

Bachelor in Management 2021_2022

Year 3 TRACK 3.1, post IBPM 1 & 2, study abroad S6

Programme manager: Aude Gwendoline



Programme Mission:

"Acquire all assets and tools to commit oneself into practical managerial actions and create a positive impact on the economy, human beings and our planet. "

FALL SEMESTER

CORE MODULES

International HR management
International Negotiation Skills
Entrepreneurship and Innovation Management: Fundamentals

SPECIALISATION TRACKS (Choose 1)

FINANCE AND BANKING SPECIALISATION

Financial Mathematics
Concepts of Corporate Finance
Financial Analysis

MARKETING SPECIALISATION

Omni Channel Management & Distribution
Marketing Metrics (data analytics)
Digital Marketing Strategy

PURCHASING & SUPPLY CHAIN SPECIALISATION

Supply Chain Management
Purchasing Management
Inventory Management & Warehousing

COMPULSORY EVENTS

International Fair

SPRING SEMESTER

Study Abroad S6 (dates determined by Host University)

TALENTS AND CAREER

Talents and Career Passport including:
Créer son profil, se mailler un réseau virtuel (Fall)
Corporate Days / 2 CD during fall Semester
Final Internship Junior Specialist: minimum 8 weeks

PROGRAMME REQUIREMENTS

LV1 - Official Test
Bachelor Dissertation - Junior Specialist (May)