJECT MANAGEMENT & PYTHON CODING WITH AI	5
CHALLENGE #1	5
RESEARCH METHODOLOGY	5
FRENCH AS A FOREIGN LANGUAGE	5
<i>Electives (possibility to choose up to 2) :</i>	
CASES IN ETHICAL AND SUSTAINABLE DEVELOPMENT	5
CHANGE MANAGEMENT AND ORGANIZATIONAL TRANSFORMATION	5
MANAGEMENT AND FUTURE STUDIES	5
ENTREPRENEURSHIP IN EMERGING MARKETS	5

SPRING SEMESTER

Course title	Credits
BUSINESS MODELS, DECISION MAKING & PERFORMANCE MANAGEMENT	5
STRATEGIC KPIs DESIGN & ADVANCED DATA VIZUALIZATION	5
STRATEGIC COMMUNICATION & PRESENTATION	5
DATA SECURITY, ETHICS & INNOVATION BLOCKCHAIN	5
RISK STRATEGY & MANAGEMENT	5
CHALLENGE #2	5
FRENCH AS A FOREIGN LANGUAGE	5
<i>Electives (possibility to choose up to 2) :</i>	
CRITICAL ISSUES IN MANAGEMENT	5
LEADING IN MULTICULTURAL ENVIRONMENTS	5
DIGITAL DISRUPTION AND INDUSTRY 4.0	5



PARIS CAMPUS

FALL SEMESTER

Course title	Credits
MARKETING ACTIVATION IN LUXURY	5
COMMUNICATION AND DIGITAL IN LUXURY	5
DIGITAL DEVELOPMENT IN LUXURY	5
<u>CHALLENGE</u> IN HERITAGE AND INNOVATION	5
RESEARCH METHODOLOGY	5
INSIDE LUXURY IN HERITAGE	5
FRENCH AS A FOREIGN LANGUAGE	5
<i>Electives (possibility to choose up to 2) :</i>	
CHANGE MANAGEMENT AND ORGANIZATIONAL TRANSFORMATION	5
MANAGEMENT AND FUTURE STUDIES	5
ENTREPRENEURSHIP IN EMERGING MARKETS	5

SPRING SEMESTER

Course title	Credits
BUSINESS MODELS IN LUXURY	5
BRAND MANAGEMENT AND RESPONSIBILITY	5
ECONOMIC PERFORMANCE IN LUXURY	5
INTERNATIONAL ENVIRONMENT IN LUXURY	5
EXPERIENTIAL LUXURY	5
FRENCH AS A FOREIGN LANGUAGE	5
<i>Electives (possibility to choose up to 2) :</i>	
CRITICAL ISSUES IN MANAGEMENT	5
LEADING IN MULTICULTURAL ENVIRONMENTS	5
DIGITAL DISRUPTION AND INDUSTRY 4.0	5

GPA of 3.0 on a 4.0 scale is required to access this specialization.



PARIS CAMPUS

FALL SEMESTER		PARIS CAMPUS		SPRING SEMESTER	
Course title	Credits	Course title	Credits	Course title	Credits
MEETING STRATEGIES FOR SOCIAL TRANSFORMATION (Master's Inaugural Lesson)	5			CORPORATE CREATIVITY LEADERSHIP (Organizational Approach)	5
MEETING STRATEGIES FOR SOCIAL TRANSFORMATION (Learning Expeditions)	5			DIGITAL SOCIAL EXPERIENCE	5
EVENT MANAGEMENT AS A COMPLEX PROJECT	5			LIVE SOCIAL EXPERIENCE	5
ADVANCED PROFICIENCY IN EVENT MANAGEMENT	5			INNOVATIVE SOCIAL EXPERIENCE	5
DESIGN THINKING (User Approach)	5			EVENT SUSTAINABILITY	5
LOCAL INNOVATIVE ECOSYSTEMS	5			EXPERIENCE & EVENT PERFORMANCE	5
RESEARCH METHODOLOGY	5			FRENCH AS A FOREIGN LANGUAGE	5
FRENCH AS A FOREIGN LANGUAGE	5				
<i>Electives (possibility to choose up to 2) :</i>				<i>Electives (possibility to choose up to 2) :</i>	
DIGITALIZATION AND CORPORATE FINANCE	5			CRITICAL ISSUES IN MANAGEMENT	5
CASES IN ETHICAL AND SUSTAINABLE DEVELOPMENT	5			LEADING IN MULTICULTURAL ENVIRONMENTS	5
CHANGE MANAGEMENT AND ORGANIZATIONAL TRANSFORMATION	5			DIGITAL DISRUPTION AND INDUSTRY 4.0	5
MANAGEMENT AND FUTURE STUDIES	5				
ENTREPRENEURSHIP IN EMERGING MARKETS	5				



PARIS CAMPUS

FALL SEMESTER

Course title	Credits
CONSULTING SKILLS	5
SUSTAINABILITY AS A BUSINESS	5
IMPACT INVESTING AND SOCIAL ENTREPRENEURSHIP	5
CORPORATE GOVERNANCE AND BUSINESS ETHICS	5
GLOBAL STRATEGY & SUSTAINABLE SUPPLY CHAINS	5
RESEARCH METHODOLOGY	5
LEARNING EXPEDITION 1	5
FRENCH AS A FOREIGN LANGUAGE	5

Electives (possibility to choose up to 2) :

DIGITALIZATION AND CORPORATE FINANCE	5
CASES IN ETHICAL AND SUSTAINABLE DEVELOPMENT	5
CHANGE MANAGEMENT AND ORGANIZATIONAL TRANSFORMATION	5
MANAGEMENT AND FUTURE STUDIES	5
ENTREPRENEURSHIP IN EMERGING MARKETS	5

SPRING SEMESTER

Course title	Credits
TECHNOLOGICAL INNOVATION AND SUSTAINABILITY	5
RESPONSIBLE LEADERSHIP	5
BUSINESS ANALYTICS FOR SUSTAINABILITY	5
CREATIVITY AND SOCIAL INNOVATION	5
LEARNING EXPEDITION 2	5
AGILE PROJECT MANAGEMENT	5
FRENCH AS A FOREIGN LANGUAGE	5

Electives (possibility to choose up to 2) :

CRITICAL ISSUES IN MANAGEMENT	5
LEADING IN MULTICULTURAL ENVIRONMENTS	5
DIGITAL DISRUPTION AND INDUSTRY 4.0	5

GPA of 3.2 on a 4.0 scale is required to access this specialization.

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CAEN CAMPUS

FALL SEMESTER

Course title	Credits
ANAYSE FINANCIERE	5
POLITIQUES ECONOMIQUES	5
MARKETING DES SERVICES	5
INTRODUCTION A LA FISCALITE	5
GESTION DES DONNÉES ET CYBERSÉCURITÉ	5
ANGLAIS	5

Electives (possibility to choose 1)

CONTROVERSES EN ETHIQUE DES AFFAIRES	5
TRAVAILLER DANS DES EQUIPES MULTICULTURELLES	5
HISTOIRE DES FAITS SOCIAUX	5

SPRING SEMESTER

Course title	Credits
DROIT DES CONTRATS ET DU TRAVAIL	5
SOCIOLOGIE ET THEORIES DES ORGANISATIONS	5
STATISTIQUES 2	5
COMMERCE INTERNATIONAL	5
INTRODUCTION AU WEBMARKETING	5
ANGLAIS	5

Electives (possibility to choose 1) :

INITIATION A LA CONDUITE DU CHANGEMENT	5
INNOVATION DANS L'UNION EUROPEENNE	5
MARKETING AGROALIMENTAIRE	5



CAEN CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
STATISTIQUES	5	ECONOMIE ALTERNATIVE	5
MATHÉMATIQUES FINANCIÈRES	5	ECONOMIE APPLIQUÉE	5
DÉMARCHE MARKETING	5	COMPORTEMENT ORGANISATIONNEL ET MANAGEMENT	5
ANALYSE FINANCIÈRE	5	COMPORTEMENT DU CONSOMMATEUR	5
DROIT DU TRAVAIL ET DES CONTRATS	5	STRATÉGIE	5
TECH FOR BUSINESS : LES FONDAMENTAUX	5	CONTRÔLE DE GESTION	5
GÉOPOLITIQUE	5	ANGLAIS	5
ANGLAIS	5	<i>Electives *(possibility to choose 1) :</i>	
		FINANCE, INVESTISSEMENT, TRÉSORERIE	5
		TRANSFORMATION DIGITALE ET INDUSTRIE 4.0	5
		COMPRENDRE LE DÉRÈGLEMENT CLIMATIQUE ET AGIR POUR LA TRANSITION	5
		PROJET INTRAPRENEURIAL AGILE	5
		PENSÉES STRATÉGIQUES COMPARÉES	5
		LES FONDAMENTAUX DU COMMERCE INTERNATIONAL	5
		<i>Electives* (possibility to choose 1) :</i>	
		ANTHROPOLOGY	5
		LAW AND ECONOMICS	5

***Electives** : Students may choose one elective of each color.
 They can not choose more than one blue elective



LE HAVRE CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
METHODOLOGIE DE RECHERCHE	5	BUSINESS GAME	5
DEMARCHE MARKETING	5	ANGLAIS	5
MANAGEMENT DE LA QUALITE	5	<u>Concentration Option 1*:</u>	
LEADERSHIP ET MANAGEMENT DES EQUIPES	5	INDUSTRIE DES SERVICES: Marketing des Services	5
ENTREPRENEURIAT	5	INDUSTRIE DES SERVICES: Services du Tourisme et de l'Hôtellerie	5
ANGLAIS	5	Option INDUSTRIE DES SERVICES: Financial and Gaming Services	5
SUPPLY CHAIN MANAGEMENT	5	<u>Concentration Option 2*:</u>	
		BUSINESS DIGITALE: Applications en Marketing Digital	5
		BUSINESS DIGITALE: Droit de l'Internet et de la Cybersécurité	5
		BUSINESS DIGITALE: Operations de eCommerce	5
		<u>Concentration Option 3*:</u>	
		LOGISTIQUE: Transport Multimodal	5
		LOGISTIQUE: Logistique 4.0	5
		LOGISTIQUE: Management Portuaire	5

****Options can be mixed.***



PARIS CAMPUS

FALL SEMESTER

Course title	Credits
ANAYSE FINANCIERE	5
POLITIQUES ECONOMIQUES	5
MARKETING DES SERVICES	5
INTRODUCTION A LA FISCALITE	5
GESTION DES DONNÉES ET CYBERSÉCURITÉ	5
ANGLAIS	5

Electives (possibility to choose 1) :

HISTOIRE DES FAITS SOCIAUX	5
TRAVAILLER DANS DES EQUIPES MULTICULTURELLES	5
PENSEE CRITIQUE ET COMMUNICATION MANAGERIALE	5
INTRODUCTION A LA PSYCHOLOGIE	5

SPRING SEMESTER

Course title	Credits
DROIT DES CONTRATS ET DU TRAVAIL	5
SOCIOLOGIE ET THEORIES DES ORGANISATIONS	5
STATISTIQUES 2	5
COMMERCE INTERNATIONAL	5
INTRODUCTION AU WEBMARKETING	5
ANGLAIS	5

Electives (possibility to choose 1) :

CONTROVERSES EN ETHIQUE DES AFFAIRES	5
MARKETING DU LUXE	5
MARKETING SENSORIEL	5
MANAGEMENT DES OPERATIONS	5



PARIS CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
STATISTIQUES	5	ECONOMIE ALTERNATIVE	5
MATHÉMATIQUES FINANCIÈRES	5	ECONOMIE APPLIQUÉE	5
DÉMARCHE MARKETING	5	COMPORTEMENT ORGANISATIONNEL ET MANAGEMENT	5
ANALYSE FINANCIÈRE	5	COMPORTEMENT DU CONSOMMATEUR	5
DROIT DU TRAVAIL ET DES CONTRATS	5	STRATÉGIE	5
TECH FOR BUSINESS : LES FONDAMENTAUX	5	CONTRÔLE DE GESTION	5
GÉOPOLITIQUE	5	ANGLAIS	5
ANGLAIS	5	<i>Electives* (possibility to choose 1) :</i>	
		COMPRENDRE LE DÉRÈGLEMENT CLIMATIQUE ET AGIR POUR LA TRANSITION	5
		PROJET INTRAPRENEURIAL AGILE	5
		ENTREPRISE ET SOCIÉTÉ, ANALYSE DES FAITS SOCIAUX	5
		FINANCE, INVESTISSEMENT, TRÉSORERIE	5

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CAEN CAMPUS

NEW



FALL SEMESTER

Course title	Credits
GESTION DU CHANGEMENT AU SERVICE DE LA DURABILITE	5
GEOECONOMIE	5
ANALYSE DES DONNEES QUANTITATIVES	5
ANALYSE DES DONNEES QUALITATIVES	5
LEADERSHIP APPLIQUE A LA NEGOCIATION RAISONNEE	5
GRH POUR MANAGER	5
MARKETING RELATIONNEL	5
PILOTAGE DE LA PERFORMANCE	5
DROIT INTERNATIONAL	5
STRATEGIE D’AFFAIRE DURABLE ET ETHIQUE	5

SPRING SEMESTER

Course title	Credits
BUSINESS GAME CSR	5
METHODOLOGIE DE RECHERCHE	5
THE ECONOMICS OF CULTURE	5
BRAND MANAGEMENT	5
CROSS CULTURAL MARKETING	5
DEVELOPPEMENT DE NOUVEAUX PRODUITS	5
PRICING	5
CHANNEL MANAGEMENT	5

Courses taught in English



CAEN CAMPUS

NEW

FALL SEMESTER

Course title	Credits
GESTION DU CHANGEMENT AU SERVICE DE LA DURABILITE	5
GEOECONOMIE	5
ANALYSE DES DONNEES QUANTITATIVES	5
ANALYSE DES DONNEES QUALITATIVES	5
LEADERSHIP APPLIQUE A LA NEGOCIATION RAISONNEE	5
GRH POUR MANAGER	5
MARKETING RELATIONNEL	5
PILOTAGE DE LA PERFORMANCE	5
DROIT INTERNATIONAL	5
STRATEGIE D’AFFAIRE DURABLE ET ETHIQUE	5

SPRING SEMESTER

Course title	Credits
BUSINESS GAME CSR	5
METHODOLOGIE DE RECHERCHE	5
THE ECONOMICS OF CULTURE	5
MANAGEMENT PUBLIC : TRANSITIONS & ETHIQUE	5
DEVELOPPER SON ACTIVITE A L'INTERNATIONAL : STRATEGIES ET PRATIQUES RESPONSABLES	5
DIAGNOSTIC ORGANISATIONNEL ET SOCIOLOGIQUE DES ORGANISATIONS	5
POSTURE ET ETHIQUE PROFESSIONNELLE DU CONSULTANT	5

Courses taught in English

**NEW**

LE HAVRE CAMPUS

FALL SEMESTER

Course title	Credits
GESTION DU CHANGEMENT AU SERVICE DE LA DURABILITE	5
GEOECONOMIE	5
ANALYSE DES DONNEES QUANTITATIVES	5
ANALYSE DES DONNEES QUALITATIVES	5
LEADERSHIP APPLIQUE A LA NEGOCIATION RAISONNEE	5
GRH POUR MANAGER	5
MARKETING RELATIONNEL	5
PILOTAGE DE LA PERFORMANCE	5
DROIT INTERNATIONAL	5
STRATEGIE D’AFFAIRE DURABLE ET ETHIQUE	5

SPRING SEMESTER

Course title	Credits
BUSINESS GAME DDRS	5
METHODOLOGIE DE RECHERCHE	5
SAP & ENTREPRISE NUMERISEE	5
OPERATIONS & TRANSPORT NETWORKS	5
CHAINE D’APPROVISIONNEMENT MONDIALE	5
OPTIMISATION DE LA CHAINE LOGISTIQUE	5
PROGRAMMING & DATA ANALYTICS	5

**NEW**

LE HAVRE CAMPUS

FALL SEMESTER

Course title	Credits
GESTION DU CHANGEMENT AU SERVICE DE LA DURABILITE	5
GEOECONOMIE	5
ANALYSE DES DONNEES QUANTITATIVES	5
ANALYSE DES DONNEES QUALITATIVES	5
LEADERSHIP APPLIQUE A LA NEGOCIATION RAISONNEE	5
GRH POUR MANAGER	5
MARKETING RELATIONNEL	5
PILOTAGE DE LA PERFORMANCE	5
DROIT INTERNATIONAL	5
STRATEGIE D’AFFAIRE DURABLE ET ETHIQUE	5

SPRING SEMESTER

Course title	Credits
BUSINESS GAME DDRS	5
METHODOLOGIE DE RECHERCHE	5
DROIT PENAL DES AFFAIRES	5
ENTREPRENDRE A L'ETRANGER : CHINE, AFRIQUE & ETATS-UNIS	5
ÉVITER L'ECHEC DU DEMARRAGE	5
ENTREPRENDRE DANS UN ÉCOSYSTEME WEB 4	5
MISSION AVEC/SALON BPI FRANCE OU VIVATECH	5
HACKATHON IA & ENTREPRENEURIAT	5
SANTE ET EQUILIBRE DU DIRIGEANT- ENTREPRENEUR	5



LE HAVRE CAMPUS

NEW



FALL SEMESTER

Course title	Credits
GESTION DU CHANGEMENT AU SERVICE DE LA DURABILITE	5
GEOECONOMIE	5
ANALYSE DES DONNEES QUANTITATIVES	5
ANALYSE DES DONNEES QUALITATIVES	5
LEADERSHIP APPLIQUE A LA NEGOCIATION RAISONNEE	5
GRH POUR MANAGER	5
MARKETING RELATIONNEL	5
PILOTAGE DE LA PERFORMANCE DROIT INTERNATIONAL	5
STRATEGIE D’AFFAIRE DURABLE ET ETHIQUE	5

SPRING SEMESTER

Course title	Credits
BUSINESS GAME DDERS	5
METHODOLOGIE DE RECHERCHE	5
THE ECONOMICS OF CULTURE	5
BRAND MANAGEMENT	5
CROSS CULTURAL MARKETING	5
DEVELOPPEMENT DE NOUVEAUX PRODUITS	5
PRICING	5
CHANNEL MANAGEMENT	5



PARIS CAMPUS

NEW**FALL SEMESTER**

Course title	Credits
GESTION DU CHANGEMENT AU SERVICE DE LA DURABILITE	5
GEOECONOMIE	5
ANALYSE DES DONNEES QUANTITATIVES	5
ANALYSE DES DONNEES QUALITATIVES	5
LEADERSHIP APPLIQUE A LA NEGOCIATION RAISONNEE	5
GRH POUR MANAGER	5
MARKETING RELATIONNEL	5
PILOTAGE DE LA PERFORMANCE	5
DROIT INTERNATIONAL	5
STRATEGIE D’AFFAIRE DURABLE ET ETHIQUE	5

SPRING SEMESTER

Course title	Credits
BUSINESS GAME DDRS	5
METHODOLOGIE DE RECHERCHE	5
SAP & ENTREPRISE NUMERISÉE	5
BUSINESS INTELLIGENCE	5
DIGITAL TRANSFORMATION & INDUSTRIE 4.0.	5
NEGOCIATION DIGITALE & GESTION DES CONFLITS	5
CONFERENCE SUR DIGITABLES DE L'INNOVATION	5
HACKATHON IA ET ENTREPRENEURIAT	5



LE HAVRE CAMPUS

FALL SEMESTER

Course title	Credits
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MANAGER LES GROUPES ET LES ENJEUX ECONOMIQUES	5
MANAGER ET CONTROLER	5
MANAGER LES SYSTEMES D'INFORMATION	5
AUDITER	5
CHALLENGE BUSINESS PLAN	5
MÉTHODOLOGIE DE RECHERCHE	5

Electives (possibility to choose up to 2) :

CASES IN ETHICAL AND SUSTAINABLE DEVELOPMENT	5
CHANGE MANAGEMENT AND ORGANIZATIONAL TRANSFORMATION	5
MANAGEMENT AND FUTURE STUDIES	5
ENTREPRENEURSHIP IN EMERGING MARKETS	5

SPRING SEMESTER

Course title	Credits
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FINANCE 1- GERER LES FINANCES DES GROUPES	5
FINANCE 2- MAITRISER LES NORMES ET LES INVESTISSEMENTS	5
FINANCE 3- GERER LA VALEUR ET L'INGENIERIE FINANCIERE	5
FINANCE 4- EVALUER L'ENTREPRISE	5
GERER LES AUDITS DE SPECIALITE : IT et RSE	5

Electives (possibility to choose up to 2) :

CRITICAL ISSUES IN MANAGEMENT	5
LEADING IN MULTICULTURAL ENVIRONMENTS	5
DIGITAL DISRUPTION AND INDUSTRY 4.0	5

Exchange students can only apply for a fall semester or full-year exchange.