

**Bachelor in Management 2021\_2022**  
**Year 3 - TRACK 3.2, Direct 3rd entry, French students**



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  
International Business Environment

**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 EVENT**

International Fair

**TRANSVERSAL SKILLS**

Presentation Guidelines for Project Writing

**SPRING SEMESTER**

**CORE MODULES**

Business Ethics  
Project Management  
Strategy

**SPECIALISATION TRACKS (Choose 1)**  
**FINANCE AND BANKING SPECIALISATION**

Financial Markets and Risk Management  
Banking Systems and Services  
Fundamentals of Auditing

**MARKETING SPECIALISATION**

Business to Business Marketing  
Merchandising (on/off-line)  
Digital Marketing Communications

**PURCHASING & SUPPLY CHAIN SPECIALISATION**

Production Systems  
Sourcing  
Transportation and Distribution

**TALENTS AND CAREER**

Talents and Career Passport including:  
Créer son profil, se mailler un réseau virtuel (during spring)  
Corporate Days (4/ year)  
Final Internship Junior Specialist: minimum 8 weeks

**PROGRAMME REQUIREMENTS**

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