

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

\*NCB : *Non Credit Bearing*

## 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		SPRING SEMESTER	
Course title	Credits	Course title	Credits
Digital Marketing	5	Social Media & Influencer Marketing	5
Sales in the Digital Age	5	Digital Entrepreneurship & E-commerce	5
Brand Management	5	Selected Topics in Sales	5
Marketing Analytics & Data Driven Decision Making	5	Academic Writing and Research Methods	5
Sales Force Management	5	Soft Skills Training	5
Digital Ethics & Privacy	5	Career Building & Management	1
FRENCH AS A FOREIGN LANGUAGE	NCB*	Internship	9
DIGITALIZATION AND CORPORATE FINANCE	5	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

### 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
Responsible and contemporary management	5
Sustainability as a Business	5
Impact investing and social entrepreneurship	5
Corporate governance and business ethics	5
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
Leading people and teams	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

*\*NCB : Non Credit Bearing*

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