

Fact Sheet 2019-2020

Name of the school	KEDGE Business School
Dean	Mr José MILANO
Director of International Operations & Relations	Mrs Tashina GIRAUD
Associate Dean Academic programmes	Mr Pascal VIDAL
General website	https://student.kedge.edu/
International Student Office website	https://student.kedge.edu/student-services/prepare-my-studies-abroad/practical-information
Erasmus code	F BORDEAU 57

	Bordeaux Campus	Marseille Campus	Toulon Campus
Mailing address	680 cours de la Libération 33405 Talence Cedex (France)	Rue Antoine Bourdelle Domaine de Luminy BP 921 13288 Marseille Cedex 9 (France)	Campus de la Grande Tourrache, 450 av François Arago CS 90262 83078 Toulon cedex 9 (France)
Telephone	+33 (0) 556 845 555	+33 (0) 491 827 800	+ 33 (0) 494 918 262
Fax	+33 (0) 556 845 500	+33 (0) 491 827 851	+ 33 (0) 494 918 251
Email address	incoming.bordeaux@kedgebs.com	incoming.marseille@kedgebs.com	francoise.jegou@kedgebs.com

If you wish to visit our campuses, feel free to contact

Bordeaux	Laure DEBUISSON laure.debuisson@kedgebs.com
Marseille	Corinne MARCELLI corinne.marcelli@kedgebs.com
Toulon	Françoise JEGOU francoise.jegou@kedgebs.com



Contact information

International Student Office

	Bordeaux Campus	Marseille Campus	Toulon Campus
Campus Managers	Ms Annabelle DUPONT-TIGNOL Tel. +33 (0) 556 845 599 annabelle.dupont@kedgebs.com (office in Bordeaux)	Ms Frédérique FERRET-MARY Tel. + 33 (0) 491 827 929 frederique.ferret-mary@kedgebs.com (office in Marseille)	

Contacts for Incoming students		
Bordeaux Campus	Marseille Campus	Toulon Campus
Ms Maurine ALANORE <i>Coordinator</i> All incoming students Tel. +33 (0) 556 846 317 incoming@kedgebs.com	Ms Natalia LECLERCQ <i>Coordinator</i> All incoming students Tel. + 33 (0) 491 827 978 // 7 324 incoming@kedgebs.com	Ms Françoise JEGOU <i>Coordinator</i> All incoming students Tel + 33 (0) 494 918 262 francoise.jegou@kedgebs.com

Contact for Outgoing students		
outgoing@kedgebs.com		
Ms Isabelle CONRAD <i>Coordinator (office in Bordeaux)</i> Northern & Southern Europe Tel. + 33 (0) 556 846 314	Ms Corinne MARCELLI <i>Coordinator (office in Marseille)</i> Western Europe & Latin America Tel. +33 (0) 491 827 908	Ms Anne-Claire LAURET <i>Coordinator (office in Marseille)</i> Asia, Oceania & Eastern Europe Tel. + 33 (0) 486 949 638
Ms Isabelle MORENO <i>Coordinator (office in Bordeaux)</i> Africa & Middle-East Tel. + 33 (0) 556 842 251	Ms Françoise JEGOU <i>Coordinator (office in Toulon)</i> North America Tel + 33 (0) 494 918 262	

Contacts Suzhou campus for both incoming and outgoing students	
Ms Sophie DE SAINT AUBERT <i>Project Manager (office in Bordeaux)</i> Tel. +33 (0) 556 845 586 sophie.desaintaubert@kedgebs.com	Mr Pierre PETROSINO <i>Project Manager (office in Marseille)</i> Tel. + 33 (0) 491 827 949 pierre.petrosino@kedgebs.com
Contacts Dakar campus	
Ms Maurine ALANORE & Ms Natalia LECLERCQ <i>Coordinators</i> Incoming students Tel. +33 (0) 556 846 317 // 491 827 978 incoming@kedgebs.com	Ms Isabelle MORENO <i>Coordinator (office in Bordeaux)</i> Outgoing Students Tel. + 33 (0) 556 842 251 outgoing@kedgebs.com

Academic Development & Faculty Collaboration

Mr Bruno CAMUS

Associate Dean for international academic affairs (office in Marseille)
 TABSA network & faculty exchange
 Tel. +33 (0) 491 827 777
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International Development Department

Ms Cynthia ZOUBIR

Head of International Development (office in Marseille)
 Tel. +33 (0) 491 827 965
cynthia.zoubir@kedgebs.com

Ms Florence MOREL

International Development Manager (office in Marseille)
 Tel. +33 (0) 491 827 856
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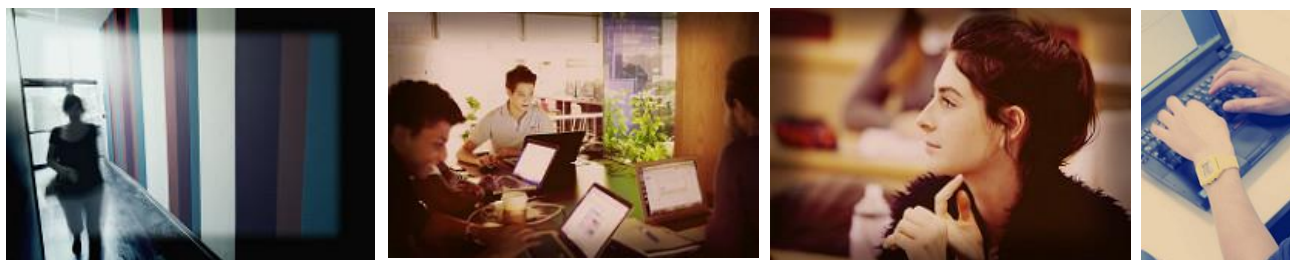
Ms Laure DEBUISSON

Projects manager (office in Bordeaux)
 Tel. + 33 (0) 556 846 346
laure.debuissou@kedgebs.com

Short- Term Programmes

	Bordeaux Campus	Marseille Campus	Toulon Campus
Manager – International Projects & Development	<p>Mr Damien COSTELLO <i>(office in Marseille)</i> Tel. +33 (0) 491 827 316 Mob. +33 (0) 607 974 253 Damien.costello@kedgebs.com</p>		
Coordinators	<p>Ms Carla GODOY Tel. +33 (0) 556 846 339 Mob. +33 (0) 680 512 682 short-terms@kedgebs.com</p>	<p>Ms Catherine ROSSINES Tel. +33 (0) 491 827 904 short-terms@kedgebs.com</p>	

Nomination / Application Procedure



	Fall 2019	Spring 2020
Nomination deadline	April 15 th , 2019	September 30 th , 2019
Application deadline	May 15 th , 2019	October 15 th , 2019
Orientation session	September 3 rd , 2019	January 7 th , 2020
Semester dates	September - December	January – May

We remind you that the orientation session is compulsory.

Nomination procedure

Students must be nominated on the following website:
<https://nominations.kedgebs.com/>
 KEDGE Business School will send to each Partner University a personal login and password to access the nomination website.

Application procedure & required documents

Once nominated by their home institution, applicants to **KEDGE BS** will automatically receive an email with instructions on how to access the application form:
<https://exchange.kedgebs.com/>

Students will have to upload the following required documents:

- Copy of passport (non-EU and EU students) or national identity card (EU students only) valid for the whole length of the stay.
- Proof of their academic level (*document provided by KEDGE BS and filled out by the Home Institution*)
- Proof of their English level (*document provided by KEDGE BS and filled out by the Home Institution*)
- For students wishing to follow French Language Courses: proof of their French level (*document provided by KEDGE BS and filled out by the Home Institution*)

Acceptance Letters

Acceptance letters will be sent only to students applying for a French student visa. No acceptance letter will be delivered to students not needing a visa unless requested.

Health Insurance

Students will have to upload on Campus Virtuel the required health insurance certificates once they have received their login and password or completed their French Social Security registration depending on their situation:

- **Students from a European Union country or Switzerland:** copy of their European Health Insurance Card. *Students from the E.U. not holding a European Health Insurance card OR must register with the French national health insurance.*
- **Non-European students** registered at KEDGE BS for **less than 3 months**: proof of private health insurance covering them for medical expenses for the their stay.
- **Non European students** registered at KEDGE BS **for more than 3 months**: it is **COMPULSORY BY LAW** for these students to register to the French National Health Insurance (Sécurité Sociale). Students will have to register with the CPAM (Caisse Primaire d'Assurance Maladie) and the registration is free. Students will be covered from their first day of registration at Kedge. Students will have to register online on www.etudiant-etranger.ameli.fr (website available from September 1st 2019) after their arrival in France. More details about the registration process will be given during the orientation session.
- **Students from Québec:** copy of the SE-401-Q-106 form

Academic Programme Information





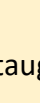



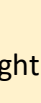

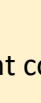

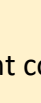

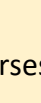

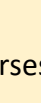







Overview of academic programmes offered to exchange students in Bordeaux, Marseille and Toulon according to students' academic level during their mobility period at KEDGE.

		BORDEAUX CAMPUS		
		KEDGE Bachelor Professional Bachelor	Programme Grande Ecole ("Master in Management") 1 st year Master courses	Programme Grande Ecole ("Master in Management") 2 nd year Master courses
2 nd year Bachelor students	→ FALL	or		
	→ SPRING			
3 rd year Bachelor students	→ FALL		or	
	→ SPRING			
4 th year Bachelor students	→ FALL		or	
	→ SPRING			
Master students	→ FALL			or
	→ SPRING			


		MARSEILLE CAMPUS								
		MANAGEMENT COURSES				KEDGE DESIGN SCHOOL <i>Attention : Only open to students with an educational background in Design</i>				
		KEDGE Bachelor Professional Bachelor	International Bachelor of Business Administration (IBBA)	Programme Grande Ecole ("Master in Management") 1 st year Master courses	Programme Grande Ecole ("Master in Management") 2 nd year Master courses	Undergraduate			Graduate	
						L1 courses (Semesters 1&2)	L2 courses (Semesters 3&4)	L3 courses (Semester 5&6)	M1 courses (Master 1st year)	MSc Innovation & Design Thinking (Master 2nd year)
2 nd year Bachelor student	→ FALL	or								
	→ SPRING									
3 rd year Bachelor student	→ FALL	or								
	→ SPRING									
4 th year Bachelor student	→ FALL	or								
	→ SPRING									
1 st year Master student	→ FALL									
	→ SPRING									
2 nd year Master student	→ FALL									
	→ SPRING									


- The number of credits offered in this language is less than 30 ECTS
- There are no 4th year courses in the IBBA programme but the students will be able to take courses from the IBBA and KBA programmes years 1-3

		TOULON CAMPUS						
		INGENIEUR D'AFFAIRES						
		Undergraduate	Graduate					
		L3 courses (Semesters 5&6)	M1 courses (Master 1st year)	M2 courses (Master 2nd year)				
2 nd year Bachelor students →	FALL							
	SPRING	 or 						
3 rd year Bachelor students →	FALL				 *	or		
	SPRING	 or 				or		
4 th year Bachelor students →	FALL				 *	or		
	SPRING					or		
1 st year Master students →	FALL			 *	or			
	SPRING				or			
2 nd year Master students →	FALL					 *	or	
	SPRING						or	

* The number of credits offered in this language is less than 30 ECTS

Legend :

 French-taught courses available

 English-taught courses available

FALL = September – December

SPRING = January – May

Practical Information



Visa

European Students



No visa required

Non-European countries*



Apply for a French student visa through an online application via [Campus France](#)

*Algeria, Argentina, Benin, Brazil, Burkina Faso, Burundi, Cameroon, Chile, China, Colombia, Comoros, Congo Brazzaville, Cote d'Ivoire, Djibouti, Egypt, Gabon, Guinea, Haiti, India, Indonesia, Iran, Japan, Kuwait, Lebanon, Madagascar, Mali, Mauritania, Morocco, Mauritania, Mexico, Peru, Republic of the Democratic Congo, Russia, Senegal, Singapore, Taiwan, Togo, Tunisia, Turkey, Vietnam

Other non-European countries



Contact the closest French Consulate or Embassy

https://france-visas.gouv.fr/en_US/web/france-visas

International Students Associations

Interact (in Marseille), **Melting Potes** (in Bordeaux) and **Welcome** (in Toulon) student associations support the International Student Office in facilitating the integration of International students at KEDGE BUSINESS SCHOOL throughout the year by organising events and providing support to the Students.

They will contact the International Students before their arrival at KEDGE BUSINESS SCHOOL.

Pick-up assistance and support upon arrival

Bordeaux Campus	Marseille Campus	Toulon Campus
Available from Bordeaux-Mérignac Airport or Bordeaux-St Jean train station	Available from the Marseille Saint-Charles train station (downtown). From the airport, students need to take a bus shuttle - €8.30 approx.	Available from Toulon train station (downtown) or Toulon-Hyères airport.

Accommodation

It is strongly recommended to book accommodation before arrival.

The Housing service of KEDGE Business School is available on a [single platform Studapart](#).

You will find housing offers from private landlords, real estate agencies and student residences. A multilingual team is at your disposal 6 days a week to help you find and book accommodations.

If you already have a KEDGE email address, sign up using your school email address and the password of your choice.

If you do not have a KEDGE email address yet, create your account with your personal email and validate with the enrolment key : **HOUSINGKEDGE**

The school does not own dormitories on the Bordeaux campus, however we have some on-campus residencies on the Marseille and Toulon campuses. Please note that we cannot guarantee that all international students will be living on-campus.



Housing Support Contact

Bordeaux Campus	Marseille Campus	Toulon Campus
logementbordeaux@kedgebs.com +33 (0) 556 84 63 26	logementmarseille@kedgebs.com +33 (0) 491 82 73 14	Francoise.jegou@kedgebs.com 33 (0)4 94 91 82 62

Estimated Expenses (€)

Monthly fees

	Bordeaux	Marseille	Toulon
Accommodation	350 € to 750 € (depending on location, size and length of the stay)	380€ to 700€ (depending on location, size and length of the stay)	350€ to 700€ (depending on location, size and length of the stay)
Food	200 €	200 €	200 €
Public Transportation	30 € www.infotbm.com	25 € www.rtm.fr	25 € www.reseaumistral.com

One-time fees upon arrival

	Bordeaux	Marseille	Toulon
OFII registration (for the students holding a visa with the mention: CESEDA R311-3 9°)	Approx. 60 €		
International Students Association (optional)	20€	Free of charges	Free of charges

Students are usually not required to buy books.

Miscellaneous

- Information about studying and living in France: www.campusfrance.org/en ; www.diplomatie.gouv.fr/en
- Practical Information for KEDGE BUSINESS SCHOOL International Students (incl. International Student Handbook to be downloaded): <https://student.kedge.edu/student-services/prepare-my-studies-abroad/practical-information>
- Tourist information
 - in Bordeaux and surrounding area: www.bordeaux.fr ; www.bordeaux-tourisme.com
 - in Marseille and surrounding area: www.marseille-tourisme.com/en/ ; www.visitprovence.com/en
 - in Toulon and surrounding area: <http://toulontourisme.com/>
- KEDGE Business School International Students Facebook groups:
 - Bordeaux: <https://www.facebook.com/groups/642428952489102/>
 - Marseille: <https://www.facebook.com/groups/718924114797741/>







2nd year Bachelor Students – KEDGE Bachelor programme

Level of entry	Students in their <i>second year</i> of Bachelor studies while at KEDGE BS will join the <u>KEDGE Bachelor programme</u> .																								
Programme Structure	<p>The programme starts every year in September, ends in May, and is divided into 2 semesters.</p> <ul style="list-style-type: none"> - Fall: September 2nd to December 16th - Spring: January 7th to May 7th <p>See detailed calendar on page 2.</p> <p>1 semester = 6 courses. 1 course = 30 contact hours = 5 ECTS credits</p>																								
Course Offer and Registration	<p><u>BUSINESS COURSES</u></p> <p>Course offer: the list of courses offered in each semester can be found on page 3. No mix of courses between the semesters is possible.</p> <p>Course workload: The usual workload for a regular KEDGE BS student is 6 courses (30 ECTS) per semester. For exchange students, the Home Institution is free to decide the number of credits their students need to complete (with a minimum of 4 courses and a maximum of 30 ECTS of business courses per semester).</p> <p>Course syllabi: https://campusvirtuel.kedgebs.com/ > select the English flag at the top right hand corner > do not log in, instead click on: Menu > “Net Syllabus (Public Access)” > Select the academic year and the semester; School: Bordeaux; Training: KEDGE BACHELOR Bordeaux; Level KBA 2.</p> <p>Language of instruction: students can choose to attend the Fall semester in French or in English. The Spring semester is only taught in English.</p> <p>Course registration: students will be registered to their track by the programme.</p> <p><u>FLE (French As Foreign Language course)</u></p> <p>French language courses are available at different levels during the Fall and the Spring semesters. They are worth 0 or 5 ECTS (according to the agreement between KEDGE BS and the Home Institution) and represent a minimum of 30 contact hours per semester. A placement test is compulsory to register for this course. Instructions will be sent by email to the student in June (Fall Semester) and November (Spring Semester).</p>																								
Evaluation and transcripts	<p>Attendance in all courses is compulsory. Each course will be individually evaluated and one final grade will be awarded per course.</p> <p>The students will receive a local grade (based on a 20-point grading scale, passing grade = 10/20), as well as an ECTS grade (according to the following grid).</p> <table border="1" style="width: 100%; border-collapse: collapse; margin: 10px 0;"> <thead> <tr> <th style="text-align: center;">ECTS Grade</th> <th style="text-align: center;">% of successful students achieving the grade</th> <th style="text-align: center;">Definition</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">A</td> <td style="text-align: center;">10%</td> <td>Excellent</td> </tr> <tr> <td style="text-align: center;">B</td> <td style="text-align: center;">25%</td> <td>Very good</td> </tr> <tr> <td style="text-align: center;">C</td> <td style="text-align: center;">30%</td> <td>Good</td> </tr> <tr> <td style="text-align: center;">D</td> <td style="text-align: center;">25%</td> <td>Satisfactory</td> </tr> <tr> <td style="text-align: center;">E</td> <td style="text-align: center;">10%</td> <td>Sufficient</td> </tr> <tr> <td style="text-align: center;">FX</td> <td style="text-align: center;">-</td> <td>Fail — some more work required before the credit can be awarded</td> </tr> <tr> <td style="text-align: center;">F</td> <td style="text-align: center;">-</td> <td>Fail — considerable work required</td> </tr> </tbody> </table> <p>Transcripts of records will be sent to the home institution coordinator around mid-February for the Fall semester students, and around mid-July for the Spring semester and full-year students.</p> <p>Re-sit exams are offered for each semester for students failing in a course (= obtaining a grade below 10/20). Students will have to be physically present in Bordeaux in order to take them. See exact dates of the re-sit exams on the calendar on page 2.</p>	ECTS Grade	% of successful students achieving the grade	Definition	A	10%	Excellent	B	25%	Very good	C	30%	Good	D	25%	Satisfactory	E	10%	Sufficient	FX	-	Fail — some more work required before the credit can be awarded	F	-	Fail — considerable work required
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2nd year Bachelor Students – KEDGE Bachelor programme

Courses offered by semester:

FALL SEMESTER 2019 [September – December]	SPRING SEMESTER 2020 [January – May]
Semester 3 – 35 ECTS   or 	Semester 4 – 35 ECTS 
<ul style="list-style-type: none"> • Financial Management • Management Accounting • Negotiation Technics • Enterprise & Leadership • Sustainable Development • Management Information systems • HR & Team management • French as foreign language (beginner / intermediate / advanced levels) 	<ul style="list-style-type: none"> • Applied financial case studies • Management applied to regional industries • International marketing • Corporate strategy • Supply chain management • Cross cultural management • Globalized HRM • French as foreign language (beginner / intermediate / advanced levels)

Academic Calendar

May be subject to changes under exceptional circumstances

FALL 2019	
August 27 – 30	Train station pick-up service (optional)
September 2 – 6	International Student Orientation Session
September 9	Start of courses
October 28 – November 3	Holidays (no classes)
December 16	Exam session

National holidays: November 1st and 11th – December 25th – January 1st

SPRING 2020	
January 6	Train station pick-up service (optional)
January 7 – 8	International Student Orientation Session
January 13	Start of courses
February 24-March 1	Winter Holidays (no classes)
April 20- 26	Easter Holidays (no classes)
April 27 – May 07	Exam session

Re-sit exams	
June 15 – 19	Spring semester re-sit exams
June 29 – July 03	Fall semester re-sit exams

National holidays: April 13th – May 1st, 8th and 21st – June 1st – July 14th – August 15th

3rd year Bachelor Students – Programme Grande Ecole « Master in Management »

Level of entry	Students in their <i>third year</i> of Bachelor studies while at KEDGE BS will join the <u>Programme Grande Ecole “Master in Management”</u> .																								
Programme Structure	<p>The programme starts every year in September, ends in May, and is divided into 2 semesters.</p> <ul style="list-style-type: none"> - Fall: September 2nd to December 20th - Spring: January 7th to May 29th <p>See detailed calendar on page 2</p> <p>1 semester = 6 courses. 1 course = 30 contact hours = 5 ECTS credits</p>																								
Course Offer and Registration	<p><u>BUSINESS COURSES</u></p> <p>Course offer: the list of tracks and of courses offered for each semester can be found on the document entitled “KEDGE Bordeaux Programme Grande Ecole Master in Management - 1st year Master level”</p> <p>Course workload: The usual workload for a regular KEDGE BS student is 6 courses (30 ECTS) per semester. For exchange students, the Home Institution is free to decide the number of credits their students need to complete.</p> <p>Course offer:</p> <ul style="list-style-type: none"> - <i>Fall semester:</i> Students will have the possibility to take two elective courses in September and to choose one Major for the remainder of the semester. Students will be automatically registered for the 4 courses of a Major. - <i>Spring semester:</i> Students will have to choose up to 6 courses from the lists of electives offered for the spring semester. <p>Language of instruction:</p> <ul style="list-style-type: none"> - <i>Fall semester:</i> Each track is taught in one language, either English or French. Students will be free to choose a track taught in English or a track taught in French. - <i>Spring semester:</i> Students will be able to choose either English-taught courses, French-taught courses or a mix of both. <p><u>FLE (French As Foreign Language course)</u></p> <p>French language courses are available at different levels during the Fall and the Spring semesters. They are worth 5 ECTS (according to the agreement between KEDGE BS and the Home Institution) and represent a minimum of 30 contact hours per semester. A placement test is compulsory to register for this course. Instructions will be sent by email to the student in June (Fall Semester) and November (Spring Semester).</p>																								
Evaluation and transcripts	<p>Attendance in all courses is compulsory. Each course will be individually evaluated and one final grade will be awarded per course.</p> <p>The students will receive a local grade (based on a 20-point grading scale, passing grade = 10/20), as well as an ECTS grade (according to the following grid).</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">ECTS Grade</th> <th style="text-align: center;">% of successful students achieving the grade</th> <th style="text-align: center;">Definition</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">A</td> <td style="text-align: center;">10%</td> <td>Excellent</td> </tr> <tr> <td style="text-align: center;">B</td> <td style="text-align: center;">25%</td> <td>Very good</td> </tr> <tr> <td style="text-align: center;">C</td> <td style="text-align: center;">30%</td> <td>Good</td> </tr> <tr> <td style="text-align: center;">D</td> <td style="text-align: center;">25%</td> <td>Satisfactory</td> </tr> <tr> <td style="text-align: center;">E</td> <td style="text-align: center;">10%</td> <td>Sufficient</td> </tr> <tr> <td style="text-align: center;">FX</td> <td style="text-align: center;">-</td> <td>Fail — some more work required before the credit can be awarded</td> </tr> <tr> <td style="text-align: center;">F</td> <td style="text-align: center;">-</td> <td>Fail — considerable work required</td> </tr> </tbody> </table> <p>Transcripts of records will be sent to the home institution coordinator around mid-February for the Fall semester students, and around mid-July for the Spring semester and full-year students.</p>	ECTS Grade	% of successful students achieving the grade	Definition	A	10%	Excellent	B	25%	Very good	C	30%	Good	D	25%	Satisfactory	E	10%	Sufficient	FX	-	Fail — some more work required before the credit can be awarded	F	-	Fail — considerable work required
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3rd year Bachelor Students – Programme Grande Ecole « Master in Management »

Academic Calendar

May be subject to change under exceptional circumstances

FALL 2019	
August 27 – 30	Train station pick-up service (optional)
September 2 – 6	International Student Orientation Session
September 9 – 20	Elective courses
September 23 – December 20	Major courses

National holidays: November 1st and 11th – December 25th – January 1st

SPRING 2020	
January 6	Train station pick-up service (optional)
January 7 – 8	International Student Orientation Session
January 9	Start of courses
May 29	End of semester

National holidays: April 13th – May 1st, 8th and 21st – June 1st – July 14th – August 15th

4th year Bachelor Students – Programme Grande Ecole « Master in Management »

Level of entry	Students in their <i>fourth year</i> of Bachelor studies while at KEDGE BS will join the <u>Programme Grande Ecole "Master in Management"</u> .																								
4TH YEAR BACHELOR STUDENTS WILL HAVE THE CHOICE BETWEEN FOLLOWING THE PROGRAMME GRANDE ECOLE "MASTER IN MANAGEMENT" BACHELOR LEVEL – SEE ABOVE– OR THE MASTER LEVEL DETAILED BELOW																									
Programme Structure	<p>The programme starts every year in September, ends in May, and is divided into 2 semesters.</p> <ul style="list-style-type: none"> - Fall: September 2nd to December 20th - Spring: January 7th to May 29th <p>See detailed calendar on page 2</p> <p>1 semester = 6 courses. 1 course = 30 contact hours = 5 ECTS credits</p>																								
Course Offer and Registration	<p><u>BUSINESS COURSES</u></p> <p>Course offer: the list of courses offered for each semester can be found on the documents entitled "KEDGE Bordeaux Programme Grande Ecole Master in Management – 2nd year Master level"</p> <p>Course workload: The usual workload for a regular KEDGE BS student is 6 courses (30 ECTS) per semester. For exchange students, the Home Institution is free to decide the number of credits their students need to complete.</p> <p>Course offer:</p> <ul style="list-style-type: none"> - <i>Fall semester:</i> Students will have the possibility to take 2 elective courses in September and 4 other elective courses between October and December. - <i>Spring semester:</i> Students will have to choose up to 6 courses from the lists of electives offered for the spring semester. <p>Language of instruction:</p> <ul style="list-style-type: none"> - <i>Fall semester:</i> Students will be able to choose either English-taught courses, French-taught courses or a mix of both. - <i>Spring semester:</i> Students will be able to choose either English-taught courses, French-taught courses or a mix of both. <p><u>FLE (French As Foreign Language course)</u></p> <p>French language courses are available at different levels during the Fall and the Spring semesters. They are worth 5 ECTS (according to the agreement between KEDGE BS and the Home Institution) and represent a minimum of 30 contact hours per semester. A placement test is compulsory to register for this course. Instructions will be sent by email to the student in June (Fall Semester) and November (Spring Semester).</p>																								
Evaluation and transcripts	<p>Attendance in all courses is compulsory. Each course will be individually evaluated and one final grade will be awarded per course.</p> <p>The students will receive a local grade (based on a 20-point grading scale, passing grade = 10/20), as well as an ECTS grade (according to the following grid).</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">ECTS Grade</th> <th style="text-align: center;">% of successful students achieving the grade</th> <th style="text-align: center;">Definition</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">A</td> <td style="text-align: center;">10%</td> <td style="text-align: center;">Excellent</td> </tr> <tr> <td style="text-align: center;">B</td> <td style="text-align: center;">25%</td> <td style="text-align: center;">Very good</td> </tr> <tr> <td style="text-align: center;">C</td> <td style="text-align: center;">30%</td> <td style="text-align: center;">Good</td> </tr> <tr> <td style="text-align: center;">D</td> <td style="text-align: center;">25%</td> <td style="text-align: center;">Satisfactory</td> </tr> <tr> <td style="text-align: center;">E</td> <td style="text-align: center;">10%</td> <td style="text-align: center;">Sufficient</td> </tr> <tr> <td style="text-align: center;">FX</td> <td style="text-align: center;">-</td> <td style="text-align: center;">Fail — some more work required before the credit can be awarded</td> </tr> <tr> <td style="text-align: center;">F</td> <td style="text-align: center;">-</td> <td style="text-align: center;">Fail — considerable work required</td> </tr> </tbody> </table> <p>Transcripts of records will be sent to the home institution coordinator around mid-February for the Fall semester students, and around mid-July for the Spring semester and full-year students.</p>	ECTS Grade	% of successful students achieving the grade	Definition	A	10%	Excellent	B	25%	Very good	C	30%	Good	D	25%	Satisfactory	E	10%	Sufficient	FX	-	Fail — some more work required before the credit can be awarded	F	-	Fail — considerable work required
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4th year Bachelor Students – Programme Grande Ecole « Master in Management »

Academic Calendar

May be subject to change under exceptional circumstances

FALL 2019	
August 27 – 30	Train station pick-up service (optional)
September 2 – 6	International Student Orientation Session
September 9 – 20	First session of elective courses
September 30 – December 20	Second session of elective courses

National holidays: November 1st and 11th – December 25th – January 1st

SPRING 2020	
January 6	Train station pick-up service (optional)
January 7 – 8	International Student Orientation Session
January 9	Start of courses
May 29	End of semester

National holidays: April 13th – May 1st, 8th and 21st – June 1st – July 14th – August 15th

1st and 2nd year Master Students – Programme Grande Ecole « Master in Management »

Level of entry	Students in their 1st or 2nd year of Master studies while at KEDGE BS will join the <u>Programme Grande Ecole “Master in Management”</u> .																								
Programme Structure	<p>The programme starts every year in September, ends in May, and is divided into 2 semesters.</p> <ul style="list-style-type: none"> - Fall: September 2nd to December 20th - Spring: January 7th to May 29th <p>See detailed calendar on page 2</p> <p>1 semester = 6 courses. 1 course = 30 contact hours = 5 ECTS credits</p>																								
Course Offer and Registration	<p><u>BUSINESS COURSES</u></p> <p>Course offer: the list of tracks and of courses offered for each semester can be found on the document entitled “KEDGE Bordeaux Programme Grande Ecole Master in Management – 2nd year Master level”</p> <p>Course workload: The usual workload for a regular KEDGE BS student is 6 courses (30 ECTS) per semester. For exchange students, the Home Institution is free to decide the number of credits their students need to complete.</p> <p>Course offer:</p> <ul style="list-style-type: none"> - <u>Fall semester:</u> Students will have the possibility to take two elective courses in September and to choose one Major for the remainder of the semester. Students will be automatically registered for the 4 courses of a Major. - <u>Spring semester:</u> Students will have to choose up to 6 courses from the lists of electives offered for the spring semester. <p>Language of instruction:</p> <ul style="list-style-type: none"> - <u>Fall semester:</u> Students will be able to choose either English-taught courses, French-taught courses or a mix of both. - <u>Spring semester:</u> Students will be able to choose either English-taught courses, French-taught courses or a mix of both. <p><u>FLE (French As Foreign Language course)</u></p> <p>French language courses are available at different levels during the Fall and the Spring semesters. They are worth 5 ECTS (according to the agreement between KEDGE BS and the Home Institution) and represent a minimum of 30 contact hours per semester. A placement test is compulsory to register for this course. Instructions will be sent by email to the student in June (Fall Semester) and November (Spring Semester).]</p>																								
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**1st and 2nd year Master Students –
Programme Grande Ecole « Master in Management »****Academic Calendar**

May be subject to change under exceptional circumstances

FALL 2019	
August 27 – 30	Train station pick-up service (optional)
September 2 – 6	International Student Orientation Session
September 9 – 27	First session of elective courses
September 30 – December 20	Second session of elective courses

National holidays: November 1st and 11th – December 25th – January 1st

SPRING 2020	
January 6	Train station pick-up service (optional)
January 7 – 8	International Student Orientation Session
January 9	Start of courses
May 29	End of semester

National holidays: April 13th – May 1st, 8th and 21st – June 1st – July 14th – August 15th

The academic year of the Programme Grande Ecole ("Master in Management") is divided into **2 semesters**, from early September to early May.

The **Fall semester** is divided into parts

- For the first part, students will have to select **elective courses in September**.
- For the second part, students will have to select a **Major of 4 or 5 courses** for the remainder of the semester.

For the **Spring semester** students will have to select up to **6 courses** from the list of elective courses below. They also have the possibility to select some **online elective courses**.

Online elective courses: Those courses are available for the Spring semester. Students can select up to two online elective courses if their Home Institution agrees with their choice.

Contact:

For any question related to the course selection platform (send only one email with the details of your query, and add your full name): courseregistration@kedgebbs.com

FALL SEMESTER September 9th - December 20th

ELECTIVE COURSES September 9th to 21st

Course code	Course title	Taught in	Field of study	ECTS credits
September 9th to 14th				
PGE-M5-MGT-609-E-L-BOD-M1/M2	- Project management	English	MARKETING	5 ECTS
PGE-M5-MGT-014-E-L-BOD-M1/M2	- Going Global : Expat Training	English	MANAGEMENT	5 ECTS
PGE-M5-MKT-606-E-B-BOD-M1/M2	- Cultural branding	English	MARKETING	5 ECTS
PGE-M5-HRM-004-E-L-BOD-M1/M2	- HRM policies & practices	English	MANAGEMENT	5 ECTS
September 16th to 21st				
PGE-M5-MGT-014-E-L-BOD-M1/M2	- Going Global : Expat Training	English	MANAGEMENT	5 ECTS
PGE-M5-HRM-004-E-L-BOD-M1/M2	- HRM policies & practices	English	MANAGEMENT	5 ECTS
PGE-M5-MKT-606-E-B-BOD-M1/M2	- Cultural branding	English	MARKETING	5 ECTS
PGE-M5-MGT-609-F-L-BOD-M1/M2	- Management de projet	French	MANAGEMENT	5 ECTS
During the semester				
EXC-M4-LNG-000-F-L-BOD	French language for international students (Beginner / Elementary / Intermediate / Advanced)			5 ECTS

MAJORS September 23rd to December 20th

Course code	Course title	Taught in	ECTS credits
MAJOR SUPPLY CHAIN MANAGEMENT			
PGE-M5-OPS-601-E-L-BOD-M1	- Supply chain simulation	English	4 ECTS
PGE-M5-OPS-633-E-L-BOD-M1	- Supply chain fundamentals	English	4 ECTS
PGE-M5-OPS-617-E-L-BOD-M1	- Supply chain analytics	English	4 ECTS
PGE-M5-OPS-634-E-L-BOD-M1	- Supply chain planning	English	4 ECTS
PGE-M5-OPS-632-E-L-BOD-M1	- Sustainable production system	English	4 ECTS
MAJOR CORPORATE SOCIAL RESPONSIBILITY			
PGE-M5-STR-631-E-L-BOD-M1	- Business ethics	English	5 ECTS
PGE-M5-STR-624-E-L-BOD-M1	- Business CSR & International Development	English	5 ECTS
PGE-M5-STR-625-E-L-BOD-M1	- Creating Social Change: System-Innovation for a Better Society	English	5 ECTS
PGE-M5-STR-617-E-L-BOD-M1	- Business in the Circular Economy	English	5 ECTS
MAJOR MARKETING			
PGE-M5-MKT-017-E-L-BOD-M1	- Brand Management and Strategy	English	5 ECTS
PGE-M5-MKT-003-E-L-BOD-M1	- Brand Portfolio Management	English	5 ECTS
PGE-M5-MKT-007-E-L-BOD-M1	- Digital Marketing	English	5 ECTS
PGE-M5-MKT-009-E-L-BOD-M1	- Marketing communication	English	5 ECTS
MAJOR FINANCE			
PGE-M5-FIN-618-E-L-BOD-M1	- Corporate finance	English	4 ECTS
PGE-M5-FIN-002-E-L-BOD-M1	- Asset portfolio Management	English	4 ECTS
PGE-M5-FIN-009-E-L-BOD-M1	- International financial system	English	4 ECTS
PGE-M5-ACC-002-E-L-BOD-M1	- Audit & internal control	English	4 ECTS
PGE-M5-ACC-003-E-L-BOD-M1	- Management accounting	English	4 ECTS
MAJOR ACHATS			
PGE-M5-OPS-620-F-L-BOD-M1	- Les fondamentaux des achats	French	5 ECTS
PGE-M5-OPS-619-F-L-BOD-M1	- Fonction acheteur	French	5 ECTS
PGE-M5-OPS-627-F-L-BOD-M1	- Des prévisions aux objectifs commerciaux	French	5 ECTS
PGE-M5-OPS-614-F-L-BOD-M1	- Pilotage opérationnel des achats	French	5 ECTS
MAJOR DIGITAL MANAGEMENT			
PGE-M5-MIS-602-F-L-BOD-M1	- Du business model à l'application	French	4 ECTS
PGE-M5-MIS-601-F-L-BOD-M1	- Gestion de projet SI	French	4 ECTS
PGE-M5-MIS-624-F-L-BOD-M1	- Pilotage et optimisation	French	4 ECTS
PGE-M5-MIS-625-F-L-BOD-M1	- Technologies blockchain	French	4 ECTS
PGE-M5-MIS-623-F-L-BOD-M1	- Intelligence artificielle	French	4 ECTS
MAJOR MARKETING			
PGE-M5-MKT-017-F-L-BOD-M1	- Management et stratégie de la marque	French	5 ECTS
PGE-M5-MKT-003-F-L-BOD-M1	- Gestion de portefeuille de la marque	French	5 ECTS
PGE-M5-MKT-007-F-L-BOD-M1	- Marketing Digital	French	5 ECTS
PGE-M5-MKT-009-F-L-BOD-M1	- Communication marketing intégrée	French	5 ECTS
MAJOR FINANCE			
PGE-M5-FIN-001-F-L-BOD-M1	- Finance d'entreprise	French	4 ECTS
PGE-M5-FIN-002-F-L-BOD-M1	- Gestion d'actifs et de portefeuilles	French	4 ECTS
PGE-M5-FIN-009-F-L-BOD-M1	- Système financier international	French	4 ECTS
PGE-M5-ACC-003-F-L-BOD-M1	- Contrôle de gestion	French	4 ECTS
PGE-M5-ACC-002-F-L-BOD-M1	- Audit et contrôle interne	French	4 ECTS
MAJOR RH MANAGEMENT ORGANISATIONNEL			
PGE-M5-HRM-001-F-L-BOD-M1	- Leadership	French	5 ECTS
PGE-M5-HRM-003-F-L-BOD-M1	- Management des hommes et des équipes	French	5 ECTS
PGE-M5-HRM-012-F-L-BOD-M1	- Méthode et outils RH	French	5 ECTS
PGE-M5-ACC-001-F-L-BOD-M1	- Droit des RH	French	5 ECTS



SPRING SEMESTER January 9th - May 29th

ELECTIVE COURSES				
Course code	Course title	Taught in	Field of study	ECTS credits
PGE-M5-MIS-601-F-L-BOD-M1	Gestion de projet SI	French	OPS	5 ECTS
PGE-M5-OPS-601-E-L-BOD-M1	Supply chain simulation	English	OPS	5 ECTS
PGE-M5-OPS-602-E-L-BOD-M1	Supply chain management	English	OPS	5 ECTS
PGE-M5-OPS-620-F-L-BOD-M1	Les fondamentaux des achats	French	OPS	5 ECTS
PGE-M5-OPS-630-E-L-BOD-M1	Decision making and decision analysis	English	OPS	5 ECTS
PGE-M5-OPS-001-F-L-BOD-M1	Coding Skills	French	OPS	5 ECTS
PGE-M5-MKT-007-F-L-BOD-M1	Marketing Digital	French	MARKETING	5 ECTS
PGE-M5-MKT-001-E-L-BOD-M1	Consumer Behaviour	English	MARKETING	5 ECTS
PGE-M5-MKT-003-E-L-BOD-M1	Brand Portfolio Management	English	MARKETING	5 ECTS
PGE-M5-MKT-006-F-L-BOD-M1	Marketing stratégique	French	MARKETING	6 ECTS
PGE-M5-MKT-610-E-L-BOD-M1	Luxury Marketing 1 : The World of Luxury	English	MARKETING	7 ECTS
PGE-M5-MKT-612-F-L-BOD-M1	Management de la force de vente	French	MARKETING	8 ECTS
PGE-M5-MKT-625-F-L-BOD-M1	Marque et communication	French	MARKETING	9 ECTS
PGE-M5-MKT-649-E-L-BOD-M1	Marketing B to B	French	MARKETING	5 ECTS
PGE-M5-MKT-617-F-L-BOD-M1	Marketing de l'innovation (ENSEIRB)	French	MARKETING	5 ECTS
PGE-M5-MKT-619-F-L-BOD-M1	Défendre une décision Marketing	French	MARKETING	5 ECTS
PGE-M5-MKT-642-E-L-BOD-M1	Luxury in Asia	English	MARKETING	6 ECTS
PGE-M5-HRM-002-E-L-BOD-M1	Cross cultural management	English	MANAGEMENT	5 ECTS
PGE-M5-HRM-003-F-L-BOD-M1	Management des hommes et des équipes	French	MANAGEMENT	5 ECTS
PGE-M5-MGT-608-F-L-BOD-M1	Sport et Management	French	MANAGEMENT	5 ECTS
PGE-M5-MGT-632-E-L-BOD-M1	International Business Environment	English	MANAGEMENT	5 ECTS
PGE-M5-FIN-001-F-L-BOD-M1	Finance d'entreprise	French	FINANCE	5 ECTS
PGE-M5-FIN-002-F-L-BOD-M1	Gestion d'actifs et de portefeuille	French	FINANCE	5 ECTS
PGE-M5-FIN-002-E-L-BOD-M1	Asset portfolio Management	French	FINANCE	5 ECTS
PGE-M5-FIN-009-E-L-BOD-M1	International Financial System	English	FINANCE	5 ECTS
PGE-M5-FIN-603-E-L-BOD-M1	Financial markets (microstructure)	English	FINANCE	5 ECTS
PGE-M5-FIN-606-F-L-BOD-M1	Gestion du patrimoine en milieu bancaire	French	FINANCE	5 ECTS
PGE-M5-FIN-616-E-L-BOD-M1	FinTech and Digital Banking	English	FINANCE	5 ECTS
PGE-M5-FIN-618-E-L-BOD-M1	Corporate finance	English	FINANCE	5 ECTS
PGE-M5-STR-624-E-L-BOD-M1	- Business CSR & International Development	English	STRATEGY	5 ECTS
PGE-M5-STR-607-F-L-BOD-M1	- Stratégie et création d'entreprises	French	STRATEGY	5 ECTS
Not available yet	French language for international students (Beginner / Elementary / Intermediate / Advanced)			5 ECTS

ONLINE ELECTIVE COURSES				
Course code	Course title	Taught in	Field of study	ECTS credits
PGE-M5-MKT-014-F-D M2	Communication digitale	French	MARKETING	5 ECTS
PGE-M5-MGT-015-F-D M2	Apprendre à apprendre	French	MANAGEMENT	5 ECTS
PGE-M5-MKT-014-F-D M2	Management, stratégie et décisions individuelles	French	MANAGEMENT	5 ECTS

MIS = Management Information System

OPS= Operations System Management

Please note that the List of courses might still be subject to changes

The academic year of the Programme Grande Ecole "Master in Management" is divided into 2 semesters, from early September to early May.

The academic year of the Programme Grande Ecole "Master in Management" is divided into 2 semesters, from early September to early May.

The Fall semester is divided into two parts:

- One electif course taught in September.
- Then a list of elective courses taught between October and December.

For the Spring semester students will have to select up to 6 courses from the list of elective courses below.

Online elective courses: Those courses are available for the Fall and Spring semesters. Students can select up to two online elective courses if their Home Institution agrees with their choice.

Contact:

For any question related to the course selection platform(send only one email with the details of your query, and add your full name): courseregistration@kedgabs.com

FALL SEMESTER September 9th - December 20th

ELECTIVE COURSES September 9th to 27th				
Course code	Course title	Taught in	Field of study	ECTS credits
September 9th to 14th				
Not available yet	- Project management	English	MARKETING	5 ECTS
Not available yet	- Going Global : Expat Training	English	MANAGEMENT	5 ECTS
Not available yet	- Cultural branding	English	MARKETING	5 ECTS
Not available yet	- HRM policies & practices	English	MANAGEMENT	5 ECTS
September 16th to 21st				
Not available yet	- Going Global : Expat Training	English	MANAGEMENT	5 ECTS
Not available yet	- HRM policies & practices	English	MANAGEMENT	5 ECTS
Not available yet	- Cultural branding	English	MARKETING	5 ECTS
Not available yet	- Management de projet	French	MANAGEMENT	5 ECTS
During the semester				
Not available yet	French language for international students (Beginner / Elementary / Intermediate / Advanced)			5 ECTS

ELECTIVE COURSES September 30th to December 20th				
Course code	Course title	Taught in	Field of study	ECTS credits
Not available yet	- International Financial System	English	FINANCE	5 ECTS
Not available yet	- Financial markets (microstructure)	English	FINANCE	5 ECTS
Not available yet	- FinTech and Digital Banking	English	FINANCE	5 ECTS
Not available yet	- Advanced Case Studies in Corporate Finance	English	FINANCE	5 ECTS
Not available yet	- Gestion des risques en milieu bancaire	French	FINANCE	5 ECTS
Not available yet	- Ingénierie financière	French	FINANCE	5 ECTS
Not available yet	- Gestion du patrimoine en milieu bancaire	French	FINANCE	5 ECTS
Not available yet	- Décisions financières et boursières	French	FINANCE	5 ECTS
Not available yet	- Family Business	English	MANAGEMENT	5 ECTS
Not available yet	- International Business Environment	English	MANAGEMENT	5 ECTS
Not available yet	- States & Corporations in the World Economy	English	MANAGEMENT	5 ECTS
Not available yet	- Human Resource Management in ASIA	English	MANAGEMENT	5 ECTS
Not available yet	- Change management	English	MANAGEMENT	5 ECTS
Not available yet	- Méthode de conseil en entreprise	French	MANAGEMENT	5 ECTS
Not available yet	- Management, entrepreneuriat et intrapreneuriat	French	MANAGEMENT	5 ECTS
Not available yet	- Retail Strategies	English	MARKETING	5 ECTS
Not available yet	- Luxury Marketing 1 : The World of Luxury	English	MARKETING	5 ECTS
Not available yet	- Wine Marketing	English	MARKETING	5 ECTS
Not available yet	- Digital marketing	English	MARKETING	5 ECTS
Not available yet	- Cultural branding	English	MARKETING	5 ECTS
Not available yet	- Services marketing	English	MARKETING	5 ECTS
Not available yet	- Communication alternative	French	MARKETING	5 ECTS
Not available yet	- Lancement de nouveau produit et de nouveau service	French	MARKETING	5 ECTS
Not available yet	- Fonction chef de produit	French	MARKETING	5 ECTS
Not available yet	- Communication marketing intégrée	French	MARKETING	5 ECTS
Not available yet	- Services dans un monde digital	French	MARKETING	5 ECTS
Not available yet	- Lean management	English	OPS	5 ECTS
Not available yet	- Global supply chain	English	OPS	5 ECTS
Not available yet	- Maritime supply chain	English	OPS	5 ECTS
Not available yet	- Lean Supply Chain	English	OPS	5 ECTS
Not available yet	- Mobilité et big data	French	OPS	5 ECTS
Not available yet	- Pilotage opérationnel des achats	French	OPS	5 ECTS
Not available yet	- Achats et innovation : les achats du futur	French	OPS	5 ECTS
Not available yet	- Les achats durables	French	OPS	5 ECTS
Not available yet	- Corporate Strategy in the Digital Age	English	STRATEGY	5 ECTS
Not available yet	- Technology entrepreneurship	English	STRATEGY	5 ECTS
Not available yet	- Creating Social Change : System-Innovation for a Better Society	English	STRATEGY	5 ECTS

ONLINE ELECTIVE COURSES				
Course code	Course title	Taught in	Field of study	ECTS credits
Not available yet	- Exploring South East Asia	English	MANAGEMENT	5 ECTS
Not available yet	- Good Governance, Lobbying or Corruption	English	STRATEGY	5 ECTS
Not available yet	- Mastering Money	English	FINANCE	5 ECTS
Not available yet	- Cultural Brand Strategy	English	MARKETING	5 ECTS
Not available yet	- Managing Knowledge in Organization	English	STRATEGY	5 ECTS
Not available yet	- Personal Branding Online	English	MARKETING	5 ECTS
Not available yet	- Gender studies : representation in media, politics and economics	English	MARKETING	5 ECTS
Not available yet	- Measuring Sustainable Performance	English	STRATEGY	5 ECTS
Not available yet	- Network-centric Innovation	English	STRATEGY	5 ECTS
Not available yet	- Strategic Behavior and Gaming	English	STRATEGY	5 ECTS
Not available yet	- Marketing émotionnel	French	MARKETING	5 ECTS
Not available yet	- Communication digitale	French	MARKETING	5 ECTS
Not available yet	- Marketing relationnel	French	MARKETING	5 ECTS
Not available yet	- Economie reconsidérée	French	FINANCE	5 ECTS
Not available yet	- Apprendre à apprendre	French	MANAGEMENT	5 ECTS
Not available yet	- Marketing sensoriel	French	MARKETING	5 ECTS
Not available yet	- Systèmes d'information, stratégie et organisation	French	OPS	5 ECTS

SPRING SEMESTER January 9th - May 29th

ELECTIVE COURSES				
Course code	Course title	Taught in	Field of study	ECTS credits
PGE-M5-OPS-613-F-L-BOD-M2	PO Achats : Management stratégique de la fonction achats	French	OPS	5 ECTS
PGE-M5-OPS-616-F-L-BOD-M2	PO Achats : E-achats : les outils de l'acheteur d'aujourd'hui et de demain	French	OPS	5 ECTS
PGE-M5-OPS-621-F-L-BOD-M2	PO Achats : Des achats au management des ressources externes	French	OPS	5 ECTS
PGE-M5-MIS-609-F-L-BOD-M2	PO Digital Management : Méthodes de conseil	French	OPS	5 ECTS
PGE-M5-MIS-610-E-L-BOD-M2	PO Digital Management : International project management	English	OPS	6 ECTS
PGE-M5-MIS-621-F-L-BOD-M2	PO Digital Management : Développement WEB	French	OPS	7 ECTS
PGE-M5-OPS-001-F-L-BOS-M2	à définir - Python	French	OPS	5 ECTS
PGE-M5-OPS-606-F-L-BOD-M2	PO Supply Chain : Management de la supply chain durable	French	OPS	5 ECTS
PGE-M5-OPS-608-E-L-BOD-M2	PO Supply Chain : Supply chain planning in a uncertain world	English	OPS	5 ECTS
PGE-M5-OPS-628-F-L-BOD-M2	PO Supply Chain : Conception et gestion de la supply chain	French	OPS	5 ECTS
PGE-M5-MIS-603-F-L-BOD-M2	Entreprise numérique, nouveaux métiers et nouvelles pratiques	French	OPS	5 ECTS
PGE-M5-OPS-607-E-L-BOD-M2	Consulting in process management	English	OPS	5 ECTS
PGE-M5-HRM-601-E-L-BOD-M2	PO HR and CM : Human Resource Management in ASIA	English	MANAGEMENT	5 ECTS
PGE-M5-HRM-602-E-L-BOD-M2	PO HR and CM : Positive Leading People & organizational Excellence	English	MANAGEMENT	5 ECTS
PGE-M5-HRM-002-E-L-BOD-M2	Cross cultural management	English	MANAGEMENT	5 ECTS
PGE-M5-MGT-011-F-L-BOD-M2	Le Leadership autrement : le parcours du héros	French	MANAGEMENT	5 ECTS
PGE-M5-MGT-608-F-L-BOD-M2	Sport et Management	French	MANAGEMENT	5 ECTS
PGE-M5-MGT-629-F-L-BOD-M2	Management, entrepreneuriat et intrapreneuriat	French	MANAGEMENT	5 ECTS
PGE-M5-MGT-632-E-L-BOD-M2	International Business Environment	English	MANAGEMENT	5 ECTS
PGE-M5-MKT-007-F-L-BOD-M2	PO Marketing : Marketing digital	French	MARKETING	5 ECTS
PGE-M5-MKT-004-F-L-BOD-M2	Marketing des services dans un monde digital	French	MARKETING	5 ECTS
PGE-M5-MKT-607-F-L-BOD-M2	PO Marketing : Marketing industriel	French	MARKETING	5 ECTS
PGE-M5-MKT-642-E-L-BOD-M2	Luxury in Asia	English	MARKETING	5 ECTS
PGE-M5-MKT-002-E-L-BOD-M2	Consumer culture	English	MARKETING	4 ECTS
PGE-M5-MKT-615-E-L-BOD-M2	Wine Marketing	English	MARKETING	5 ECTS
PGE-M5-MKT-625-F-L-BOD-M2	Marque et communication	French	MARKETING	5 ECTS
PGE-M5-MKT-643-E-L-BOD-M2	Luxury Marketing 2 : Experiential Luxury	English	MARKETING	5 ECTS
PGE-M5-MKT-005-E-L-BOD-M2	Sustainable Marketing	English	MARKETING	5 ECTS
PGE-M5-FIN-003-E-L-BOD-M2	PO Finance : Investment banking	Anglais	FINANCE	5 ECTS
PGE-M5-FIN-008-E-L-BOD-M2	PO Finance : Risk Management and Derivatives	English	FINANCE	5 ECTS
PGE-M5-FIN-617-E-L-BOD-M2	PO Finance : Big Data & quantitative methods	English	FINANCE	5 ECTS
PGE-M5-FIN-601-F-L-BOD-M2	Finance entrepreneuriale	French	FINANCE	5 ECTS
PGE-M5-STR-607-F-L-BOD-M2	Strategie et création d'entreprises	French	STRATEGY	5 ECTS
PGE-M5-STR-610-F-L-BOD-M2	Start up : de l'idée au Business Model	French	STRATEGY	5 ECTS
PGE-M5-STR-605-F-L-BOD-M2	Concevoir et évaluer une stratégie RSE en entreprise	French	STRATEGY	6 ECTS
PGE-M5-STR-618-E-L-BOD-M2	Business Models Innovation	English	STRATEGY	5 ECTS
PGE-M5-STR-633-E-L-BOD-M2	Societal Innovation for a Sustainable City	English	STRATEGY	5 ECTS
Not available yet	French language for international students (Beginner / Elementary / Intermediate / Advanced)			5 ECTS

ONLINE ELECTIVE COURSES				
Course code	Course title	Taught in	Field of study	ECTS credits
PGE-M5-STR-004-E-D M2	- Corporate Social Responsibility	English	STRATEGY	5 ECTS
PGE-M5-MKT-012-E-D M2	- Cultural Brand Strategy	English	MARKETING	5 ECTS
PGE-M5-ECO-011-E-D M2	- Economic Development	English	FINANCE	5 ECTS
PGE-M5-HRM-009-E-D M2	- Human Resources Technics and Methods	English	MANAGEMENT	5 ECTS
PGE-M5-MKT-015-E-D M2	- Luxury Brands and Consumers' emotions	English	MARKETING	5 ECTS
PGE-M5-MGT-012-E-D M2	- Management and language	English	MANAGEMENT	5 ECTS
PGE-M5-STR-010-E-D M2	- Players and Deviants : Creative Innovation for Change	English	STRATEGY	5 ECTS
PGE-M5-MKT-013-E-D M2	- Sensory Marketing	English	MARKETING	5 ECTS
PGE-M5-STR-001-E-D M2	- Social Entrepreneurship	English	STRATEGY	5 ECTS
PGE-M5-STR-008-E-D M2	- Surviving Thriving and Sinning : International Contexts of Small Enterprise and Entrepreneurship	English	STRATEGY	5 ECTS
PGE-M5-MGT-015-F-D M2	- Apprendre à apprendre	French	MANAGEMENT	5 ECTS
PGE-M5-MKT-014-F-D M2	- Communication digitale	French	MARKETING	5 ECTS
PGE-M5-ECO-012-F-D M2	- Economie reconsidérée	French	FINANCE	5 ECTS
PGE-M5-MKT-019-F-D M2	- Influence et communication politique	French	MARKETING	5 ECTS
PGE-M5-HRM-010-F-D M2	- Intégrer et s'intégrer à l'entreprise	French	MANAGEMENT	5 ECTS
PGE-M5-MKT-014-F-D M2	- Management, stratégies et décisions individuelles	French	MANAGEMENT	5 ECTS
PGE-M5-MKT-016-E-D M2	- Marketing relationnel	French	MARKETING	5 ECTS

ONLINE FUNDAMENTALS COURSES (ONLY AND OPTIONAL FOR DOUBLE DEGREE)				
Course code	Course title	Taught in	Field of study	ECTS credits
Not available yet	- Marketing management	English	MARKETING	5 ECTS
Not available yet	- Finance	English	FINANCE	5 ECTS
Not available yet	- Stratégie	English	STRATEGY	5 ECTS
Not available yet	- Management des ressources humaines	English	MANAGEMENT	5 ECTS
Not available yet	- Compléxité et management	English	MANAGEMENT	5 ECTS
Not available yet	- Innovation et entrepreneurship	English	STRATEGY	5 ECTS
Not available yet	- Marketing Management	French	MARKETING	5 ECTS
Not available yet	- Finance	French	FINANCE	5 ECTS
Not available yet	- Corporate Strategy	French	STRATEGY	5 ECTS
Not available yet	- Human resource management	French	MANAGEMENT	5 ECTS
Not available yet	- Complexity and management	French	MANAGEMENT	5 ECTS
Not available yet	- Innovation and entrepreneurship	French	STRATEGY	5 ECTS

MIS = Management Information System

OPS = Operations System Management

Please note that the List of courses might still be subject to change

2nd year Bachelor Students – KEDGE Bachelor programme

Level of entry	Students in their <i>second year</i> of Bachelor studies while at KEDGE BS will join the <u>KEDGE Bachelor programme</u> .																								
Programme Structure	<p>The programme starts every year in September, ends in May, and is divided into 2 semesters.</p> <ul style="list-style-type: none"> - Fall: September 2nd to December/January (see the precise date on the academic calendar below depending on the level of the courses that you take) - Spring: January 7th to mid-May 15th (June 20th for resit exams) <p>See detailed calendar on page 2 1 semester = 6 courses. 1 course = 30 contact hours = 5 ECTS credits</p>																								
Course Offer and Registration	<p><u>BUSINESS COURSES</u></p> <p>Course offer: the list of courses offered can be found on the document attached. In addition to the KEDGE Bachelor courses, students can choose to take courses from the IBBA programme, and mix courses from both programmes, depending on their level of studies.</p> <p>Course workload: The usual workload for a regular KEDGE BS student is 6 courses (30 ECTS) per semester. For exchange students, the Home Institution is free to decide the number of credits their students need to complete (with a minimum of 4 courses and a maximum of 30 ECTS of business courses per semester).</p> <p>Course timetable: the information regarding the time (morning/afternoon or evening) for each course is specified into the online course selection application and in the student web page (Campus Virtuel) once the courses are selected.</p> <p>Course syllabi: https://campusvirtuel.kedgebs.com/ > select the English flag at the top right hand corner > do not log in, instead click on: Menu > “Net Syllabus (Public Access)” > Select academic year 2019-2020 and the semester; School: Marseille; Training: KEDGE bachelor or IBBA Level: IBBA 1, 2, 3 or 4 for courses starting with BBA-B1-XX or BBA-B2-XX or courses starting with BBA-B3-XX</p> <p>Language of instruction: Classes can be either taught in English or in French.</p> <p>Course registration: students will have to register online for courses. They will receive an e-mail as soon as the registration website opens, after having been officially admitted to study at KEDGE BS. The registration will be done according to the “first come, first served” rule. The school reserves the right of admission in every case and of awarding available places according to compliance with requirements.</p> <p>Resit exams: Resit exams are held at KEDGE BS, a few weeks after the end of the semester (see calendar on page 2). Students who need to take a re-sit exam must contact their programme and ask for registration. Resit exams are assigned on KEDGE campus only.</p> <p><u>FLE (French As Foreign Language course)</u></p> <p>French language courses are available at different levels during the Fall and the Spring semesters. A placement test is compulsory to register for this course. Instructions regarding the course registration process will be sent by email to students throughout June (Fall Semester) and November (Spring Semester).</p>																								
Evaluation and transcripts	<p>Attendance in all courses is compulsory. Each course will be individually evaluated and one final grade will be awarded per course.</p> <p>The students will receive a local grade (based on a 20-point grading scale, passing grade = 10/20), as well as an ECTS grade (according to the following grid).</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">ECTS Grade</th> <th style="text-align: center;">% of successful students achieving the grade</th> <th style="text-align: center;">Definition</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">A</td> <td style="text-align: center;">10%</td> <td>Excellent</td> </tr> <tr> <td style="text-align: center;">B</td> <td style="text-align: center;">25%</td> <td>Very good</td> </tr> <tr> <td style="text-align: center;">C</td> <td style="text-align: center;">30%</td> <td>Good</td> </tr> <tr> <td style="text-align: center;">D</td> <td style="text-align: center;">25%</td> <td>Satisfactory</td> </tr> <tr> <td style="text-align: center;">E</td> <td style="text-align: center;">10%</td> <td>Sufficient</td> </tr> <tr> <td style="text-align: center;">FX</td> <td style="text-align: center;">-</td> <td>Fail — some more work required before the credit can be awarded</td> </tr> <tr> <td style="text-align: center;">F</td> <td style="text-align: center;">-</td> <td>Fail — considerable work required</td> </tr> </tbody> </table> <p>Transcripts of records will be sent to the home institution coordinator around mid-February for the Fall semester students, and around mid-July for the Spring semester and full-year students.</p>	ECTS Grade	% of successful students achieving the grade	Definition	A	10%	Excellent	B	25%	Very good	C	30%	Good	D	25%	Satisfactory	E	10%	Sufficient	FX	-	Fail — some more work required before the credit can be awarded	F	-	Fail — considerable work required
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2nd year Bachelor Students – KEDGE Bachelor programme

Academic Calendar

May be subject to change under exceptional circumstances

FALL 2019	
August 27 – 30	Train station pick-up service (free & optional)
September 2 – 6	International Student Orientation Session
September 9	Start of courses
October 28 – November 3	Holidays (no classes)
December 9 – December 13	Kedge Bachelor Year 2 courses exams
December 2 – December 10	IBBA Year 2 courses exams
December 9 – December 17	IBBA Year 3 courses exams
December 2– December 11	IBBA Year 4 courses exams
January 6 – January 10	IBBA Year 1 courses exams
January 13 – January 17	IBBA Year 2 courses re-sit exams
March 2 – March 6	Resit exams for IBBA 1, IBBA 3 and Kedge Bachelor Year 2 courses

National holidays: November 1st and 11th – December 25th– January 1st

SPRING 2020	
January 6	Airport/Train station pick-up service (free & optional)
January 7 – 8	International Student Orientation Session
From January 13	Start of courses
February 24 to March 1st April 20 to April 26	Holidays (no classes)
April 27 – May 7	Kedge Bachelor Year 2 courses exams
April 27 – May 7	IBBA Year 1 courses exams
May 11 – May 15	IBBA Year 3 courses exams
June 15 – June 20	Resit exams for all programs

National holidays: April 13th – May 1st, 8th and 21st – June 1st – July 14th – August 15th

3rd year Bachelor Students – IBBA programme

Level of entry	Students in their third year of Bachelor studies while at KEDGE BS will join the IBBA programme																								
Programme Structure	<p>The programme starts every year in September, ends in May, and is divided into 2 semesters.</p> <ul style="list-style-type: none"> - Fall: September 2nd to Decemer/January (see the precise date on the academic calendar below depending on the level of the courses that you take) - Spring: January 7th to mid-May 15th (June 20th for resit exams) <p>See detailed calendar on page 4 1 semester = 6 courses. 1 course = 30 hours = 5 ECTS credits</p>																								
Course Offer and Registration	<p><u>BUSINESS COURSES</u></p> <p>Course offer: the list of courses offered can be found on the document attached. In addition to the KEDGE Bachelor courses, students can choose to take courses from the IBBA programme, and mix courses from both programmes, depending on their level of studies.</p> <p>Course workload: The usual workload for a regular KEDGE BS student is 6 courses (30 ECTS) per semester. For exchange students, the Home Institution is free to decide the number of credits their students need to complete.</p> <p>Course timetable: the information regarding the time (morning/afternoon or evening) for each course is specified into the online course selection application and in the student web page (Campus Virtuel) once the courses are selected.</p> <p>Course syllabi: https://campusvirtuel.kedgebs.com/ > select the English flag at the top right hand corner > do not log in, instead click on: Menu > “Net Syllabus (Public Access)” > Select academic year 2019-2020 and the semester; School: Marseille; Training: KEDGE bachelor or IBBA Level: IBBA 1, 2, 3 or 4 for courses starting with BBA-B1-XX or BBA-B2-XX or courses starting with BBA-B3-XX</p> <p>Language of instruction: Classes can be either be taught in English or in French.</p> <p>Course registration: students will have to register online for courses. They will receive an e-mail as soon as the registration website opens, after having been officially admitted to study at KEDGE BS. The registration will be done according to the “first come, first served” rule. The school reserves the right of admission in every case and of awarding available places according to compliance with requirements.</p> <p>Resit exams: Resit exams are held at KEDGE BS, a few weeks after the end of the semester (see calendar on page 2). Students willing to register for re-sit exams must contact their programme and ask for registration. Resit exams are assigned on KEDGE campus only.</p> <p><u>FLE (French As Foreign Language course)</u></p> <p>French language courses are available at different levels during the Fall and the Spring semesters. A placement test is compulsory to register for this course. Instructions regarding the course registration process will be sent by email to students throughout June (Fall Semester) and November (Spring Semester).</p>																								
Evaluation and transcripts	<p>Attendance in all courses is compulsory. Each course will be individually evaluated and one final grade will be awarded per course.</p> <p>The students will receive a local grade (based on a 20-point grading scale, passing grade = 10/20), as well as an ECTS grade (according to the following grid).</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">ECTS Grade</th> <th style="text-align: center;">% of successful students achieving the grade</th> <th style="text-align: center;">Definition</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">A</td> <td style="text-align: center;">10%</td> <td style="text-align: center;">Excellent</td> </tr> <tr> <td style="text-align: center;">B</td> <td style="text-align: center;">25%</td> <td style="text-align: center;">Very good</td> </tr> <tr> <td style="text-align: center;">C</td> <td style="text-align: center;">30%</td> <td style="text-align: center;">Good</td> </tr> <tr> <td style="text-align: center;">D</td> <td style="text-align: center;">25%</td> <td style="text-align: center;">Satisfactory</td> </tr> <tr> <td style="text-align: center;">E</td> <td style="text-align: center;">10%</td> <td style="text-align: center;">Sufficient</td> </tr> <tr> <td style="text-align: center;">FX</td> <td style="text-align: center;">-</td> <td style="text-align: center;">Fail — some more work required before the credit can be awarded</td> </tr> <tr> <td style="text-align: center;">F</td> <td style="text-align: center;">-</td> <td style="text-align: center;">Fail — considerable work required</td> </tr> </tbody> </table> <p>Transcripts of records will be sent to the home institution coordinator around mid-February for the Fall semester students, and around mid-July for the Spring semester and full-year students.</p>	ECTS Grade	% of successful students achieving the grade	Definition	A	10%	Excellent	B	25%	Very good	C	30%	Good	D	25%	Satisfactory	E	10%	Sufficient	FX	-	Fail — some more work required before the credit can be awarded	F	-	Fail — considerable work required
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FX	-	Fail — some more work required before the credit can be awarded																							
F	-	Fail — considerable work required																							

3rd year Bachelor Students – IBBA programme

Academic Calendar

May be subject to change under exceptional circumstances

FALL 2019	
August 27 – 30	Train station pick-up service (free & optional)
September 2 – 6	International Student Orientation Session
September 9	Start of courses
October 28 – November 3	Holidays (no classes)
December 9 – December 13	Kedge Bachelor Year 2 courses exams
December 2 – December 10	IBBA Year 2 courses exams
December 9 – December 17	IBBA Year 3 courses exams
December 2– December 11	IBBA Year 4 courses exams
January 6 – January 10	IBBA Year 1 courses exams
January 13 – January 17	IBBA Year 2 courses re-sit exams
March 2 – March 6	Resit exams for IBBA 1, IBBA 3 and Kedge Bachelor Year 2 courses

National holidays: November 1st and 11th – December 25th– January 1st

SPRING 2020	
January 6	Airport/Train station pick-up service (free & optional)
January 7 – 8	International Student Orientation Session
From January 13	Start of courses
February 24 to March 1st April 20 to April 26	Holidays (no classes)
April 27 – May 7	Kedge Bachelor Year 2 courses exams
April 27 – May 7	IBBA Year 1 courses exams
May 11 – May 15	IBBA Year 3 courses exams
June 15 – June 20	Resit exams for all programs

National holidays: April 13th – May 1st, 8th and 21st – June 1st – July 14th – August 15th

4th year Bachelor Students – IBBA programme

Level of entry	Students in their <i>fourth year</i> of Bachelor studies while at KEDGE BS can either join the IBBA programme or the Programme Grande Ecole “Master in Management” .																								
Programme Structure	<p>The programme starts every year in September, ends in May, and is divided into 2 semesters.</p> <ul style="list-style-type: none"> - Fall: September 2nd to Decemer/January (see the precise date on the academic calendar below depending on the level of the courses that you take) - Spring: January 7th to mid-May 15th (June 20th for resit exams) <p>See detailed calendar on page 6 1 semester = 6 courses. 1 course = 30 hours = 5 ECTS credits</p>																								
Course Offer and Registration	<p><u>BUSINESS COURSES</u></p> <p>Course offer: the list of courses offered can be found on the document attached. In addition to the KEDGE Bachelor courses, students can choose to take courses from the IBBA programme, and mix courses from both programmes, depending on their level of studies.</p> <p>Course workload: The usual workload for a regular KEDGE BS student is 6 courses (30 ECTS) per semestrer. For exchange students, the Home Institution is free to decide the number of credits their students need to complete.</p> <p>Course timetable: the information regarding the time (morning/afternoon or evening) for each course is specified into the online course selection application and in the student web page (Campus Virtuel) once the courses are selected.</p> <p>Course syllabi: https://campusvirtuel.kedgebs.com/ > select the English flag at the top right hand corner > do not log in, instead click on: Menu > “Net Syllabus (Public Access)” > Select academic year 2019-2020 and the semester; School: Marseille; Training: KEDGE bachelor or IBBA Level: IBBA 1, 2, 3 or 4 for courses starting with BBA-B1-XX or BBA-B2-XX or courses starting with BBA-B3-XX</p> <p>Language of instruction: Classes can be either be taught in English or in French.</p> <p>Course registration: students will have to register online for courses. They will receive an e-mail as soon as the registration website opens, after having been officially admitted to study at KEDGE BS. The registration will be done according to the “first come, first served” rule. The school reserves the right of admission in every case and of awarding available places according to compliance with requirements.</p> <p>Resit exams: Resit exams are held at KEDGE BS, a few weeks after the end of the semester (see calendar on page 2). Students willing to register for re-sit exams must contact their programme and ask for registration. Resit exams are assigned on KEDGE campus only.</p> <p><u>FLE (French As Foreign Language course)</u></p> <p>French language courses are available at different levels during the Fall and the Spring semesters. A placement test is compulsory to register for this course. Instructions regarding the course registration process will be sent by email to students throughout June (Fall Semester) and November (Spring Semester).</p>																								
Evaluation and transcripts	<p>Attendance in all courses is compulsory. Each course will be individually evaluated and one final grade will be awarded per course.</p> <p>The students will receive a local grade (based on a 20-point grading scale, passing grade = 10/20), as well as an ECTS grade (according to the following grid).</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">ECTS Grade</th> <th style="text-align: center;">% of successful students achieving the grade</th> <th style="text-align: center;">Definition</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">A</td> <td style="text-align: center;">10%</td> <td>Excellent</td> </tr> <tr> <td style="text-align: center;">B</td> <td style="text-align: center;">25%</td> <td>Very good</td> </tr> <tr> <td style="text-align: center;">C</td> <td style="text-align: center;">30%</td> <td>Good</td> </tr> <tr> <td style="text-align: center;">D</td> <td style="text-align: center;">25%</td> <td>Satisfactory</td> </tr> <tr> <td style="text-align: center;">E</td> <td style="text-align: center;">10%</td> <td>Sufficient</td> </tr> <tr> <td style="text-align: center;">FX</td> <td style="text-align: center;">-</td> <td>Fail — some more work required before the credit can be awarded</td> </tr> <tr> <td style="text-align: center;">F</td> <td style="text-align: center;">-</td> <td>Fail — considerable work required</td> </tr> </tbody> </table> <p>Transcripts of records will be sent to the home institution coordinator around mid-February for the Fall semester students, and around mid-July for the Spring semester and full-year students.</p>	ECTS Grade	% of successful students achieving the grade	Definition	A	10%	Excellent	B	25%	Very good	C	30%	Good	D	25%	Satisfactory	E	10%	Sufficient	FX	-	Fail — some more work required before the credit can be awarded	F	-	Fail — considerable work required
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FX	-	Fail — some more work required before the credit can be awarded																							
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4th year Bachelor Students – IBBA programme

Academic Calendar

May be subject to change under exceptional circumstances

FALL 2019	
August 27 – 30	Train station pick-up service (free & optional)
September 2 – 6	International Student Orientation Session
September 9	Start of courses
October 28 – November 3	Holidays (no classes)
December 9 – December 13	Kedge Bachelor Year 2 courses exams
December 2 – December 10	IBBA Year 2 courses exams
December 9 – December 17	IBBA Year 3 courses exams
December 2– December 11	IBBA Year 4 courses exams
January 6 – January 10	IBBA Year 1 courses exams
January 13 – January 17	IBBA Year 2 courses re-sit exams
March 2 – March 6	Resit exams for IBBA 1, IBBA 3 and Kedge Bachelor Year 2 courses

National holidays: November 1st and 11th – December 25th– January 1st

SPRING 2020	
January 6	Airport/Train station pick-up service (free & optional)
January 7 – 8	International Student Orientation Session
From January 13	Start of courses
February 24 to March 1st April 20 to April 26	Holidays (no classes)
April 27 – May 7	Kedge Bachelor Year 2 courses exams
April 27 – May 7	IBBA Year 1 courses exams
May 11 – May 15	IBBA Year 3 courses exams
June 15 – June 20	Resit exams for all programs

National holidays: April 13th – May 1st, 8th and 21st – June 1st – July 14th – August 15th

Undergraduate exchange students coming to Marseille campus are offered to select courses from two programmes: our KEDGE Bachelor and our International BBA.

Students can mix courses from both programmes as much as the courses do not overlap.

Attention: we strongly advise students to select courses according to their level of study (please see 1st column of the table here below).

Usual workload for 1 semester = 6 courses

1 business course is worth 5 ECTS credits (30 contact hours & 70 hours of personal homework)

In addition, French language courses are available at different levels during the Fall and the Spring semesters.

Seats into courses are limited and cannot exceed 60 students per courses,

Course schedule: Available later via the on line student Kedge portal.

Academic advisor: Véronique Spanu (veronique.spanu@kedgebbs.com)

FALL 2019 SEMESTER (exact semester dates: please check the calendar on the IBBA and KEDGE Bachelor Programme Annexes)

Entry level	Year	Course code	Course title	Contact hours	ECTS	Course title translated into English	Course Language	Exams period
For Bachelor students 2nd year (basic level courses)	IBBA Year1	Not available yet	Fundamentals of Accounting	30	5	Fundamentals of Accounting	English	January 2020
	IBBA Year1	Not available yet	Economics (macro-micro)	30	5	Economics (macro-micro)	English	January 2020
	IBBA Year1	Not available yet	Business Law	30	5	Business Law	English	January 2020
	IBBA Year1	Not available yet	Business Systemic Approach	30	5	Business Systemic Approach	English	January 2020
	IBBA Year1	Not available yet	Quantitative Methods	30	5	Quantitative Methods	English	January 2020
	IBBA Year1	Not available yet	Principles of Marketing	30	5	Principles of Marketing	English	January 2020
For Bachelor students 2nd or 3rd year	KB Year 2	Not available yet	Financial Management	30	5	Financial Management	English	December 2019
	KB Year 2	Not available yet	HR and Team Management	30	5	HR and Team Management	English	December 2019
	KB Year 2	Not available yet	Enterprise and Leadership 3	30	5	Enterprise and Leadership 3	English	December 2019
	KB Year 2	Not available yet	Management Information Systems	30	5	Management Information Systems	English	December 2019
	KB Year 2	Not available yet	Negotiation Technics	30	5	Negotiation Technics	English	December 2019
	KB Year 2	Not available yet	Sustainable Development	30	5	Sustainable Development	English	December 2019
	KB Year 2	Not available yet	Management Accounting	30	5	Management Accounting	English	December 2019
	IBBA Year 2	Not available yet	Introduction to Finance	30	5	Introduction to Finance	English	December 2019
	IBBA Year 2	Not available yet	Corporate Finance	30	5	Corporate Finance	English	December 2019
	IBBA Year 2	Not available yet	International asset Management	30	5	International asset Management	English	December 2019
	IBBA Year 2	Not available yet	International Consumer Behaviour	30	5	International Consumer Behaviour	English	December 2019
	IBBA Year 2	Not available yet	Brand Management	30	5	Brand Management	English	December 2019
	IBBA Year 2	Not available yet	Luxury Marketing Strategy	30	5	Luxury Marketing Strategy	English	December 2019
	IBBA Year 2	Not available yet	Digital Communication	30	5	Digital Communication	English	December 2019
	IBBA Year 2	Not available yet	Web Marketing	30	5	Web Marketing	English	December 2019
	IBBA Year 2	Not available yet	Community Management	30	5	Community Management	English	December 2019
	IBBA Year 2	Not available yet	International Law	30	5	International Law	English	December 2019
	IBBA Year 2	Not available yet	International Trade	30	5	International Trade	English	December 2019
	IBBA Year 2	Not available yet	English(History of the USA and US Constitution)	30	5	English(History of the USA and US Constitution)	English	December 2019
	IBBA Year 2	Not available yet	Sustainable Development	30	5	Sustainable Development	English	December 2019
	IBBA Year 2	Not available yet	Foreign investment in China	30	5	Foreign investment in China	English	December 2019
	IBBA Year 2	Not available yet	Chinese culture and Business	30	5	Chinese culture and Business	English	December 2019
	IBBA Year 3	Not available yet	Comparative International Accounting	30	5	Comparative International Accounting	English	December 2019
	IBBA Year 3	Not available yet	Comparative International Taxation	30	5	Comparative International Taxation	English	December 2019
	IBBA Year 3	Not available yet	Financial Analysis	30	5	Financial Analysis	English	December 2019
	IBBA Year 3	Not available yet	European Competition Law	30	5	European Competition Law	English	December 2019
	IBBA Year 3	Not available yet	Digital Markets, Social Innovations and Marketing	30	5	Digital Markets, Social Innovations and Marketing	English	December 2019
	IBBA Year 3	Not available yet	The Euromediterranean Management Approach	30	5	The Euromediterranean Management Approach	English	December 2019
	IBBA Year 3	Not available yet	Comptabilité comparée	30	5	Comparative Accounting	French	December 2019
	IBBA Year 3	Not available yet	Fiscalité comparée	30	5	Comparative Taxation	French	December 2019
IBBA Year 3	Not available yet	Diagnostic Financier	30	5	Financial Analysis	French	December 2019	
IBBA Year 3	Not available yet	Droit Européen de la Concurrence	30	5	European Competition Law	French	December 2019	
IBBA Year 3	Not available yet	Marchés digitaux, innovations sociales et marketing	30	5	Digital Markets, Social Innovations and Marketing	French	December 2019	
For Bachelor students 4th year	IBBA Year 4	Not available yet	Project Management	30	5	Project Management	English	December 2019
	IBBA Year 4	Not available yet	Business Strategy	30	5	Business Strategy	English	December 2019
	IBBA Year 4	Not available yet	Marketing Communication	30	5	Marketing Communication	English	December 2019
	IBBA Year 4	Not available yet	Marketing Strategy and Planning	30	5	Marketing Strategy and Planning	English	December 2019
	IBBA Year 4	Not available yet	International Marketing Cases	30	5	International Marketing Cases	English	December 2019
	IBBA Year 4	Not available yet	Luxury Goods Marketing	30	5	Luxury Goods Marketing	English	December 2019
	IBBA Year 4	Not available yet	Management Control and Operations	30	5	Management Control and Operations	English	December 2019
	IBBA Year 4	Not available yet	Investment and Financing Decisions	30	5	Investment and Financing Decisions	English	December 2019
	IBBA Year 4	Not available yet	International Finance	30	5	International Finance	English	December 2019
	IBBA Year 4	Not available yet	Management and Language in international business	30	5	Management and Language in international business	English	December 2019
	IBBA Year 4	Not available yet	Management des Projets	30	5	Project Management	French	December 2019
	IBBA Year 4	Not available yet	Stratégie	30	5	Business Strategy	French	December 2019

Course codes meaning

Undergraduate exchange students coming to Marseille campus are offered to select courses from two programmes: our **KEDGE Bachelor** and our **International BBA**.

Students can mix courses from both programmes as much as the courses do not overlap.

Attention: we strongly advise students to select courses according to their level of study (please see 1st column of the table here below).

Usual workload for 1 semester = 6 courses

1 business course is worth 5 ECTS credits (30 contact hours & 70 hours of personal homework)

In addition, **French language courses** are available at different levels during the Fall and the Spring semesters.

Seats into courses are limited and cannot exceed 60 students per courses,

Course schedule: Available later via the on line student Kedge portal.

Academic advisor: Véronique Spanu (veronique.spanu@kedgebbs.com)

SPRING 2020 SEMESTER (exact semester dates: please check the calendar on the IBBA and KEDGE Bachelor Programme Annexes)

Entry level	Year	Course code	Course title	Contact hours	ECTS	Course title translated into English	Course Language	Exams period
For Bachelor students 2nd year (basic level courses)	IBBA (Year 1)	Not available yet	International environment and Geopolitics	30	5	International environment and Geopolitics	English	April/May 2020
	IBBA (Year 1)	Not available yet	Operations Management	30	5	Operations Management	English	April/May 2020
	IBBA (Year 1)	Not available yet	Data Management & Information Systems (MIS)	30	5	Data Management & Information Systems (MIS)	English	April/May 2020
	IBBA (Year 1)	Not available yet	Project Management Methods	30	5	Project Management Methods	English	April/May 2020
	IBBA (Year 1)	Not available yet	Intercultural Management	30	5	Intercultural Management	English	April/May 2020
	IBBA (Year 1)	Not available yet	Introduction to Financial Analysis	30	5	Introduction to Financial Analysis	English	April/May 2020
For Bachelor students in their 2nd or 3rd year	IBBA (Year 1)	Not available yet	Human Resources and Global Context	30	5	Human Resources and Global Context	English	April/May 2020
	KB (Year 2)	Not available yet	Globalized HRM	30	5	Globalized HRM	English	April/May 2020
	KB (Year 2)	Not available yet	Cross Cultural Management	30	5	Cross Cultural Management	English	April/May 2020
	KB (Year 2)	Not available yet	International Marketing	30	5	International Marketing	English	April/May 2020
	KB (Year 2)	Not available yet	Supply Chain Management	30	5	Supply Chain Management	English	April/May 2020
	KB (Year 2)	Not available yet	Corporate Strategy	30	5	Corporate Strategy	English	April/May 2020
	IBBA Year 3	Not available yet	European Logistics Management	30	5	European Logistics Management	English	April/May 2020
	IBBA Year 3	Not available yet	Entrepreneurship	30	5	Entrepreneurship	English	April/May 2020
	IBBA Year 3	Not available yet	E Business	30	5	E Business	English	April/May 2020
	IBBA Year 3	Not available yet	Business in Intercultural Context	30	5	Business in Intercultural Context	English	April/May 2020
	IBBA Year 3	Not available yet	Organizational Behavior	30	5	Organizational Behavior	English	April/May 2020
	IBBA Year 3	Not available yet	Sustainable Development	30	5	Sustainable Development	English	April/May 2020
	IBBA Year 3	Not available yet	Disability Management (<i>distanciel</i>)	30	5	Disability Management	English	April/May 2020
	IBBA Year 3	Not available yet	Logistique Européenne	30	5	European Logistics	French	April/May 2020
	IBBA Year 3	Not available yet	Entrepreneuriat	30	5	Entrepreneurship	French	April/May 2020
	IBBA Year 3	Not available yet	Introduction au E-Business	30	5	E-Business	French	April/May 2020
	IBBA Year 3	Not available yet	Commerce en Contexte Interculturel	30	5	Business in Intercultural Context	French	April/May 2020
	IBBA Year 3	Not available yet	Comportement Organisationnel	30	5	Organisational Behaviour	French	April/May 2020
	IBBA Year 3	Not available yet	Développement Durable	30	5	Sustainable Development	French	April/May 2020

Course codes meaning

1st and 2nd year Master Students – Programme Grande Ecole « Master in Management »

Level of entry	Students in their 1st or 2nd year of Master studies while at KEDGE BS will join the <u>Programme Grande Ecole “Master in Management”</u> .																								
Programme Structure	<p>The programme starts every year in September, ends in May, and is divided into 2 semesters.</p> <ul style="list-style-type: none"> - Fall: September 2nd to December 20th - Spring: January 7th to May 29th <p>See detailed calendar on page 2</p> <p>1 semester = 6 courses. 1 course = 30 contact hours = 5 ECTS credits</p>																								
Course Offer and Registration	<p><u>BUSINESS COURSES</u></p> <p>Course offer: the list of tracks and of courses offered for each semester can be found on the document entitled “KEDGE Marseille Programme Grande Ecole Master in Management – 2nd year Master level”</p> <p>Course workload: The usual workload for a regular KEDGE BS student is 6 courses (30 ECTS) per semester. For exchange students, the Home Institution is free to decide the number of credits their students need to complete.</p> <p>Course offer:</p> <ul style="list-style-type: none"> - <i>Fall semester:</i> Students will have the possibility to take two elective courses in September and to choose one Major for the remainder of the semester. Students will be automatically registered for the 4 courses of a Major. - <i>Spring semester:</i> Students will have to choose up to 6 courses from the lists of electives offered for the spring semester. <p>Language of instruction:</p> <ul style="list-style-type: none"> - <i>Fall semester:</i> Students will be able to choose either English-taught courses, French-taught courses or a mix of both. - <i>Spring semester:</i> Students will be able to choose either English-taught courses, French-taught courses or a mix of both. <p><u>FLE (French As Foreign Language course)</u></p> <p>French language courses are available at different levels during the Fall and the Spring semesters. They are worth 5 ECTS (according to the agreement between KEDGE BS and the Home Institution) and represent a minimum of 30 contact hours per semester. A placement test is compulsory to register for this course. Instructions will be sent by email to the student in June (Fall Semester) and November (Spring Semester).</p>																								
Evaluation and transcripts	<p>Attendance in all courses is compulsory. Each course will be individually evaluated and one final grade will be awarded per course.</p> <p>The students will receive a local grade (based on a 20-point grading scale, passing grade = 10/20), as well as an ECTS grade (according to the following grid).</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">ECTS Grade</th> <th style="text-align: center;">% of successful students achieving the grade</th> <th style="text-align: center;">Definition</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">A</td> <td style="text-align: center;">10%</td> <td>Excellent</td> </tr> <tr> <td style="text-align: center;">B</td> <td style="text-align: center;">25%</td> <td>Very good</td> </tr> <tr> <td style="text-align: center;">C</td> <td style="text-align: center;">30%</td> <td>Good</td> </tr> <tr> <td style="text-align: center;">D</td> <td style="text-align: center;">25%</td> <td>Satisfactory</td> </tr> <tr> <td style="text-align: center;">E</td> <td style="text-align: center;">10%</td> <td>Sufficient</td> </tr> <tr> <td style="text-align: center;">FX</td> <td style="text-align: center;">-</td> <td>Fail — some more work required before the credit can be awarded</td> </tr> <tr> <td style="text-align: center;">F</td> <td style="text-align: center;">-</td> <td>Fail — considerable work required</td> </tr> </tbody> </table> <p>Transcripts of records will be sent to the home institution coordinator around mid-February for the Fall semester students, and around mid-July for the Spring semester and full-year students.</p>	ECTS Grade	% of successful students achieving the grade	Definition	A	10%	Excellent	B	25%	Very good	C	30%	Good	D	25%	Satisfactory	E	10%	Sufficient	FX	-	Fail — some more work required before the credit can be awarded	F	-	Fail — considerable work required
ECTS Grade	% of successful students achieving the grade	Definition																							
A	10%	Excellent																							
B	25%	Very good																							
C	30%	Good																							
D	25%	Satisfactory																							
E	10%	Sufficient																							
FX	-	Fail — some more work required before the credit can be awarded																							
F	-	Fail — considerable work required																							

**1st and 2nd year Master Students –
Programme Grande Ecole « Master in Management »****Academic Calendar**

May be subject to change under exceptional circumstances

FALL 2019	
August 27 – 30	Train station pick-up service (free & optional)
September 2 – 6	International Student Orientation Session
September 9 – 20	First session of elective courses
September 30 – December 20	Second session of elective courses

National holidays: November 1st and 11th – December 25th – January 1st

SPRING 2020	
January 6	Train station pick-up service (free & optional)
January 7 – 8	International Student Orientation Session
January 9	Start of courses
May 29	End of semester

National holidays: April 13th – May 1st, 8th and 21st – June 1st – July 14th – August 15th

The academic year of the Programme Grande Ecole "Master in Management" is divided into 2 semesters, from **early September** to **early May**.

The **Fall semester** is divided into parts

- For the first part, students will have to select **elective courses**.
- For the second part, students will have to select a **Major of 4 courses** for the remainder of the semester.

For the **Spring semester** students will have to select up to **6 courses** from the list of **elective courses** below. They also have the possibility to select some **online elective courses**.

Online elective courses: Those courses are available for the Spring semester. Students can select up to two online elective courses if their Home Institution agrees with their choice.

Contact:

For any question related to your programme (Learning Agreement, pedagogical matters...): Deel De Baschmakoff, Programme Grande Ecole ("Master in Management") Academic Advisor, deel.debaschmakoff@kedgebs.com

For any question related to the course selection platform (send only one email with the details of your query, and add your full name): choixdecours.pgmrs@kedgebs.com

FALL SEMESTER September 9th - December 20th

ELECTIVE COURSES September 9th to 21st

Course code	Course title	Taught in	Field of study
September 9th to 14th			
Not available yet	HRM policies & Practices	English	HRM
Not available yet	Customer relationship management	English	MANAGEMENT
September 16th to 21st			
Not available yet	Cross cultural management	English	HRM
Not available yet	Project management	English	MIS
During the semester			
Not available yet	French language for international students (Beginner / Elementary / Intermediate / Advanced)		

MAJORS September 30th to December 20th

Course code	Course title	Taught in
MAJOR INTERNATIONAL BUSINESS / GEOPOLITICS		
Not available yet	- Geopolitics and the world of Business	English
Not available yet	- Introduction to international Business	English
Not available yet	- Strategic Business Relationship	English
Not available yet	- Inter trade policy & business strategy	English
MAJOR BRAND & LUXURY MANAGEMENT		
Not available yet	- International brand management	English
Not available yet	- Luxury fashion mark in global markets	English
Not available yet	- Tribal mark and brand communities	English
Not available yet	- Culture consumption and marketing	English
MAJOR MARKETING		
Not available yet	- Brand Management	English
Not available yet	- Consumer Behavior	English
Not available yet	- Digital Marketing	English
Not available yet	- Marketing communication	English
MAJOR FINANCE		
Not available yet	- Corporate finance	English
Not available yet	- Asset portfolio Management	English
Not available yet	- International financial system	English
Not available yet	- Ethical finance and SRI	English
MAJOR MARKETING DIGITAL		
Not available yet	- Marketing Digital – Les outils	French
Not available yet	- Création de site (Wordpress) et SEO	French
Not available yet	- E-consommateur et Expérience Client	French
Not available yet	- Analytics et Data	French
MAJOR MARKETING		
Not available yet	- Management de la marque	French
Not available yet	- Comportement du Consommateur	French
Not available yet	- Marketing Digital	French
Not available yet	- Communication marketing intégrée	French
MAJOR FINANCE		
Not available yet	- Finance d'entreprise	French
Not available yet	- Gestion d'actifs et de portefeuilles	French
Not available yet	- Finance internationale	French
Not available yet	- Contrôle de gestion	French
MAJOR MANAGEMENT ORGANISATIONNEL		
Not available yet	- Leadership	French
Not available yet	- Management des hommes et des équipes	French
Not available yet	- Méthode et outils RH	French
Not available yet	- Droit des RH	French

SPRING SEMESTER January 9th - May 9th

ELECTIVE COURSES			
Course code	Course title	Taught in	Field of study
Not available yet	Brand Management	English	MARKETING
Not available yet	International Brand management	English	MARKETING
Not available yet	Luxury Fashion Marketing in global Markets	English	MARKETING
Not available yet	Consumer behavior	English	MARKETING
Not available yet	Brand, Cultures and Marketing Strategy	English	MARKETING
Not available yet	Customer Relationship Management, Implementation and Application	English	MARKETING
Not available yet	Services Marketing	English	MARKETING
Not available yet	Management de la marque	French	MARKETING
Not available yet	Marketing des services	French	MARKETING
Not available yet	Management commercial	French	MARKETING
Not available yet	Project Management	English	MANAGEMENT
Not available yet	Cross cultural management	English	MANAGEMENT
Not available yet	Leadership	French	MANAGEMENT
Not available yet	Management des hommes et des équipes	French	MANAGEMENT
Not available yet	Le leadership autrement : le parcours du héros	French	MANAGEMENT
Not available yet	Business development et management des ventes	French	MANAGEMENT
Not available yet	Corporate finance	English	FINANCE
Not available yet	Asset portofoglio Management	English	FINANCE
Not available yet	International financial system	English	FINANCE
Not available yet	Audit, contrôle interne et gestion des risques d'entreprise	French	FINANCE
Not available yet	Coûts et prise de décisions managériales	French	FINANCE
Not available yet	Finance d'entreprise	French	FINANCE
Not available yet	Gestion d'actifs et de portefeuilles	French	FINANCE
Not available yet	Introduction to international business	English	STRATEGY
Not available yet	International Trade Policy and Business Strategy	English	STRATEGY
Not available yet	Cases in international CSR	English	STRATEGY
Not available yet	Understanding and Preventing Organizational Corruption	English	STRATEGY
Not available yet	International relations of the environment and sustainable development	English	STRATEGY
Not available yet	Climate change and business	English	STRATEGY
Not available yet	Stratégies de croissance	French	STRATEGY
Not available yet	French language for international students (Beginner / Elementary / Intermediate / Advanced)		

ONLINE ELECTIVE COURSES			
Course code	Course title	Taught in	Field of study
Not available yet	Communication digitale	French	MARKETING
Not available yet	Innovation de services	French	MARKETING
Not available yet	Modèles économiques des industries créatives, Livre, musique, vidéo	French	FINANCE
Not available yet	Apprendre à apprendre	French	MANAGEMENT
Not available yet	Management, stratégie et décisions individuelles	French	MANAGEMENT

OPS= Operations System Management

Please note that the List of courses might still be subject to change

The academic year of the Programme Grande Ecole "Master in Management" is divided into **2 semesters**, from **early September** to **early May**.

The **fall semester** is divided into parts

- A first **list of elective courses** taught in **September**.
 - A second **list of elective courses** taught between **October to December**.
- They also have the possibility to select some **online elective courses**.

For the **Spring semester** students will have to select up to **6 courses** from the **list of elective courses** below. They also have the possibility to select some **online elective courses**.

Online elective courses: Those courses are available for the Spring semester. Students can select **up to two online elective courses** if their Home Institution agrees with their choice.

Contact:

For any question related to your programme (Learning Agreement, pedagogical matters...): Deel De Baschmakoff, Programme Grande Ecole ("Master in Management")

Academic Advisor, deel.debaschmakoff@kedgebs.com

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FALL SEMESTER September 9th - December 20th

ELECTIVE COURSES September 9th to 21st			
Course code	Course title	Taught in	Field of study
September 9th to 14th			
Not available yet	HRM policies & Practices	English	HRM
Not available yet	Customer relationship management	English	MANAGEMENT
September 16th to 21st			
Not available yet	Cross cultural management	English	HRM
Not available yet	Project management	English	MIS
During the semester			
Not available yet	French language for international students (Beginner / Elementary / Intermediate / Advanced)		

ELECTIVE COURSES September 30th to December 20th			
Course code	Course title	Taught in	
Not available yet	International financial system	English	FINANCE
Not available yet	Risk management and derivatives	English	FINANCE
Not available yet	Capital investment	French	FINANCE
Not available yet	Financement bancaire et régulation	French	FINANCE
Not available yet	Ingénierie financière	French	FINANCE
Not available yet	Project Management	English	MANAGEMENT
Not available yet	International HR management	English	MANAGEMENT
Not available yet	Freedom at work : embodied leadership	French	MANAGEMENT
Not available yet	Gestion des conflits	French	MANAGEMENT
Not available yet	Le leadership autrement : le parcours du héros	French	MANAGEMENT
Not available yet	Business development et management des ventes	French	MANAGEMENT
Not available yet	Customer Relationship Management, Implementation and Application	English	MARKETING
Not available yet	Strategic Customer Management	English	MARKETING
Not available yet	Purchasing Marketing	English	MARKETING
Not available yet	Sales Management	English	MARKETING
Not available yet	Advertising	English	MARKETING
Not available yet	International marketing	English	MARKETING
Not available yet	B to B marketing	English	MARKETING
Not available yet	Product manager	English	MARKETING
Not available yet	Luxury goods and cosmetic marketing	English	MARKETING
Not available yet	Luxury brand research	English	MARKETING
Not available yet	Marketing digital	French	MARKETING
Not available yet	International Trade Policy and Business Strategy	English	STRATEGY
Not available yet	Communicating Corporate Strategy	English	STRATEGY
Not available yet	International relations of the environment	English	STRATEGY
Not available yet	Regional business in southern mediterranean	English	STRATEGY
Not available yet	Cross cultural negotiation	English	STRATEGY
Not available yet	Stratégies de croissance	French	STRATEGY
Not available yet	Regional business in Asia (China and India)	French	STRATEGY
Not available yet	B to B marketing in health	French	STRATEGY
Not available yet	French language for international students (Beginner / Elementary / Intermediate / Advanced)		

ONLINE ELECTIVE COURSES			
Course code	Course title	Taught in	
Not available yet	Exploring South East Asia	English	
Not available yet	Good Governance, Lobbying or Corruption	English	
Not available yet	Mastering Money	English	
Not available yet	Measuring Sustainable Performance	English	
Not available yet	Network-centric Innovation	English	
Not available yet	Emotions et sentiments en marketing	French	
Not available yet	Marketing sensoriel	French	
Not available yet	Strategic Behavior and Gaming	French	
Not available yet	Systèmes d'information, stratégie et organisation	French	

SPRING SEMESTER January 9th - May 9th

ELECTIVE COURSES			
Course code	Course title	Taught in	Field of study
Not available yet	HR management in MENA	English	MANAGEMENT
Not available yet	Change management	French	MANAGEMENT
Not available yet	Brand, Cultures and Marketing Strategy	English	MARKETING
Not available yet	Digital marketing	English	MARKETING
Not available yet	Luxury brands and customer emotions	English	MARKETING
Not available yet	Luxury, merchandising and digital strategies	English	MARKETING
Not available yet	Marketing responsable et développement durable	French	MARKETING
Not available yet	Négociation globale	French	MARKETING
Not available yet	Marketing des loisirs	French	MARKETING
Not available yet	Communication et marketing institutionnel	French	MARKETING
Not available yet	Communication marketing intégré	French	MARKETING
Not available yet	Gestion de crise	French	FINANCE
Not available yet	Audit, contrôle interne et gestion des risques d'entreprise	French	FINANCE
Not available yet	Coûts et prise de décisions managériales	French	FINANCE
Not available yet	Impact des investissements et performances	French	FINANCE
Not available yet	Responsabilité sociétale des PME	French	FINANCE
Not available yet	Financial globalization and geopolitics	French	STRATEGY
Not available yet	Geopolitical risk and business	French	STRATEGY
Not available yet	French language for international students (Beginner / Elementary / Intermediate / Advanced)		

ONLINE ELECTIVE COURSES			
Course code	Course title	Taught in	
Not available yet	Corporate Social Responsibility	English	
Not available yet	Cultural Brand Strategy	English	
Not available yet	Economic Development	English	
Not available yet	Human Resources Technics and Methods	English	
Not available yet	Luxury Brands and Consumers' emotions	English	
Not available yet	Management and language	English	
Not available yet	Players and Deviants : Creative Innovation for Change	English	
Not available yet	Sensory Marketing	English	
Not available yet	Social Entrepreneurship	English	
Not available yet	Surviving Thriving and Sinning : International Contexts of Small Enterprise and Entrepreneurship	English	
Not available yet	Apprendre à apprendre	French	
Not available yet	Communication digitale	French	
Not available yet	Economie reconsidérée	French	
Not available yet	Film, production et distribution	French	
Not available yet	Influence et communication politique	French	
Not available yet	Intégrer et s'intégrer à l'entreprise	French	
Not available yet	Management, stratégies et décisions individuelles	French	
Not available yet	Marketing relationnel	French	
Not available yet	Modèles économiques des industries créatives. Livre, musique, vidéo	French	

MIS = Management Information System

OPS= Operations System Management

Please note that the List of courses might still be subject to change