

Exchange Student Module List - LEVEL 5 - 2024/2025

MAJ 16/04/2024

FALL SEMESTER - September 2024 to December 2024

A student must choose minimum 16 ECTS in management modules per semester. The total maximum number of credits is 34 ECTS with language modules. A full time workload in Europe is equivalent to 30 ECTS. Please choose 1 specialization ONLY out of the 7 proposed. Electives modules are available for all specializations. You must choose between minimum 16 and maximum 30 ECTS management modules. NB: it is NOT possible to mix modules from different specializations.

| Module code | Module title | Hours 1st Semester | | Hours 2nd Semester | | Total hours | Credits |
|--|---|--------------------|--------|--------------------|--------|-------------|---------|
| | | Face to face | Online | Face to face | Online | | |
| ELECTIVES MODULES | | | | | | | |
| GO515E_TC | Geopolitics and International Business | 24 | | | | 24 | 6 |
| HR514E_TC | Globalmindedness & Intercultural Intelligence | 24 | | | | 24 | 6 |
| 1. DATA & BUSINESS ANALYTICS | | | | | | | |
| CR520E | Case Studies in Business Analytics, Ethics & Risk | 15 | | | | 15 | 2 |
| IS515E | CRM Systems with AI integration | 24 | | | | 24 | 4 |
| IS532E | Harnessing AI for Business | 24 | | | | 24 | 4 |
| MK531E | AI & Marketing | 24 | | | | 24 | 4 |
| QM505E | Data Science Toolbox | 24 | | | | 24 | 4 |
| QM526E | Data Driven Demand Planning | 15 | | | | 15 | 2 |
| QM528E | Decision Models for Supply Chain Planning | 24 | | | | 24 | 4 |
| 2. DIGITAL MARKETING | | | | | | | |
| CR515E | Corporate Social Responsibility in Marketing | 24 | | | | 24 | 4 |
| IS515E | CRM Systems with AI integration | 24 | | | | 24 | 4 |
| MK531E | AI & Marketing | 24 | | | | 24 | 4 |
| MK542E | Contemporary Brand Management | 24 | | | | 24 | 4 |
| MK552E | Digital Advertising and Communication | 24 | | | | 24 | 4 |
| MK536E | Marketing of Innovation | 24 | | | | 24 | 4 |
| 3. FINANCIAL DATA INTELLIGENCE | | | | | | | |
| EC505E | Financial Theory | 24 | | | | 24 | 4 |
| EC506E | Topics in Financial Economics with "R" | 24 | | | | 24 | 4 |
| FI505E | Coding and Data science for Finance | 24 | | | | 24 | 4 |
| FI531E_1 | AI and Fin Tech | 24 | | | | 24 | 4 |
| FI535E | Block chain and crypto assets | 24 | | | | 24 | 4 |
| FI536E | Advanced Financial Modeling | 24 | | | | 24 | 4 |
| 4. INTERNATIONAL NEGOCIATION & BUSINESS DEVELOPMENT | | | | | | | |
| IS508E | Digital Tools for Sales Management, Forecasting & Prospection | 24 | | | | 24 | 4 |
| LW504E | Managing Risks & International Business Law | 24 | | | | 24 | 4 |
| NG506E | International Negotiation & Business Development | 24 | | | | 24 | 4 |
| NG509E | Sales Strategy and Management | 24 | | | | 24 | 4 |
| CR509E | Natural Resource & Environmental Economics | 24 | | | | 24 | 4 |
| CR528E | Strategy for Net zero | 24 | | | | 24 | 4 |
| 5. INTERNATIONAL FINANCE | | | | | | | |
| FI502E | Advanced Corporate Finance | 24 | | | | 24 | 4 |
| FI505E | Coding and Data science for Finance | 24 | | | | 24 | 4 |
| FI506E | Quantitative Finance | 24 | | | | 24 | 4 |
| FI519E | Mergers and Acquisitions: an International Perspective | 24 | | | | 24 | 4 |
| FI525E | Exchange Markets | 24 | | | | 24 | 4 |
| ELECTIVE INTERNATIONAL FINANCE MODULE (Choose up to 1 module) | | | | | | | |
| FI513E | Islamic Finance | 24 | | | | 24 | 4 |
| FI515E | Sustainable Finance | 24 | | | | 24 | 4 |
| 6. LOGISTICS SUPPLY CHAIN MANAGEMENT | | | | | | | |
| QM521E | Advanced Production Systems & Industry 4.0 | 24 | | | | 24 | 4 |
| SC503E | Inventory Management & Warehousing | 24 | | | | 24 | 4 |
| SC506E | Global SC & International Trade | 24 | | | | 24 | 4 |
| SC507E | Sustainable SC & Green Logistics | 24 | | | | 24 | 4 |
| SC510E | Distribution & Transportation Management | 24 | | | | 24 | 4 |
| SC525E | Strategic Sourcing & Contract Negotiation | 24 | | | | 24 | 4 |

7. LUXURY MARKETING & BRAND MANAGEMENT

| | | | | | | | |
|--------|---|----|--|--|--|----|---|
| CR517E | Corporate Responsibility in the Luxury Industry | 24 | | | | 24 | 4 |
| MK501E | Consumer Behaviour in a Sustainable Environment | 24 | | | | 24 | 4 |
| MK542E | Contemporary Brand Management | 24 | | | | 24 | 4 |
| MK550E | Digital and Influencer Marketing in the Luxury Industry | 24 | | | | 24 | 4 |
| MK559E | Luxury Marketing Strategy | 24 | | | | 24 | 4 |
| ST506E | Contemporary Trends in the Luxury Industry | 24 | | | | 24 | 4 |

Languages (Optional)

| | | | | | | | |
|--------|------------------------------|----|--|--|--|----|---|
| OLV2F1 | French as a Foreign Language | 30 | | | | 30 | 2 |
| OFC1 | French Culture | 30 | | | | 30 | 2 |

Compulsory Events

| | | | | | | | |
|--------|--------------------|---|--|--|--|---|---|
| EV002N | International Fair | 6 | | | | 6 | - |
|--------|--------------------|---|--|--|--|---|---|

SPRING SEMESTER - January 2025 to July 2025

A student must choose minimum 18 ECTS in management modules per semester. The total maximum number of credits is 34 ECTS with language modules. A full time workload in Europe is equivalent to 30 ECTS.

Please choose 1 specialization ONLY out of the 7 proposed. Electives modules are available for all specializations. You must choose between minimum 18 and maximum 30 ECTS management modules. NB: it is NOT possible to mix modules from different specializations.

| Module code | Module title | Hours 1st Semester | | Hours 2nd Semester | | Total hours | Credits |
|--|---|--------------------|--------|--------------------|--------|-------------|---------|
| | | Face to face | Online | Face to face | Online | | |
| ELECTIVES MODULES | | | | | | | |
| CR507E_TC | Ethics and CSR in Finance | | | 24 | | 24 | 6 |
| CR528E_TC | Strategy for Net zero | | | 24 | | 24 | 6 |
| MK533E_TC | Services Marketing | | | 24 | | 24 | 6 |
| QM503E_TC | Decision Science | | | 24 | | 24 | 6 |
| SC529E_TC | Purchasing & Sales Management | | | 24 | | 24 | 6 |
| ST508E_TC | Political Behaviour of the Firm | | | 24 | | 24 | 6 |
| 1. DATA & BUSINESS ANALYTICS | | | | | | | |
| IS512E | Social Media Intelligence | | | 24 | | 24 | 4 |
| MK530E | Retail Analytics | | | 24 | | 24 | 4 |
| QM522E | Big Data & Business Analytics | | | 24 | | 24 | 4 |
| 2. DIGITAL MARKETING | | | | | | | |
| IS513E | Database for Direct Marketing and E-CRM | | | 24 | | 24 | 4 |
| MK514E | Omni-Channel Distribution and Retail Management | | | 24 | | 24 | 4 |
| MK551E | Social Media Advertising | | | 15 | | 15 | 2 |
| MK554E | Advanced Digital PR & Corporate Communications | | | 15 | | 15 | 2 |
| 3. FINANCIAL DATA INTELLIGENCE | | | | | | | |
| FI507E | Financial Engineering and Commodity Trading | | | 24 | | 24 | 4 |
| FI530E | Deep Learning & Neural Networks for Finance | | | 24 | | 24 | 4 |
| FI532E | Financial Data Infrastructure and Text Mining | | | 24 | | 24 | 4 |
| 4. INTERNATIONAL NEGOCIATION & BUSINESS DEVELOPMENT | | | | | | | |
| CR521E | Critical Marketing | | | 24 | | 24 | 4 |
| NG510E | Simulations in International Negotiation & Business Development | | | 24 | | 24 | 2 |
| SC528E | International Sourcing & Procurement | | | 24 | | 24 | 4 |
| CR518E | Ethics & Responsible Business Negotiations | | | 15 | | 15 | 2 |
| 5. INTERNATIONAL FINANCE | | | | | | | |
| FI507E | Financial Engineering and Commodity Trading | | | 24 | | 24 | 4 |
| FI526E | Empirical Methods in Finance | | | 24 | | 24 | 4 |
| FI531E_2 | AI and Fin Tech | | | 24 | | 24 | 4 |
| 6. LOGISTICS SUPPLY CHAIN MANAGEMENT | | | | | | | |
| SC513E | SC Project Management | | | 24 | | 24 | 4 |
| SC517E | Supply Chain Analytics & Digitalization | | | 24 | | 24 | 4 |
| SC518E | SC Risk & Disaster Management | | | 24 | | 24 | 4 |
| 7. LUXURY MARKETING & BRAND MANAGEMENT | | | | | | | |
| MK543E | Advanced Brand Management | | | 24 | | 24 | 4 |
| MK547E | Omni-channels in the Luxury Industry | | | 24 | | 24 | 4 |
| MK556E | Sustainable Design & Brand Identity in the Luxury Industry | | | 15 | | 15 | 2 |
| NG522E | Management of Sales in the Luxury industry | | | 15 | | 15 | 2 |
| Languages (Optional) | | | | | | | |
| OLV2F2 | French as a Foreign Language | | | 30 | | 30 | 2 |
| OFC2 | French Culture | | | 30 | | 30 | 2 |