

## Exchange Student Module List - Postgraduate LEVEL 5 - 2023/2024

Programme Director : MOORE-MANGIN Asha

MAJ 13/06/2023

A student must choose minimum 15 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.

### Fall Semester - August 2023 to December 2023

Please choose 1 specialization (3 to 5 management modules (15-30 ECTS)).

In case there are several tracks in a specialization, please select modules in one track only. NB: it is NOT possible to mix modules from different specializations.

Module code	Module title	Hours Fall		Hours Spring		Total hours	Credits
		Face to face	Online	Face to face	Online		
<b>1. International Human Resource Management</b>							
HR505E	Strategic Core Competencies for IHRM Professionals	15				15	3
LW505E	International & Comparative Employment Law	27				27	6
OB512E	People Management and Cross-cultural Leadership	27				27	6
<b>Business Students Track</b>							
HR510E	Global Talent Management	27				27	6
OB518E	Managing Yourself and Building Positive Relationships at Work	27				27	6
<b>Non Business Students Track</b>							
FI509E_1	Financial Tool Box	27				27	6
OB505E_1	Global Organisational Behaviour	27				27	6
<b>2. Luxury Marketing &amp; Brand Management</b>							
MK501E_1	Consumer Behaviour in a Sustainable Environment	27				27	6
MK542E_1	Contemporary Brand Management	27				27	6
MK545E	Development and Marketing of New Products in a Sustainable Environment	27				27	6
MK559E	Luxury Marketing Strategy	27				27	6
ST506E	Contemporary Trends in the Luxury Industry	27				27	6
<b>3. Data &amp; Business Analytics</b>							
IS507E	Programming for Data Analytics	27				27	6
QM501E	Introduction to Business Analytics	27				27	6
QM502E	Statistical Modeling for Business	27				27	6
QM506E	Data Management	27				27	6
QM512E	Time Series Analysis	27				27	6
QM524E	Optimization and Simulation	27				27	6
<b>4. International Finance</b>							
CR507E	Ethics and Corporate Social Responsibility in Finance	27				27	6
EC501E	Applied Economics	27				27	6
FI502E	Advanced Corporate Finance	27				27	6
FI505E	Coding and Data Science for Finance	27				27	6
FI506E	Quantitative Finance	27				27	6
FI525E	Exchange Markets	27				27	6
<b>5. Financial Data Intelligence</b>							
CR507E	Ethics and Corporate Social Responsibility in Finance	27				27	6
EC505E	Financial Theory	27				27	6
EC510E	Economic Modelling	27				27	6
EC511E	Introduction to Financial Econometrics	27				27	6
FI505E	Coding and Data Science for Finance	27				27	6
<b>6. International Accounting, Management Control &amp; Auditing</b>							
CR507E	Ethics and Corporate Social Responsibility in Finance	27				27	6
AC504E	External Auditing	27				27	6
AC514E	Management and Cost Accounting	27				27	6
AC515E	Advanced Accounting and Consolidation	27				27	6
AC518E	Financial & Managerial Accounting : Fundamentals	27				27	6
AC519E	Accounting in the Digital Age	27				27	6
<b>7. International Negotiation &amp; Business Development</b>							
HR512E	Interpersonal Communication Skills	27				27	6
NG506E	International Negotiation & Business Development	27				27	6
QM510E	Data Science for Negotiation and Business Development	27				27	6
SC504E	International Sourcing & Procurement	27				27	6
<b>Business Students Track</b>							

FI593E	International Trade and Finance	27				27	6
MK536E	Marketing of Innovation	27				27	6
<b>Non Business Students Track</b>							
FI509E_1	Financial Tool Box	27				27	6
MK512E_1	Global Marketing Strategy	27				27	6
<b>8. Supply Chain Management</b>							
CR514E	Sustainable Supply Chain & Green Logistics	13.5				13.5	3
SC501E_1	Introduction to Supply Chain Management	27				27	6
SC503E	Procurement & Inventory Management	27				27	6
SC505E	Coordination in Supply Chain Management	27				27	6
SC517E	Supply Chain Analytics and Digitalization	27				27	6
SC519E	Quality Management and Lean Supply Chain	27				27	6
<b>9. Strategic &amp; Digital Marketing</b>							
MK536E	Marketing of Innovation	27				27	6
MK546E	Omni-Channel Consumer Behaviour	27				27	6
MK549E_NEW	Integrating Online and Offline Marketing Communications	27				27	6
<b>Digital Marketing track</b>							
IS513E	Database for Direct Marketing and E-CRM	27				27	6
MK558E	Digital Marketing and Branding	27				27	6
<b>Strategic Marketing track</b>							
MK542E_1	Contemporary Brand Management	27				27	6
MK544E_1	B2B Marketing	27				27	6
<b>10. Sports &amp; Tourism Management</b>							
CR505E	Sports and Tourism Management and Sustainable Development	27				27	6
MK509E	Tourism Marketing and Management	27				27	6
MK521E	Merchandising in Sports & Tourism Sectors	27				27	6
MK561E	Media Studies for Sports & Tourism Sectors	27				27	6
MK567E	Sport Marketing and Sponsorship	27				27	6
SC516E	Sales and Purchasing in Sport and Tourism Industry	27				27	6
<b>11. Global Business Management (only available in Fall semester)</b>							
FI509E_1	Financial Tool Box	27				27	6
IS525E_1	Introduction to Data Science for Business	27				27	6
MK512E_1	Global Marketing Strategy	27				27	6
OB505E_1	Global Organisational Behaviour	27				27	6
PM508E_1	Project Management	27				27	6
SC501E_1	Introduction to Supply Chain Management	27				27	6
<b>Languages (Optional)</b>							
OLV2F1	French	30				30	2
FG001E	French Culture	30				30	2
<b>Compulsory Events</b>							
EV002N	International Fair	6				6	-

### Spring Semester - January 2024 to July 2024

Please choose 1 specialization (3 to 5 management modules (15-30 ECTS).

In case there are several tracks in a specialization, please select modules in one track only. NB: it is NOT possible to mix modules from different specializations.

Module code	Module title	Hours Fall		Hours Spring		Total hours	Credits
		Face to face	Online	Face to face	Online		
<b>1. International Human Resource Management</b>							
CR501E_2	Corporate Social Responsibility			27		27	6
HR507E	Managing Global Employment Relations			27		27	6
HR508E	HRM in Action			27		27	6
HR509E	Operational Core Competencies in HRM			27		27	6
HR511E	Digitalisation and cybersecurity of HRM			15		15	3
HR513E	Global Diversity and Equality Management			15		15	3
OB521E	Managing Change and Complexity			15		15	3
PM501E	Project Management Tool Box			27		27	6
<b>2. Luxury Marketing &amp; Brand Management</b>							
CR501E_2	Corporate Social Responsibility			27		27	6
MK503E_2	Marketing Research in a Digital Environment			27		27	6
MK543E	Advanced Brand Management			27		27	6
MK547E	Omni-Channels in the Luxury Industry			27		27	6

MK550E	Digital and Influencer Marketing in the Luxury Industry			27		27	6
MK556E	Sustainable Design and Brand Identity in the Luxury Industry			27		27	6
<b>3. Data &amp; Business Analytics</b>							
CR501E_2	Corporate Social Responsibility			27		27	6
<b>Marketing specialization</b>							
IS512E	Social Media Intelligence			27		27	6
MK510E	E-Marketing			27		27	6
MK520E_2	Customer Data Analysis			27		27	6
MK530E_2	Retail Analytics			27		27	6
<b>Finance specialization</b>							
FI509E_2	Financial Toolbox			27		27	6
FI529E	Alternative Investments			27		27	6
FI530E	Deep Learning and Neural Networks for Finance			27		27	6
FI531E_2	AI and Fin Tech			27		27	6
<b>Supply Chain specialization</b>							
QM525E	Advanced analytics in production systems			27		27	6
QM526E	Data Driven SCM			27		27	6
QM527E	Advanced analytics in logistics			27		27	6
SC521E	Introduction to Global Supply Chain Management			27		27	6
<b>4. International Finance</b>							
EC502E	Financial Economics			27		27	6
FI507E	Financial Engineering & Commodity Trading			27		27	6
FI519E	Mergers and acquisitions: an international perspective			27		27	6
FI526E	Empirical Methods in Finance			27		27	6
<b>ELECTIVE IF MODULES (Choose 1 module)</b>							
FI513E	Islamic Finance			27		27	6
FI531E_2	AI and Fin Tech			27		27	6
FI534E	International Financial Regulation			27		27	6
LW502E	International & EU Business Law			27		27	6
<b>5. Financial Data Intelligence</b>							
FI507E	Financial Engineering & Commodity Trading			27		27	6
FI531E_2	AI and Fin Tech			27		27	6
<b>AI-driven specialization</b>							
FI526E	Empirical Methods in Finance			27		27	6
FI530E	Deep Learning and Neural Networks for Finance			27		27	6
FI532E	Financial Data Infrastructure			27		27	6
FI533E	Recent Topics in AI and Finance			27		27	6
<b>FinTech Business specialization</b>							
AC510E	International Taxation			27		27	6
CY501E	Cybersecurity Management			27		27	6
FI535E	Blockchain and Crypto assets			27		27	6
LW502E	International & EU Business Law			27		27	6
<b>6. International Accounting, Management Control &amp; Auditing</b>							
AC503E	Management Control			27		27	6
AC505E	International Financial Reporting			27		27	6
AC510E	International Taxation			27		27	6
FI540E	Corporate Governance: an overall perspective			27		27	6
<b>ELECTIVE IAMCA MODULES (Choose 1 module)</b>							
AC522E	Financial Management & Business Advisory			27		27	6
AC524E	Forensic Accounting			27		27	6
<b>7. International Negotiation &amp; Business Development</b>							
CR501E_2	Corporate Social Responsibility			27		27	6
LW504E	Managing Risks and International Business Law			27		27	6
MK544E_2	B2B Marketing			27		27	6
NG508E	Management of International Negotiation & Business Development			27		27	6
NG509E	Sales Strategy and Management			27		27	6
<b>8. Supply Chain Management</b>							
CR501E_2	Corporate Social Responsibility			27		27	6
SC506E	Global Supply Chain and International Trade			27		27	6
SC518E	Supply Chain Risk Management			13.5		13.5	3
<b>Logistics Track</b>							

IS516E	Production & Information Systems			27		27	6
QM521E	Production Systems			27		27	6
SC510E	Distribution & Transportation Management			27		27	6
<b>Purchasing Track</b>							
LW513E	Commercial Law and Contract Negotiation			27		27	6
SC522E	Strategic Sourcing & Supply Management			27		27	6
SC523E	Purchasing Management			27		27	6
<b>9. Strategic &amp; Digital Marketing</b>							
CR501E_2	Corporate Social Responsibility			27		27	6
MK503E_2	Marketing Research in a Digital Environment			27		27	6
MK541E	Customer Experience Management			27		27	6
<b>Digital Marketing track</b>							
IS514E	Designing User Experience & Webanalytics			27		27	6
MK552E	Digital Advertising and Communication			27		27	6
PM504E	Web Based Project Management			27		27	6
<b>Strategic Marketing track</b>							
MK502E	International Marketing Management			27		27	6
MK514E	Omni-Channel Distribution and Retail Management			27		27	6
MK522E	Marketing Intelligence and Pricing Strategy			27		27	6
<b>10. Sports &amp; Tourism Management</b>							
HR518E	Hospitality Management			27		27	6
LW503E	Legal Environment of Sports & Tourism Sectors			27		27	6
MK526E	International Sport Policies and Sport Organisation Management			27		27	6
MK568E	Corporate Design & Brand Identity in the Sports & Tourism Sectors			27		27	6
PM503E	Events Management in Sports & Tourism Sectors			27		27	6
<b>Strategy Modules (1 only depending on your background in strategy - available for all specializations)</b>							
ST540E	Strategic Management			30		30	6
ST541E	Advanced Strategy			30		30	6
<b>Languages (Optional)</b>							
OLV2F2	French			30		30	2
FG002E	French Culture			30		30	2