

1871

EM

**NORMANDIE
BUSINESS SCHOOL**



Course Offer

2022-2023



Important information to keep in mind when choosing courses

1. EM Normandie offers 2 major programmes:

- Master in Management (Grande Ecole Programme - **PGE**)
- Bachelor in International Management (Bachelor Management International - **BMI**)

Master in Management consists of 5 years of studies: 3 years undergraduate + 2 years of graduate. Starting from the 1st year of graduate studies (Year 4) students choose tracks which are equivalent to specializations.

2. You cannot mix courses from different semesters, different specializations and different levels of study.

3. Sometimes courses are offered within modules and if you want to take these courses you will have to take the entire module. Please ask if you are not sure.

4. Each course is validated by acquiring ECTS (European Credit Transfer System).

5. Additional languages are: Spanish, Italian, German, Portuguese, Russian, Chinese, Arabic, Korean. However, a minimum number of students is required to open a class. Language courses (except English) are taught 15 hours in face-to-face format per semester.

6. EM Normandie imposes no minimum requirement as to the number of credits for exchange students because you will follow your home university's academic obligations. *Exception: Marketing and Digital in Luxury & Lifestyle - Year 5 with 20 credits minimum per semester.* If the course is indicated as NCB(Non-credit bearing), it means that no credits are awarded for this course.

7. Please note that some specializations in the Master in Management programme have limited spots for dual-degree students. If we have more applicants than places, applications will be re-reviewed. Non-elected students will be offered an alternative programme. All courses in Year 5 and BMI are mandatory for double-degree students.

8. PGE programme: on undergraduate level classes **with blue background** are electives, and you can choose up to two per semester in Year 2 and 1 elective in Year 3. In Year 5 of graduate level classes **blue background** are electives, and you can choose up to 2 electives per semester. An elective taught on one campus is streamlined/available on other campuses online.

BMI programme: on undergraduate level classes with **blue background** are electives, and you can choose up to two per semester in Year 2.

9. In all Master in Management Year 5 specializations and Bachelor in International Management-Year 3 there is a possibility to enroll as a dual degree student depending on the agreement with your home university. Master in Management Dual Degree: if your thesis is supervised by your home institution, you will have to select an elective course in order to replace the Research Methodology Course.

10. Please be informed that there may be slight changes in this course offer.



ENGLISH

UNDERGRADUATE PROGRAMMES – Year 2/3

Caen campus (5-6)

Le Havre campus (7-8)

Oxford campus (9-10)

Dublin campus (11-13)

Paris campus (14)

GRADUATE PROGRAMMES – Year 4/5

Le Havre campus (16-19)

Oxford campus (20-21)

Dublin (22-23)

Caen campus (24)

Paris campus (25-28)

Paris and Dublin campus (29)



FRENCH

UNDERGRADUATE PROGRAMMES – Year 2/3

Le Havre campus (31-32)

Caen campus (33)

Paris campus (34-35)

GRADUATE PROGRAMMES – Year 4/5

Le Havre campus (37-41)

Paris campus (42-43)

Caen campus (44)



Undergraduate programmes



English



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CAEN CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
FINANCIAL ANALYSIS	5	EMPLOYMENT LAW	5
ECONOMIC POLICIES	5	SOCIOLOGY & THEORY OF ORGANISATIONS	5
MARKETING OF SERVICES	5	STATISTICS 2	5
INTRODUCTION TO TAXES	5	INTERNATIONAL TRADE	5
TECH FOR BUSINESS - DATA MANAGEMENT	5	TECH FOR BUSINESS - WEBMARKETING	5
& CYBERSECURITY	NCB*	PROJECT / ASSOCIATION	NCB*
PROJECT / ASSOCIATION	NCB*	ENGLISH	NCB*
ENGLISH	NCB*	FURTHER ENGLISH	NCB*
FURTHER ENGLISH	NCB*	OPTIONAL LANGUAGE	NCB*
OPTIONAL LANGUAGE	NCB*	INTERNSHIP	NCB*
FRENCH AS A FOREIGN LANGUAGE	NCB*	FRENCH AS A FOREIGN LANGUAGE	NCB*
EUROPEAN UNION AND INNOVATION	5	WORKING IN MULTICULTURAL TEAMS	5
HISTORY OF SOCIAL FACTS	5	INTRODUCTION TO CHANGE MANAGEMENT	5
GENERAL KNOWLEDGE : ARTIFICIAL INTELLIGENCE	5		

*NCB : Non Credit Bearing

CAEN CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
Cash and risk management	5	Applied and alternative economics	5
International logistics	5	Organisational behaviour and management	5
Agile Management	5	Consumer behaviour	5
E-Sales	5	Strategy	5
Tech for Business : Digital Influence	5	Cost control	5
Geopolitics	5	CAREER PATH 2	1
English	NCB*	English	NCB*
Further English	NCB*	Further English	NCB*
Optional languages	NCB*	Optional languages	NCB*
French as a Foreign Language	NCB*	French as a Foreign Language	NCB*
		Responsible project	NCB*
		Internship	3
		Digital & 4.0 industry	5
		Entertainment marketing	5
		Anthropology	5

*NCB : Non Credit Bearing

LE HAVRE CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
International Marketing	5	Entrepreneurship in a Digital Ecosystem	5
Principles of business Strategy	5	Information Systems	5
Distribution Channels	5	Business Negotiation	5
Business Data and Analytics	5	Strategic Marketing	5
Financial Analysis	5	Management Control	5
English	NCB*	English	NCB*
French as a Foreign Language	NCB*	French as a Foreign Language	NCB*
Optional language	NCB*	International Business Challenge	NCB*
Critical thinking	5	Operation Management	5
Business History	5	Banking and International Payments	5

*NCB : Non Credit Bearing

LE HAVRE CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
RESEARCH METHODS	5	Bachelor Thesis	10
INTERNET OF THINGS AND BLOCKCHAIN	5	Business Game	5
MARKETING MANAGEMENT	5	ENGLISH OR FRENCH LANGUAGE	NCB*
INTERNATIONAL FINANCE	5	Internship	5
GEOPOLITICS	5	Option 1**:	
MULTICULTURAL MANAGEMENT	5	SERVICE INDUSTRIES: Services Marketing	5
ENGLISH OR FRENCH LANGUAGE	NCB*	SERVICE INDUSTRIES: Tourism and Hospitality Services	5
CAREER PATH	2	SERVICE INDUSTRIES: Financial and Gaming Services	5
		Option 2**:	
		DIGITAL BUSINESS: Digital Marketing Applications	5
		DIGITAL BUSINESS: Internet Law and Cybersecurity	5
		DIGITAL BUSINESS: e-Commerce operations	5
		Option 3**:	
		LOGISTICS: Multimodal Transportation	5
		LOGISTICS: Logistics 4.0	5
		LOGISTICS: Port Management	5

*NCB : Non Credit Bearing

**Choose one concentration option, options cannot be mixed.

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OXFORD CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
FINANCIAL ANALYSIS	5	EMPLOYMENT LAW	5
ECONOMIC POLICIES	5	SOCIOLOGY & THEORY OF ORGANISATIONS	5
MARKETING OF SERVICES	5	STATISTICS 2	5
INTRODUCTION TO TAXES	5	INTERNATIONAL TRADE	5
TECH FOR BUSINESS - DATA MANAGEMENT & CYBERSECURITY	5	TECH FOR BUSINESS - WEBMARKETING	5
PROJECT / ASSOCIATION	NCB*	PROJECT / ASSOCIATION	NCB*
ENGLISH	NCB*	ENGLISH	NCB*
FURTHER ENGLISH	NCB*	FURTHER ENGLISH	NCB*
OPTIONAL LANGUAGE	NCB*	OPTIONAL LANGUAGE	NCB*
FRENCH AS A FOREIGN LANGUAGE	NCB*	INTERNSHIP	NCB*
Entrepreneurship Project	NCB*	FRENCH AS A FOREIGN LANGUAGE	NCB*
GENERAL KNOWLEDGE : THE UK	5	ORGANISATIONAL COMMUNICATIONS	5
WORKING IN MULTICULTURAL TEAMS	5	MANAGEMENT OF UK CREATIVE INDUSTRIES	5
UK SPORTS MANAGEMENT	5	GENERAL KNOWLEDGE: ARTIFICIAL INTELLIGENCE	5
		INNOVATIVE ENTREPRENEURSHIP PROJECT	5

*NCB : Non Credit Bearing

OXFORD CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
Cash and risk management	5	Applied and alternative economics	5
International logistics	5	Organisational behaviour and management	5
Agile Management	5	Consumer behaviour	5
E-Sales	5	Strategy	5
Tech for Business : Digital Influence	5	Cost control	5
Geopolitics	5	CAREER PATH 2	1
English	NCB*	English	NCB*
Further English	NCB*	Further English	NCB*
Optional languages	NCB*	Optional languages	NCB*
French as a Foreign Language	NCB*	French as a Foreign Language	NCB*
		Responsible project	NCB*
		Internship	3
		DIGITAL TRANSFORMATION & 4.0 INDUSTRY	5
		BUSINESS IN POST-BREXIT EUROPE	5
		UNDERSTANDING CLIMATE CHANGE	5
		AGILE INTRAPRENEURSHIP PROJECT	5

*NCB : Non Credit Bearing

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DUBLIN CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
FINANCIAL ANALYSIS	5	EMPLOYMENT LAW	5
ECONOMIC POLICIES	5	SOCIOLOGY & THEORY OF ORGANISATIONS	5
MARKETING OF SERVICES	5	STATISTICS 2	5
INTRODUCTION TO TAXES	5	INTERNATIONAL TRADE	5
TECH FOR BUSINESS - DATA MANAGEMENT & CYBERSECURITY	5	TECH FOR BUSINESS - WEBMARKETING	5
PROJECT / ASSOCIATION	NCB*	PROJECT / ASSOCIATION	NCB*
ENGLISH	NCB*	ENGLISH	NCB*
FURTHER ENGLISH	NCB*	FURTHER ENGLISH	NCB*
OPTIONAL LANGUAGE	NCB*	OPTIONAL LANGUAGE	NCB*
FRENCH AS A FOREIGN LANGUAGE	NCB*	INTERNSHIP	NCB*
ORGANISATIONAL COMMUNICATIONS	5	FRENCH AS A FOREIGN LANGUAGE	NCB*
		EUROPEAN UNION AND INNOVATION	5

*NCB : Non Credit Bearing

DUBLIN CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
Cash and risk management	5	Applied and alternative economics	5
International logistics	5	Organisational behaviour and management	5
Agile Management	5	Consumer behaviour	5
E-Sales	5	Strategy	5
Tech for Business : Digital Influence	5	Cost control	5
Geopolitics	5	CAREER PATH 2	1
English	NCB*	English	NCB*
Further English	NCB*	Further English	NCB*
Optional languages	NCB*	Optional languages	NCB*
French as a Foreign Language	NCB*	French as a Foreign Language	NCB*
		Responsible project	NCB*
		Internship	3
		DIGITAL TRANSFORMATION & 4.0 INDUSTRY	5
		Communication Studies	5
		Working in Multicultural Team	5

*NCB : Non Credit Bearing

DUBLIN CAMPUS

FALL SEMESTER

Course title	Credits
International Marketing	5
Principles of business Strategy	5
Distribution Channels	5
Business Data and Analytics	5
Financial Analysis	5
English	NCB*
French as a Foreign Language	NCB*
Optional language	NCB*
Critical thinking	5
Business History	5

PARIS CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
FINANCIAL ANALYSIS	5	EMPLOYMENT LAW	5
ECONOMIC POLICIES	5	SOCIOLOGY & THEORY OF ORGANISATIONS	5
MARKETING OF SERVICES	5	STATISTICS 2	5
INTRODUCTION TO TAXES	5	INTERNATIONAL TRADE	5
TECH FOR BUSINESS - DATA MANAGEMENT	5	TECH FOR BUSINESS - WEBMARKETING	5
& CYBERSECURITY	NCB*	PROJECT / ASSOCIATION	NCB*
PROJECT / ASSOCIATION	NCB*	ENGLISH	NCB*
ENGLISH	NCB*	FURTHER ENGLISH	NCB*
FURTHER ENGLISH	NCB*	OPTIONAL LANGUAGE	NCB*
OPTIONAL LANGUAGE	NCB*	INTERNSHIP	NCB*
FRENCH AS A FOREIGN LANGUAGE	NCB*	FRENCH AS A FOREIGN LANGUAGE	NCB*
EUROPEAN UNION AND INNOVATION	5	WORKING IN MULTICULTURAL TEAMS	5
HISTORY OF SOCIAL FACTS	5	INTRODUCTION TO CHANGE MANAGEMENT	5
GENERAL KNOWLEDGE : ARTIFICIAL INTELLIGENCE	5		

*NCB : Non Credit Bearing



Graduate programmes

English



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LE HAVRE CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
International accounting standards and financial management	5	Business plan	5
Cross cultural marketing	5	Digital marketing strategy	5
International trade, Business and Strategy	5	Excel macros & VBA	5
HRM for Managers & Leadership	5	Organizational development & change	5
Innovation & business intelligence	5	Doing business in a changing world : new challenges and opportunities	5
European Competition Law	5	Competing in emerging economies	5
Optional Language	NCB*	Optional Language	NCB*
French as a Foreign Language	NCB*	French as a Foreign Language	NCB*
		Internship	3

*NCB : Non Credit Bearing

LE HAVRE CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
INTERCULTURAL MANAGEMENT	5	STRATEGIC THINKING	5
ADVANCED INTERNATIONAL BUSINESS (I) AND INTERNATIONAL BUSINESS LAW	5	OPERATIONS MANAGEMENT	5
INTERNATIONAL MARKETING	5	ADVANCED INTERNATIONAL BUSINESS (II)	5
INTERNATIONAL HUMAN RESOURCES MANAGEMENT	5	INTERNATIONAL FINANCE	5
CAREER DEVELOPMENT	NCB*	INTERNATIONAL BUSINESS CONTEST 2	5
INTERNATIONAL BUSINESS CONTEST I	5	CAREER DEVELOPMENT AND TALENT CHECK	1
RESEARCH METHODS AND DISSERTATION OUTLINE	5	INTERNSHIP	9
FRENCH AS A FOREIGN LANGUAGE	NCB*	DISSERTATION	10
DIGITIZATION AND CORPORATE FINANCE	5	FRENCH AS A FOREIGN LANGUAGE	NCB*
CASES IN ETHICAL AND SUSTAINABLE DEVELOPMENT	5	DIGITAL DISRUPTION AND INDUSTRY 4.0	5
CHANGE MANAGEMENT AND ORGANIZATIONAL TRANSFORMATION	5	BUSINESS MODELS AND PERFORMANCE	5
		LEADING IN MULTICULTURAL ENVIRONMENTS	5
		CRITICAL ISSUES IN MANAGEMENT	5

*NCB : Non Credit Bearing

LE HAVRE CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
LOGISTICS ESSENTIALS	5	CONTEMPORARY ISSUES IN INTERNATIONAL TRADE	5
COORDINATION in SUPPLY CHAIN	5	TRANSPORT MODES	5
SUPPLY CHAIN PERFORMANCE	5	SHIPPING & PORT MANAGEMENT	5
SUSTAINABILITY in SCM	5	DIGITAL PROJECTS	5
BUSINESS CASE COMPETITION 1	5	SOFT SKILLS DEVELOPMENT	5
CAREER PREPARATION	NCB*	BUSINESS CASE COMPETITION 2	NCB*
RESEARCH METHODOLOGY AND DISSERTATION OUTLINE	5	CAREER PATH S2	1
FRENCH AS A FOREIGN LANGUAGE	NCB*	INTERNSHIP	9
DIGITALIZATION AND CORPORATE FINANCE	5	FINAL DISSERTATION	10
CASES IN ETHICAL AND SUSTAINABLE DEVELOPMENT	5	FRENCH AS A FOREIGN LANGUAGE	NCB*
CHANGE MANAGEMENT AND ORGANIZATIONAL TRANSFORMATION	5	BUSINESS MODELS AND PERFORMANCE	5
		CRITICAL ISSUES IN MANAGEMENT	5
		LEADING IN MULTICULTURAL ENVIRONMENTS	5
		DIGITAL DISRUPTION AND INDUSTRY 4.0	5

*NCB : Non Credit Bearing

LE HAVRE CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
LOGISTICS ESSENTIALS	5	CONTEMPORARY ISSUES IN INTERNATIONAL TRADE	5
COORDINATION in SUPPLY CHAIN	5	SUPPLY & DEMAND PLANNING	5
SUPPLY CHAIN PERFORMANCE	5	SUPPLY CHAIN INNOVATIONS	5
SUSTAINABILITY in SCM	5	DIGITAL PROJECTS	5
BUSINESS CASE COMPETITION 1	5	SOFT SKILLS DEVELOPMENT	5
CAREER PREPARATION	NCB*	BUSINESS CASE COMPETITION 2	NCB*
RESEARCH METHODOLOGY AND DISSERTATION OUTLINE	5	CAREER PATH S2	1
FRENCH AS A FOREIGN LANGUAGE	NCB*	INTERNSHIP	9
DIGITALIZATION AND CORPORATE FINANCE	5	FINAL DISSERTATION	10
CASES IN ETHICAL AND SUSTAINABLE DEVELOPMENT	5	FRENCH AS A FOREIGN LANGUAGE	NCB*
CHANGE MANAGEMENT AND ORGANIZATIONAL TRANSFORMATION	5	BUSINESS MODELS AND PERFORMANCE	5
		CRITICAL ISSUES IN MANAGEMENT	5
		LEADING IN MULTICULTURAL ENVIRONMENTS	5
		DIGITAL DISRUPTION AND INDUSTRY 4.0	5

*NCB : Non Credit Bearing

OXFORD CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
International accounting standards and financial management	5	Business plan	5
Cross cultural marketing	5	Digital marketing strategy	5
International trade, Business and Strategy	5	Excel macros & VBA	5
HRM for Managers & Leadership	5	Organizational development & change	5
Innovation & business intelligence	5	Doing business in a changing world : new challenges and opportunities	5
European Competition Law	5	Competing in emerging economies	5
Optional language	NCB*	Optional language	NCB*
French as a Foreign Language	NCB*	French as a Foreign Language	NCB*
		Internship	3

*NCB : Non Credit Bearing

OXFORD CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
INTRODUCTION TO PROGRAMME	5	BANKING IV: Compliance	5
BANKING I: Retail Banking	5	BANKING V: Operational Risk Management	5
FINTECH I: Emerging Sector	5	BANKING III: Investment Products	5
FINTECH II: Coding for Finance and Fintech	5	BANKING VI: Fiduciary Responsibility	5
CONNECTING TO THE REAL WORLD I	NCB*	FINTECH III: Advanced Tools	5
CAREER PATH	NCB*	CONNECTING TO THE REAL WORLD II	NCB*
RESEARCH METHODOLOGY AND DISSERTATION OUTLINE	5	CAREER PATH: Coaching Session	1
FRENCH AS A FOREIGN LANGUAGE	NCB*	M2 DISSERTATION	10
DIGITALIZATION AND CORPORATE FINANCE	5	INTERNSHIP: Including Development Workshop	9
CASES IN ETHICAL AND SUSTAINABLE DEVELOPMENT	5	FRENCH AS A FOREIGN LANGUAGE	NCB*
CHANGE MANAGEMENT AND ORGANIZATIONAL TRANSFORMATION	5	BUSINESS MODELS AND PERFORMANCE	5
		CRITICAL ISSUES IN MANAGEMENT	5
		LEADING IN MULTICULTURAL ENVIRONMENTS	5
		DIGITAL DISRUPTION AND INDUSTRY 4.0	5

*NCB : Non Credit Bearing

DUBLIN CAMPUS

FALL SEMESTER

Course title	Credits
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SPRING SEMESTER

Course title	Credits
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Digital marketing strategy	5
Business English	5
Excel macros & VBA	5
International trade, Business and Strategy	5
Organizational development & change	5
Doing business in a changing world : new challenges and opportunities	5
Competing in emerging economies	5
Optional language	NCB*
French as a Foreign Language	NCB*

DUBLIN CAMPUS

FALL SEMESTER	
Course title	Credits
Digital Marketing	5
Sales in the Digital Age	5
Brand Management	5
Marketing Analytics & Data Driven Decision Making	5
Sales Force Management	5
Digital Ethics & Privacy	5
FRENCH AS A FOREIGN LANGUAGE	NCB*
DIGITALIZATION AND CORPORATE FINANCE	5
CASES IN ETHICAL AND SUSTAINABLE DEVELOPMENT	5
CHANGE MANAGEMENT AND ORGANIZATIONAL TRANSFORMATION	5

SPRING SEMESTER	
Course title	Credits
Social Media & Influencer Marketing	5
Digital Entrepreneurship & E-commerce	5
Selected Topics in Sales	5
Academic Writing and Research Methods	5
Soft Skills Training	5
Career Building & Management	1
Internship	9
Dissertation	10
FRENCH AS A FOREIGN LANGUAGE	NCB*
BUSINESS MODELS AND PERFORMANCE	5
CRITICAL ISSUES IN MANAGEMENT	5
LEADING IN MULTICULTURAL ENVIRONMENTS	5
DIGITAL DISRUPTION AND INDUSTRY 4.0	5

*NCB : Non Credit Bearing

CAEN CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
INTERNATIONAL MARKETING PROCESS	5	E COMMERCE WEBMARKETING AND MOBILE MARKETING	5
INTERNATIONAL OPERATIONS MANAGEMENT	5	NEW PRODUCT DEVELOPMENT	5
CROSS-CULTURAL MANAGEMENT	5	INTERNATIONAL BUSINESS DEVELOPMENT	5
INTERNATIONAL BUSINESS NEGOTIATION	5	BRAND AND SERVICES MARKETING	5
INTERNATIONAL MARKET RESEARCH	5	INTERNATIONAL DEVELOPMENT IN PRACTICE	5
CAREER PATH	NCB*	INTERNSHIP	9
Research Methodology and Dissertation outline	5	CAREER PATH	1
FRENCH AS A FOREIGN LANGUAGE	NCB*	FINAL DISSERTATION	10
DIGITALIZATION AND CORPORATE FINANCE	5	FRENCH AS A FOREIGN LANGUAGE	NCB*
CASES IN ETHICAL AND SUSTAINABLE DEVELOPMENT	5	BUSINESS MODELS AND PERFORMANCE	5
CHANGE MANAGEMENT AND ORGANIZATIONAL TRANSFORMATION	5	CRITICAL ISSUES IN MANAGEMENT	5
		LEADING IN MULTICULTURAL ENVIRONMENTS	5
		DIGITAL DISRUPTION AND INDUSTRY 4.0	5

PARIS CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
Communication skills	2	Business law	5
Problem solving	3	International business	5
Corporate strategy	5	Sustainability balanced scorecard and KPI	3
Dynamic strategy making	5	Business development and survival game	2
Financial and management accounting	5	Strategic financial decisions	5
Financial analysis and valuation	5	Business networking strategies	5
Entrepreneurial Journey 1	5	Entrepreneurial Journey 2	2
French as a Foreign Language	NCB*	Learning expedition	2
		Career path: Personal business model canvas	1
		Internship 4-6 months	5
		French as a Foreign Language	NCB*

GPA of 3.2 on a 4.0 scale is required to access this specialization.

**NCB : Non Credit Bearing*

PARIS CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
ADVANCED FINANCIAL ANALYSIS & GROUP MANAGEMENT	5	DECISION MAKING & PREDICTIVE ANALYSIS TOOLS	5
FINANCIAL MANAGEMENT	5	KEY INDICATORS & COMMON REFERENCES	5
DATA ARCHITECTURE & GOVERNANCE	5	MANAGEMENT REPORTING & COMMUNICATION	5
PROJECT MANAGEMENT & PROGRAMMING	5	DATA MANAGEMENT	5
Career and job search tools	NCB*	STRATEGY & MASTERING RISKS	5
RESEARCH METHOD AND FINAL DISSERTATION PLAN	5	MISSION LONG DURATION	NCB*
CHALLENGE	5	CAREER AND JOB RESEARCH	1
FRENCH AS A FOREIGN LANGUAGE	NCB*	INTERNSHIP	9
CASES IN ETHICAL AND SUSTAINABLE DEVELOPMENT	5	FINAL DISSERTATION	10
CHANGE MANAGEMENT AND ORGANIZATIONAL TRANSFORMATION	5	FRENCH AS A FOREIGN LANGUAGE	NCB*
		CRITICAL ISSUES IN MANAGEMENT	5
		LEADING IN MULTICULTURAL ENVIRONMENTS	5
		DIGITAL DISRUPTION AND INDUSTRY 4.0	5

PARIS CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
Marketing activation in luxury	5	Business models in luxury	5
Communication and Digital in luxury	5	Brand Management and Responsibility	5
Digital development in luxury	5	Economic performance in luxury	5
CHALLENGE	5	International environment in luxury	5
CAREER PATH	NCB*	Experiential luxury	5
RESEARCH METHODOLOGY AND DISSERTATION OUTLINE	5	INTERNSHIP	9
FRENCH AS A FOREIGN LANGUAGE	NCB*	CAREER PATH	1
CHANGE MANAGEMENT AND ORGANIZATIONAL TRANSFORMATION	5	FINAL DISSERTATION	10
		FRENCH AS A FOREIGN LANGUAGE	NCB*
		CRITICAL ISSUES IN MANAGEMENT	5
		LEADING IN MULTICULTURAL ENVIRONMENTS	5
		DIGITAL DISRUPTION AND INDUSTRY 4.0	5

*GPA of 3.0 on a 4.0 scale is required to access this specialization.
Course load of 20 ECTS minimum per semester is required.*

**NCB : Non Credit Bearing*

PARIS CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
MEETING & EXPERIENCE DESIGN 1: MEETING STRATEGIES FOR COMMUNITY TRANSFORMATION	5	MEETING & EXPERIENCE DESIGN 2: DESIGN THINKING	5
MEETING & EVENT MARKETING 1: LIVE /DIGITAL COMMUNITY DEVELOPMENT AND EXPERIENCE	5	MEETING & EXPERIENCE DESIGN 3: CREATIVITY	5
MEETING & EVENT MANAGEMENT 1: INTERNATIONAL PROJECT MANAGEMENT	5	MEETING & EVENT MARKETING 2: MEETING-DRIVEN INNOVATION	5
MEETING & EVENT MANAGEMENT 2: COMMUNICATIONS AND PRODUCTION	5	MEETING & EVENT MANAGEMENT 3: RISK AND SUSTAINABILITY MANAGEMENT	5
CHALLENGE: RELATIONAL EXPERIENCE DESIGN	5	EVENT & MEETING MANAGEMENT 4: BIDDING, LEGAL, HR	5
CAREER PATH	NCB*	WORK EXPERIENCE	9
RESEARCH METHODOLOGY AND DISSERTATION OUTLINE	5	CAREER PATH	1
DIGITALIZATION AND CORPORATE FINANCE	5	FINAL DISSERTATION	10
CASES IN ETHICAL AND SUSTAINABLE DEVELOPMENT	5	BUSINESS MODELS AND PERFORMANCE	5
CHANGE MANAGEMENT AND ORGANIZATIONAL TRANSFORMATION	5	CRITICAL ISSUES IN MANAGEMENT	5
FRENCH AS A FOREIGN LANGUAGE	NCB*	LEADING IN MULTICULTURAL ENVIRONMENTS	5
		DIGITAL DISRUPTION AND INDUSTRY 4.0	5
		FRENCH AS A FOREIGN LANGUAGE	NCB*

Exchange students can only apply for a fall semester or full-year exchange.

**NCB : Non Credit Bearing*

PARIS CAMPUS

FALL SEMESTER	
Course title	Credits
Consulting skills	5
Sustainability as a Business	5
Impact investing and social entrepreneurship	5
Corporate governance and business ethics	5
Global strategy and sustainable supply chains	5
Research Methodology and Dissertation outline	5
Learning expedition 1	1
Career path	NCB*
FRENCH AS A FOREIGN LANGUAGE	NCB*
DIGITALIZATION AND CORPORATE FINANCE	5
CASES IN ETHICAL AND SUSTAINABLE DEVELOPMENT	5
CHANGE MANAGEMENT AND ORGANIZATIONAL TRANSFORMATION	5

DUBLIN CAMPUS

SPRING SEMESTER	
Course title	Credits
Technological innovation and sustainability	5
Responsible Leadership	5
Agile project management	5
Creativity and social innovation	5
Responsible and contemporary management	5
Learning expedition 2	1
Career path: Talent check	1
Master thesis	10
Internship	9
FRENCH AS A FOREIGN LANGUAGE	NCB*
BUSINESS MODELS AND PERFORMANCE	5
CRITICAL ISSUES IN MANAGEMENT	5
LEADING IN MULTICULTURAL ENVIRONMENTS	5
DIGITAL DISRUPTION AND INDUSTRY 4.0	5

GPA of 3.2 on a 4.0 scale is required to access this specialization.

**NCB : Non Credit Bearing*



Undergraduate programmes



French



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LE HAVRE CAMPUS

FALL SEMESTER	
Course title	Credits
METHODOLOGIE DE RECHERCHE	5
DEMARCHE MARKETING	5
ENTREPRENEURIAT	5
SUPPLY CHAIN MANAGEMENT	5
MANAGEMENT DE LA QUALITE	5
LEADERSHIP ET MANAGEMENT DES EQUIPES	5
ANGLAIS	NCB*
PARCOURS CARRIERE	2

SPRING SEMESTER	
Course title	Credits
MEMOIRE	10
Business Game	5
ANGLAIS	NCB*
STAGE	5
Option 1**:	
INDUSTRIE DES SERVICES: Marketing des Services	5
INDUSTRIE DES SERVICES: Services du Tourisme et de l'Hôtellerie	5
Option INDUSTRIE DES SERVICES: Financial and Gaming Services	5
Option 2**:	
BUSINESS DIGITALE: Applications en Marketing Digital	5
BUSINESS DIGITALE: Droit de l'Internet et de la Cybersécurité	5
BUSINESS DIGITALE: Operations de eCommerce	5
Option 3**:	
LOGISTIQUE: Transport Multimodal	5
LOGISTIQUE: Logistique 4.0	5
LOGISTIQUE: Management Portuaire	5

*NCB : Non Credit Bearing

**Choose one concentration option, options cannot be mixed.

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CAEN CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
ANAYSE FINANCIERE / ANALYSE DES COUTS	5	DROIT DES CONTRATS ET DU TRAVAIL	5
POLITIQUES ECONOMIQUES	5	SOCIOLOGIE ET THEORIES DES ORGANISATIONS	5
MARKETING DES SERVICES	5	STATISTIQUES 2	5
INTRODUCTION A LA FISCALITE	5	COMMERCE INTERNATIONAL	5
TECH FOR BUSINESS Gestion des données et Cybersécurité	5	TECH FOR BUSINESS Introduction au webmarketing	5
PROJET / ASSOCIATION, JOB	NCB*	PROJET / ASSOCIATION, JOB	NCB*
ANGLAIS	NCB*	ANGLAIS	NCB*
ANGLAIS RENFORCE	NCB*	ANGLAIS RENFORCE	NCB*
LANGUE OPTIONNELLE	NCB*	LANGUE OPTIONNELLE	NCB*
CONTROVERSES EN ETHIQUE DES AFFAIRES	5	STAGE	NCB*
TRAVAILLER DANS DES EQUIPES MULTICULTURELLES	5	INITIATION A LA CONDUITE DU CHANGEMENT	5
HISTOIRE DES FAITS SOCIAUX	5	INNOVATION DANS L'UNION EUROPEENNE	5
		MARKETING AGROALIMENTAIRE	5

*NCB : Non Credit Bearing

CAEN CAMPUS

FALL SEMESTER

Course title	Credits
Statistiques et mathématiques financières	5
Démarche marketing	5
Analyse financière / Analyse des coûts	5
Droit des contrats et du travail	5
Tech for business : les fondamentaux	5
Géopolitique	5
Parcours carrières I	NCB*
Anglais	NCB*
Anglais renforcé	NCB*
Autres langues optionnelles	NCB*

SPRING SEMESTER

Course title	Credits
Economie Appliquée et Alternative	5
Comportement organisationnel et management	5
Comportement du consommateur	5
Stratégie	5
Contrôle de gestion	5
PARCOURS CARRIERE II	1
Anglais	NCB*
Anglais renforcé	NCB*
Autres langues optionnelles	NCB*
Stage	3
Finance, Investissement, Trésorerie	5
Transformation digitale et industrie 4.0 (Sur site)	5
Comprendre le dérèglement climatique et agir pour la transition	5
Projet intrapreneurial agile	5
Pensées stratégiques comparées	5
Anthropology	5
Basics of international trade	5
Entertainment marketing	5

*NCB : Non Credit Bearing

PARIS CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
ANAYSE FINANCIERE / ANALYSE DES COUTS	5	DROIT DES CONTRATS ET DU TRAVAIL	5
POLITIQUES ECONOMIQUES	5	SOCIOLOGIE ET THEORIES DES ORGANISATIONS	5
MARKETING DES SERVICES	5	STATISTIQUES 2	5
INTRODUCTION A LA FISCALITE	5	COMMERCE INTERNATIONAL	5
TECH FOR BUSINESS Gestion des données et Cybersécurité	5	TECH FOR BUSINESS Introduction au webmarketing	5
PROJET / ASSOCIATION, JOB	NCB*	PROJET / ASSOCIATION, JOB	NCB*
ANGLAIS	NCB*	ANGLAIS	NCB*
ANGLAIS RENFORCE	NCB*	ANGLAIS RENFORCE	NCB*
LANGUE OPTIONNELLE	NCB*	LANGUE OPTIONNELLE	NCB*
HISTOIRE DES FAITS SOCIAUX	5	STAGE	NCB*
TRAVAILLER DANS DES EQUIPES MULTICULTURELLES	5	OPERATIONS MANAGEMENT	5
L'HUMAIN ET LES TECHNOLOGIES	5	WORKING IN MULTICULTURAL TEAMS	5
PENSEE CRITIQUE ET COMMUNICATION MANAGERIALE	5	CONTROVERSES EN ETHIQUE DES AFFAIRES	5
INTRODUCTION A LA PSYCHOLOGIE	5	MARKETING DU LUXE	5
		MARKETING SENSORIEL	5

*NCB : Non Credit Bearing

PARIS CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
Statistiques et mathématiques financières	5	Economie Appliquée et Alternative	5
Démarche marketing	5	Comportement organisationnel et management	5
Analyse financière / Analyse des coûts	5	Comportement du consommateur	5
Droit des contrats et du travail	5	Stratégie	5
Tech for business : les fondamentaux	5	Contrôle de gestion	5
Géopolitique	5	PARCOURS CARRIERE II	1
Parcours carrières I	NCB*	Anglais	NCB*
Anglais	NCB*	Anglais renforcé	NCB*
Anglais renforcé	NCB*	Autres langues optionnelles	NCB*
Autres langues optionnelles	NCB*	Stage	3
		Finance, Investissement, Trésorerie	5
		Transformation digitale et industrie 4.0 (Sur site)	5
		Comprendre le dérèglement climatique et agir pour la transition	5
		Projet intrapreneurial agile	5
		Pensées stratégiques comparées	5
		Anthropology	5
		Basics of international trade	5
		Entertainment marketing	5

*NCB : Non Credit Bearing



Graduate programmes

French



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LE HAVRE CAMPUS

FALL SEMESTER

GRH pour manager & leadership	5
Éléments financiers du business plan	5
Innovation & Intelligence économique	5
Culture Digitale	NCB*
Anglais	NCB*
Anglais renforcé	NCB*
LANGUES OPTIONNELLES 2/3	NCB*
Projet consultant	5
Option 1**:	
Marketing: Brand management	5
Marketing: Brand development	5
Marketing: Business game marketing	5
Option 2**:	
Finance: Compatibilité multi-normes et fiscalité	5
Finance: Gestion financière	5
Finance: Business game finance	5
Option 3**:	
Logistique: Commerce international, logistique et achats	5
Logistique: Supply chain management	5
Logistique: Business game supply chain	5

SPRING SEMESTER

Stratégie internationale	5
Comprendre le dérèglement climatique et agir pour la transition	5
Management interculturel	10
Excel VBA	5
Anglais	5

**NCB : Non Credit Bearing*

***Choose one expertise option, options cannot be mixed.*

LE HAVRE CAMPUS

FALL SEMESTER

SPRING SEMESTER

GRH pour manager & leadership	5
Éléments financiers du business plan	5
Innovation & Intelligence économique	5
Culture Digitale	NCB*
Anglais	NCB*
Anglais renforcé	NCB*
LANGUES OPTIONNELLES 2/3	NCB*
Projet consultant	5
Option 1**:	
Marketing: Brand management	5
Marketing: Brand development	5
Marketing: Business game marketing	5
Option 2**:	
Finance: Compatibilité multi-normes et fiscalité	5
Finance: Gestion financière	5
Finance: Business game finance	5
Option 3**:	
Logistique: Commerce international, logistique et achats	5
Logistique: Supply chain management	5
Logistique: Business game supply chain	5

**NCB : Non Credit Bearing*

***Choose one expertise option, options cannot be mixed.*

LE HAVRE CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
FONDAMENTAUX DE LA SUPPLY CHAIN	5	LOGISTIQUE et COMMERCE INTERNATIONAL	5
MANAGEMENT OPERATIONS	5	TRANSPORT INTERNATIONAL	5
COORDINATION EN SUPPLY CHAIN MANAGEMENT	5	LOGISTIQUE ET NOUVELLES TECHNOLOGIES	5
PERFORMANCE LOGISTIQUE	5	SUPPLY CHAIN MANAGEMENT ET INNOVATIONS	5
METHODOLOGIE DE RECHERCHE ET PLAN DU MÉMOIRE	5	CHALLENGE 2	3
TECHNIQUES PROFESSIONNELLES - EXCEL	2	FRESH CONNECTION	2
PARCOURS CARRIERE 1	NCB*	PARCOURS CARRIERE 2	1
CHALLENGE 1	3	MEMOIRE	10
DIGITALIZATION AND CORPORATE FINANCE	5	STAGE	9
CASES IN ETHICAL AND SUSTAINABLE DEVELOPMENT	5	BUSINESS MODELS AND PERFORMANCE	5
CHANGE MANAGEMENT AND ORGANIZATIONAL TRANSFORMATION	5	CRITICAL ISSUES IN MANAGEMENT	5
		LEADING IN MULTICULTURAL ENVIRONMENTS	5
		DIGITAL DISRUPTION AND INDUSTRY 4.0	5

*NCB : Non Credit Bearing

LE HAVRE CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
MANAGER LES GROUPES ET LES ENJEUX ECONOMIQUES	5	FINANCE 1- GERER LES FINANCES DES GROUPES	5
MANAGER ET CONTROLER	5	FINANCE 2- MAITRISER LES NORMES ET LES INVESTISSEMENTS	5
MANAGER LES SYSTEMES D'INFORMATION	5	FINANCE 3- GERER LA VALEUR ET L'INGENIERIE FINANCIERE	5
AUDITER	5	FINANCE 4- EVALUER L'ENTREPRISE	5
CHALLENGE BUSINESS PLAN	5	GERER LES AUDITS DE SPECIALITE : IT et RSE	5
PARCOURS CARRIERE	NCB*	Stage	9
Méthodologie de recherche et plan de mémoire	5	PARCOURS CARRIERE	1
Cases in ethical and sustainable development	5	MÉMOIRE de M2	10
Change management and organizational transformation	5	Critical issues in management	5
		Leading in multicultural environments	5
		Digital disruption and industry 4.0	5

Exchange students can only apply for a fall semester or full-year exchange.

**NCB : Non Credit Bearing*

LE HAVRE CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
Savoir Manager 1 (Management, Leadership et Communication)	5	Savoir Manager 2 (Mode Agile, Business et Equipe)	5
Le Savoir Faire du Marketing Digital	5	Stratégie commerciale	5
Offre et Négociation	5	Marque et Communication	5
De la Stratégie Marketing à l'Expérience Client	5	Gestion Client	5
Méthodologie de recherche et plan de mémoire	5	Marketing et innovation	5
Mission longue	5	Document intermédiaire et mémoire	10
Parcours carrière	NCB*	Parcours Carrière S2	1
Digitalization and corporate finance	5	Challenge / Mission	NCB*
Cases in ethical and sustainable development	5	Stage (6 mois)	9
Change Management and Organizational Transformation	5	Business models and performance	5
		Critical Issues in Management	5
		Leading In Multicultural Environments	5
		Digital disruption and Industry 4.0	5

PARIS CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
Créer son projet	5	Lever des fonds	5
Construire sa structure	5	Digitech	5
Se faire connaître des clients	5	Diriger son organisation, ses équipes et ses projets	5
Demain : Solidaire, Vert et Local	5	Growth hacking : grow, get bigger, global	5
Entrepreneurial Mission : marketing survey apply to digital	5	Pitcher et designer	5
Parcours carrière S1	NCB*	Challenge Levée de fonds	NCB*
Méthodologie de la recherche et plan du mémoire	5	Parcours carrière - Talent check	1
Digitalization and corporate finance	5	Mémoire	10
Cases in ethical and sustainable development	5	Stage	9
Change management and organizational transformation	5	Business models and performance	5
		Critical issues in management	5
		Leading in multicultural environments	5
		Digital disruption and industry 4.0	5

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PARIS CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
GRH et Management Humain	5	Recrutement & Egalité Femmes-Hommes : gestion du changement	5
DROIT DU TRAVAIL	5	HR ANALYTICS & Gestion de projets RH et transformation digitale des organisations	5
GPEC & gestion des carrières	5	STRATEGIE DE REMUNERATION	5
Gestion de la performance et des talents & formation	5	International Human Resource Management	5
METHODOLOGIE DE LA RECHERCHE ET PLAN DU MEMOIRE	5	L'art de la GRH	5
Mission S1	5	PARCOURS CARRIERES	1
Parcours carrière	NCB*	MÉMOIRE	10
DIGITALIZATION AND CORPORATE FINANCE	5	FI - Mission S2	NCB*
CASES IN ETHICAL AND SUSTAINABLE DEVELOPMENT	5	Stage 6 mois	9
CHANGE MANAGEMENT AND ORGANIZATIONAL TRANSFORMATION	5	BUSINESS MODELS AND PERFORMANCE	5
		CRITICAL ISSUES IN MANAGEMENT	5
		LEADING IN MULTICULTURAL ENVIRONMENTS	5
		DIGITAL DISRUPTION AND INDUSTRY 4.0	5

*NCB : Non Credit Bearing

CAEN CAMPUS

FALL SEMESTER

SPRING SEMESTER

GRH pour manager & leadership	5
Éléments financiers du business plan	5
Innovation & Intelligence économique	5
Culture Digitale	NCB*
Anglais	NCB*
Anglais renforcé	NCB*
LANGUES OPTIONNELLES 2/3	NCB*
Projet consultant	5
Option 1**:	
Marketing: Brand management	5
Marketing: Brand development	5
Marketing: Business game marketing	5
Option 2**:	
Finance: Compatibilité multi-normes et fiscalité	5
Finance: Gestion financière	5
Finance: Business game finance	5
Option 3**:	
Entrepreneuriat: Business models	5
Entrepreneuriat: Management de l'innovation	5
Entrepreneuriat: Business game entrepreneuriat	5

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***Choose one expertise option, options cannot be mixed.*