

Bachelor in Management 2021_2022
Year 3 - TRACK 3.4 DD Exchange with Bachelor Dissertation and internship
at home university.



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

LANGUAGE MODULES - CHOOSE ONE OPTION PER SEMESTER

French Language
 French Culture for International Students

SPRING SEMESTER

CORE MODULES

Business Ethics
 Project Management
 Strategy
 Doing Business in France

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

LANGUAGE MODULES - CHOOSE ONE OPTION PER SEMESTER

French Language
 French Culture for International Students

TALENTS AND CAREER

Talents and Career Passport including:
 Create your profil, build a virtual network (During spring semester)
 Corporate Days (4/ year)

PROGRAMME REQUIREMENTS

LV1- Official Test