

Master in Management 2021-2022 - Bachelor 3rd/Pre-Master Year

Core Courses	ECTS	Semestre 1	Semestre 2	Language	Learning Hours (with Exams)
HRM and Human Rights at Work	6	S1		English	45
Introduction to Social Sciences	6	S1		English	45
English for Working and Studying abroad	3	S1		English	24
Principles of Economy	6	S1		English	45
Strategy and CSR	6	S1		English	45
Business Game	3	S1		English	21
Accounting Principles	2		S2	English	16
Principles of Marketing	3		S2	English	22,5
Financial Accounting and International Standards	6		S2	English	45
Statistics applied to Management	3		S2	English	22,5
Corporate Taxation	3		S2	English	22,5
Business Analysis with Excel	3		S2	English	22,5
Oral Communication	0		S2	English	12
Business English	2		S2	English	21
CSR Objectives	2		S2	English	12
Additional Management Course	2		S2	English	/
TOTAL		30	26		

	Orientation days	Beginning of semester	End of semester
Pre-Master Year - 1st semester	01/09/2021	06/09/2021	17/12/2021
Pre-Master Year - 2nd semester	17/02/2021	21/02/2022	27/05/2022

Master in Management 2021-2022 - 1st Year

Core Courses	Language	ECTS	Semester 1	Semester 2
Market Studies	English	3	S1	
Supply Chain Management	English	3	S1	
Project Management	English	3	S1	
Strategic Management	English	3	S1	
Corporate Finance	English	6	S1	
Information systems management and web design	English	6	S1	
Leadership & management	English	3	S1	
English for Business Sectors	English	3	S1	
Strategic Marketing : Making decision in a globalized world	English	6		S2
Business ethics & RSE	English	3		S2
Cost, control and budgeting	English	3		S2
Electives (1 to be chosen in each category)				
DATA ET DIGITAL (1 sur 7)				
Pratique du machine-learning (F) - MKG	French	3		S2
E-Commerce & Business Analytics (A) - MKG	English	3		S2
Fintech : principes et technologies (F) - FIN	French	3		S2
Artificial intelligence and decision (A) - STR	English	3		S2
Entreprendre à l'ère du numérique (F) STR	French	3		S2
Data driven planning and management	English	3		S2
Sustainability and digitalisation	English	3		S2
HUMANITES (1 sur 7 choix)				
Sociologie de la consommation	French	3		S2
Neurosciences et communication	French	3		S2
Philosophie de l'argent	French	3		S2
Management des RH	French	3		S2
Sociologie des organisations	French	3		S2
Sociology of organizations	English	3		S2
Social entrepreneurship	English	3		S2
INNOVATION (1 sur 7)				
Marketing expérientiel	French	3		S2
Audit Technics	English	3		S2
Agile management	English	3		S2
Management agile	French	3		S2
Entrepreneurship and innovation management	English	3		S2
Entrepreneuriat & management de l'innovation	French	3		S2
Design to cost	English	3		S2
GLOBAL PERSPECTIVES (1 sur 9)				
Doing business in Asian countries	English	3		S2
Finance de marché	French	3		S2
Market Finance	English	3		S2
Cross cultural management	English	3		S2
Perspectives Géopolitiques Mondiales	French	3		S2
Global Geopolitic Perspectives	English	3		S2
Economie internationale	French	3		S2
Eco-systèmes d'affaires en France et à l'international	French	3		S2
Travailler avec l'Amérique Latine/Trabajar en America Latina	Spanish	3		S2
RECHERCHE (1 sur 7)				
Projets de recherche en MKG	French	3		S2
Research projects in MKG	English	3		S2
Analyse financière et gestion des groupes	French	3		S2

Projet de recherche en SCM	French	3		S2
Research Project in SCM	English	3		S2
Séminaire de recherche en management stratégique et entrepreneuriat	French	3		S2
Research seminar on strategic management and entrepreneurship	English	3		S2
LANGUAGES				
French as a Foreign language		3	S1	

	Orientation days	Beginning of semester	End of semester
Master Year 1st year - 1st semester	01/09/2021	13/09/2021	23/12/2021
Master Year 1st year - 2nd semester	06/01/2021	10/01/2022	16/04/2022

Master in Management 2021-2022 - 2nd year

The Programme aims at developing transformational managers we believe they will act on the basis of high demanding professional standards; and will contribute to entrust the future of business in society as well.

Module	Language	Core / Elective	Learning Hours (with Exams)	ECTS	YEAR	Semester 1	Semester 2
BUSINESS							
Research Methodology	ENGLISH	for Double Degree students only	22,5	0	Master 2	S1	
Dissertation/Thesis	ENGLISH	for Double Degree students only		15	Master 2		S2
Business Game 2	ENGLISH	Core	22,5	3	Master 2	S1	
Advanced Excel	ENGLISH	Core	22,5	3	Master 2	S1	
Brand Marketing Management Major							
Innovation Marketing	ENGLISH	Elective	22,5	3	Master 2	S1	
Digital Marketing	ENGLISH	Elective	22,5	3	Master 2	S1	
Dashboards and Reporting	ENGLISH	Elective	22,5	3	Master 2	S1	
Brand Management	ENGLISH	Elective	22,5	3	Master 2	S1	
Communication and Advertising	ENGLISH	Elective	22,5	3	Master 2	S1	
International Distribution and e-Commerce	ENGLISH	Elective	22,5	3	Master 2	S1	
Crosscultural Customer Relationship	ENGLISH	Elective	22,5	3	Master 2	S1	
CULTURE							
Geopolitics	ENGLISH	Core	22,5	3	Master 2	S1	
Doing Business in France	ENGLISH	Elective	12	3	Master 2	S1	
LANGUAGES							
French as a foreign language	FR	Elective	14	2	Master 2	S1	
EXPERIENTIAL & PERSONAL DEVELOPMENT COMPONENTS							
Executive Internship	ENGLISH	for Double Degree students only	6 months	12	Master 2		S2

	Orientation days	Beginning of semester	End of semester
Master Year 2nd year - 1st semester	01/09/2021	06/09/2021	18/12/2021
Master Year 2nd year - 2nd semester Internship & thesis		january	august

Master in Management 2021-2022 - 2nd year							
<i>The Programme aims at developing transformational managers we believe they will act on the basis of high demanding professional standards; and will contribute to entrust the future of business in society as well.</i>							
Module	Language	Core / Elective	Learning Hours (with Exams)	ECTS	YEAR	Semester 1	Semester 2
BUSINESS							
Research Methodology	ENGLISH	for Double Degree students only	22,5	0	Master 2	S1	
Dissertation/Thesis	ENGLISH	for Double Degree students only		15	Master 2		S2
Business Game	ENGLISH	Core	22,5	3	Master 2	S1	
Advanced Excel	ENGLISH	Core	22,5	3	Master 2	S1	
International Corporate Finance Major							
Quantitative Methods with Excel	ENGLISH	Elective	22,5	3	Master 2	S1	
Portfolio Management	ENGLISH	Elective	22,5	3	Master 2	S1	
Equity and Debt Financing	ENGLISH	Elective	22,5	3	Master 2	S1	
Global Economics: Systems & Regulations	ENGLISH	Elective	22,5	3	Master 2	S1	
Financial Analysis and Reporting	ENGLISH	Elective	22,5	3	Master 2	S1	
Mergers & Acquisitions	ENGLISH	Elective	22,5	3	Master 2	S1	
Corporate Governance and Ethics	ENGLISH	Elective	22,5	3	Master 2	S1	
Certification CFA	ENGLISH	Elective	22,5	0	Master 2	S1	
CULTURE							
Geopolitics	ENGLISH	Core	22,5	3	Master 2	S1	
Doing Business in France	ENGLISH	Elective	12	3	Master 2	S1	
LANGUAGES							
French as a foreign language	FR	Elective	14	2	Master 2	S1	
EXPERIENTIAL & PERSONAL DEVELOPMENT COMPONENTS							
Executive Internship	ENGLISH	for Double Degree students only	6 months	12	Master 2		S2

	Orientation days	Beginning of semester	End of semester
Master Year 2nd year - 1st semest	01/09/2021	06/09/2021	18/12/2021
Master Year 2nd year - 2nd semester			
Internship & thesis		january	august

Master in Management 2021-2022 - 2nd year

The Programme aims at developing transformational managers we believe they will act on the basis of high demanding professional standards; and will contribute to entrust the future of business in society as well.

Module	Language	Core / Elective	Learning Hours (with Exams)	ECTS	YEAR	Semester 1	Semester 2
BUSINESS							
Research Methodology	ENGLISH	for Double Degree students only	22,5	0	Master 2	S1	
Dissertation/Thesis	ENGLISH	for Double Degree students only	0	15	Master 2		S2
Business Game 2	ENGLISH	Core	22,5	3	Master 2	S1	
Advanced Excel	ENGLISH	Core	22,5	3	Master 2	S1	
International Business Management Major							
International Transports, Logistics and Duties	ENGLISH	Elective	22,5	3	Master 2	S1	
Internationalization Strategies & Geopolitical Risk Management	ENGLISH	Elective	22,5	3	Master 2	S1	
Innovation, Digital Marketing & Data Mining	ENGLISH	Elective	22,5	3	Master 2	S1	
International Negotiation and Compliance	ENGLISH	Elective	22,5	3	Master 2	S1	
Strategic Sales Management & Customer Experience	ENGLISH	Elective	22,5	3	Master 2	S1	
International Accounting and Financing	ENGLISH	Elective	22,5	3	Master 2	S1	
Entrepreneurship & Business Development	ENGLISH	Elective	22,5	3	Master 2	S1	
CULTURE							
Geopolitics	ENGLISH	Core	22,5	3	Master 2	S1	
Doing Business in France	ENGLISH	Elective	12	3	Master 2	S1	

LANGUAGES							
French as a foreign language	FR	Elective	14	2	Master 2	S1	
EXPERIENTIAL & PERSONAL DEVELOPMENT COMPONENTS							
Executive Internship	ENGLISH	for Double Degree students only	6 months	12	Master 2		S2

	Orientation days	Beginning of semester	End of semester
Master Year 2nd year - 1st semester	01/09/2021	06/09/2021	18/12/2021
Master Year 2nd year - 2nd semester Internship & thesis		january	august

Master of Sciences 2021-2022 - 2nd year

The Programme aims at developing transformational managers we believe they will act on the basis of high demanding professional standards; and will contribute to entrust the future of business in society as well.

Module	Language	Core / Elective	Learning Hours (with Exams)	ECTS	YEAR	Semester 1 (in Cognac, France)	Semester 2 (Firenze, Italia)
BUSINESS							
Research Methodology	ENGLISH	for Double Degree students only	21		Master 2	S1	
Dissertation/Thesis	ENGLISH	for Double Degree students only		12	Master 2	S1	S2
International Business Management Major							
Luxury Sector Specialisation - MADE IN FRANCE: YACHTING AND REAL ESTATE - (Company Visits and Workshops)	ENGLISH	Elective	21		Master 2	S1	
Luxury Sector Specialisation - MADE IN FRANCE: SPIRITS AND GOURMET FOOD - (Company Visits and Workshops)	ENGLISH	Elective	42		Master 2	S1	
Strategic Luxury Brand Management & Marketing	ENGLISH	Elective	42	6	Master 2	S1	
Storytelling, AI and Digital Communication for Luxury	ENGLISH	Elective	42	6	Master 2	S1	
Handcrafting, Operations and Packaging in Luxury	ENGLISH	Elective	42	6	Master 2	S1	
Sales, Retailing and Visual Merchandising in Luxury	ENGLISH	Elective	42	6	Master 2	S1	
Trade Mark Law	ENGLISH	Elective	21	3	Master 2	S1	
Personal Branding	ENGLISH	Elective	21	3	Master 2	S1	
Luxury Sector Specialisation - MADE IN ITALY: FASHION AND APPARELS, LEATHER AND ACCESSORIES - (Company Visits and Workshops) & FIELD PROJECT	ENGLISH	Elective	42		Master 2		S2
"Made In" Luxury Marketing	ENGLISH	Elective	42	6	Master 2		S2
Innovation, Ethics and Sustainability in the Luxury and Fashion Industry	ENGLISH	Elective	42	6	Master 2		S2
International Luxury Markets and Consumer Behavior	ENGLISH	Elective	42	6	Master 2		S2
EXPERIENTIAL & PERSONAL DEVELOPMENT COMPONENTS							

Executive Internship	ENGLISH	for Double Degree students only	6 months	3	Master 2		S2
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	Orientation days	Beginning of semester	End of semester
Master Year 2nd year - 1st semester	01/09/2021	06/09/2021	18/12/2021
Master Year 2nd year - 2nd semester		17/01/2022	02/04/2022
Internship & Thesis		April	August