

# Exchange Students

## Master in Management – M2 year

### Double degree :

Students who have achieved, in their home university, 1 year (eq. 60 ECTS credits) in one of the Master programs indicated in the cooperation agreement signed with their home university, will follow the course plan of the last year of our Master in Management program (MIM) – Programme Master “Grande Ecole”.

All the courses are taught in English.

Course code	Course	Teaching language	Nb hours	ECTS
<b>Semester 1 (Fall)</b>				
<b>Core courses</b>				
MET5102MA	Research Methodology : progress assessment 1	English	18	2
PRO5101MA	Strategic Diagnosis “StratMe'Up”	English	45	5
LV15101MA	French as foreign language	French	52	6
ERH5109MA	French culture and society	English	30	3
<b>Major (1 among 3)</b>				
<b>Major in Financial Management</b>				
CFJ5101MA	Advanced Strategic Finance	English	30	3
CFJ5108MA	Foundation of risks	English	30	3,5
ERH5110MA	Decision theory	English	30	3,5
CFJ5113MA	Introduction to big data and business analytics	English	30	3
CFJ5106MA	Fixed Income Options Derivatives	English	30	3
ERH5101MA	Microfinance	English	30	3
<b>Major in Marketing</b>				
MVC5102MA	Advanced Strategic Marketing	English	30	3
MVC5106MA	Consumer behavior and psychology	English	30	3
MVC5108MA	Graphic design and brand communication	English	30	3
MVC5109MA	Digital Marketing	English	30	3
MVC51NNMA	Media communication and crisis management	English	15	2
MVC5107MA	Global marketing management	English	30	3
MVC5103MA	Social impact of marketing	English	15	2
<b>Major in International Business</b>				
CFJ5104MA	Strategic Finance	English	15	2
ERH5109MA	Advanced Innovation Management	English	30	3
MSE5105MA	International Entrepreneurship	English	30	3
MSE5117MA	International Business	English	15	2
CFJ5113MA	Introduction to big data and business analytics	English	30	3
MVC5107MA	Global marketing management	English	30	3
ERH5108MA	Cross cultural management	English	30	3
<b>Total for Fall Semester : 325 hours of teaching – 35 ECTS credits</b>				

Semester 2 (Spring)				
SPE5201MAC	<b>Professional concentration track “International Business Model Developer”</b> <i>[Students with a B2 level in French language may have the opportunity to take one of the concentration tracks delivered in French. These concentration are delivered through a specific schedule of one week of course per month between February and May]</i>	English	94	9
SPE5211MA	Start'up Week	English	15	1
	<b>Elective course (1 among 2)</b>			
	Easy Business Plan	English		
5229MA ELE5224	Franchising	English	15	1
MET5202MA	Research Methodology : progress assessment 2	English	12	1
MEM5201MA	Master Thesis	English	18	10
STA5203MA	Concentration Internship	English	6	3
<b>Total for Spring Semester : 160 hours of teaching – 25 ECTS credits</b>				
<b>Total academic year : 485 hours of teaching – 60 ECTS Credits</b>				

Note : the list of elective courses is subject to change



## Semester 1

### **METS102MA - Academic Research Methodology**

The objective of this course is to supply the student with practical and pragmatic elements of methodology that will be useful in the creation of their Master's thesis : definition of the problematic, literature review, methods to apply, research field, data collection and modelization, analysis of the results, conclusions, and thesis writing.

### **PRO5101MA - Strategic Diagnosis**

This course takes the form of a group project. By group of 5, students will analyze and conduct a strategic diagnosis on an existing company based in Languedoc Roussillon region. Students work under supervision of a professor and will have to analyze the company's environment and business model in order to establish and present recommendations to solve the problem raised by the company.

### **LV15101MA - French as foreign language (52h – 6 ECTS credits)**

The course aims at developing students' communication skills in order to improve their autonomy in French. Emphasis is placed on communication skills that are essential for the students to benefit from their stay at academic and cultural level.

### **ERH5109MA – French Culture and Society (30h – 3 ECTS credits)**

This course is designed as a tool to help exchange students gain French cultural insight so that their experience in France will be as positive as possible. Understanding cultural differences and exchanging with other visiting students from many countries so gaining cultural intelligence on yet another level. Activities in class will help students identify potential cultural dilemma situations and guide them as how to best resolve them

### **Major courses (180h – 19 ECTS credits)**

The main objective of the major courses is to deliver targeted teaching yet during the first semester.

Each Major consists of 7 blocks of teaching, representing a total of 180 hours of classes and 19 ECTS credits, corresponding to the first semester of the M2 year:

- One strategic decision making course, delivered in e-learning for 50%, focusing on one core knowledge essential for a future manager and complementary to the Major's main subject.
- A core course depending on the chosen Major
- In-depth courses related to the main theme of the Major
- Courses based on the digital dimension of the Major
- Courses based on the international dimension of the Major
- Courses based on the values defended by Montpellier Business School and applied to the theme of the Major studied.

The majors delivered in English are described here after.

### **Major in Financial management**

The objective of the Major in Financial Management is to allow students to enrich the financial dimension of their training by enabling them to:

- Improve their knowledge of the different aspects of the Finance sector
- To develop their reasoning and decision-making skills in the fields of investment, funding, funds management, complex structured finances, financial and risk analysis and CEO-Shareholder-Creditor relationships, while respecting ethical values
- Put their knowledge and skills in international environments and ethical business into perspective.

### **CFJ5101MA - Advanced strategic finance (30h)**

Students will develop their technical skills and intuition in order to better understand the key problematic related to the definition and implementation of their financial strategy by listed and unlisted companies. They will learn how to value businesses and projects through various methods (such as the discounted cash flows method and the comps method..

### **CFJ5108MA - Foundation of risks (30h)**

This course is designed for students to understand and apply the main existing risk management techniques. We begin with a review of the

risks a corporation may face and the way these risks are assessed and measured. The course then moves on to investigate different ways and contracts that can be used to change control the firm's risk. Particular attention is devoted to the main risk management techniques such as Value at Risk (VaR), volatility models, and correlation models.

### **ERH5110MA - Decision theory (30h)**

The objective of this course is to present a formal theory of decision making under risk and uncertainty. Students will learn how to model risky and uncertain alternatives. Students will learn important

microeconomic concepts of expected utility, risk aversion, loss aversion, certainty equivalent of a risky lottery, first-and second-order stochastic dominance. Students will also receive an overview of contemporary descriptive non-expected utility theories (e.g. rank-dependent utility theory and prospect theory).

#### *CFJ5113MA - Introduction to big data and business analytics (30h)*

This course aims at presenting current challenges and techniques related to the Big Data phenomenon. The students will learn several classical techniques used to analyze the relationships between dependent and independent variables. This will be achieved through in-class implementations of use cases. We will highlight the difference between the different methods and we will also explain in which corporate framework(s) they can be relevant. Because it is highly numerical and essentially technical, this course will require an introduction to the R software and to basic coding.

#### *CFJ5106MA - Fixed Income Options Derivatives (30h)*

In this course, students receive a thorough introduction to the valuation of, and to key hedging and risk management strategies

#### **Major in Marketing**

The objective of the Major in Marketing is to allow students to enrich the marketing dimension of their training by enabling them to:

- Improve their knowledge of the different aspects of marketing;
- To develop their reasoning and decision-making skills in the fields of market comprehension, conception and implementing marketing strategies and innovative communication, brand management, while respecting ethical values;
- Put their knowledge and skills in international environments and ethical business into perspective.

#### *MVC5102MA - Advanced Strategic Marketing*

Understanding of managerial practices will prepare students to cope with the changes they will encounter during their working lives. They will also be sensitized to ethical issues and sustainable development, including the consideration becomes essential in any managerial decision making. Thus, they must be aware of their responsibility as future leaders, the social and environmental issues they will deal. The ultimate goal is to empower them and give them a sense of responsibility in their learning, ensuring their future success. Students will master the concepts and tools of strategic management.

#### *MVC5106MA - Consumer behavior & psychology (30h)*

This course of behavior and consumer psychology 's main objective is to educate students in order to psychological issues that have a significant impact on the purchasing behavior and consumer decision making . This course will deepen the concepts of consumer behavior in dealing with the concepts of affect and cognition , behavior, learning and environment so as to maintain and develop effective marketing strategies .

#### *MVC5108MA - Graphic design (30h)*

The aim of this course is to develop students' knowledge of Graphic Design and to learn how it's possible to use it to communicate messages about a brand or a company. At the end of this course, students will be able to analyze a graphic design and to appreciate whether it allows to deliver the appropriate messages to an audience

based on, key fixed income (Notes, bonds, and credit derivatives) and derivatives contracts: futures, forwards, swaps and options. The dynamics of the markets for these products are presented in the classroom. The course covers some tools that were defined in some other finance courses. However, since one of the outcomes is to be able to use derivatives in actual business life, students are asked to manipulate the use of these products in different cases studies.

#### *ERH5101MA - Microfinance (30h)*

This course will present the microfinance sector and its actors, the microfinance products, their specificities, how they are implemented, the targeted population, their impact. Ethical issues will be addressed through analyzing why microcredit interest rates are particularly high, the efficiency of group lending, the trade-off between the social and financial bottom lines of the microfinance institutions (MFIs), the risk of mission drift, etc. At last, assessment of MFIs will be also approached. Through the lens of recent microfinance crises students' will be able to increase their awareness about the necessity of a global responsibility approach to microfinance

#### *MVC5109MA - Digital Marketing (30h)*

The objective of this course is to prepare students to conceive, propose and enhance the value of innovative solutions. By the end of this course, students will be able to conceive creative digital marketing solutions and demonstrate their innovativeness. The course covers all major digital platforms and theoretical frameworks to conceive efficient solutions and strategies in a digital environment.

#### *MVC51NNMA – Media communication and crisis management*

This practical, skills-oriented workshop is designed to better prepare students to work with and develop relationships with the press and in other external negotiations situations. It also seeks to help refine skills in presentations, fielding questions, and in controlling one's voice, body language, message and ideas. It puts them in real-life situations to help gain mastery of efficient ways to communicate, both externally and internally. This includes a special module on communicating in a crisis, which is filmed. Students offer feedback to other participants

#### *MVC5107MA - Global marketing management (30h)*

The general objective of this course is to provide students with the fundamental concepts and tools required for successfully conducting marketing activities in an international setting. The course approaches global marketing from the perspective of the overall business process. Starting with a review of basic marketing principles, the course presents marketing as a key strategic function of the modern company. During the course, the students will develop a good understanding of international marketing concepts and theories, enhancing their capacity to analyze and target global



marketing opportunities, to select the best market-entry strategy in relation to a specific competitive market context, and to design an integrated marketing-mix strategy.

#### **MVC5103MA - Social impact of marketing (15h)**

This course aims to provide a comprehensive framework for understanding how sustainability issues can become a part of

#### **Major in international Business**

The objective of the Major in International Business is to allow students to enrich the international dimension of their training by enabling them to:

Improve their knowledge of the different aspects of international development and entrepreneurship

To develop their reasoning and decision-making skills in the fields of international development projects, from the business plan to intercultural negotiations, including economic intelligence and financial aspects of their business project

Put their knowledge and skills in international environments and ethical business into perspective

#### **CFJ5104MA - Strategic Finance (15h – 1,5 ECTS credits)**

- Problematic Identification and Modeling a situation

- Critical thinking and problem solving: students will be expected to identify the key financial problems that a multinational company has to deal with and will be asked to perform various analyses in order to suggest ways of solving the identified problems in a realistic way. They will be asked to collect relevant information and to relate it to the current situation of the company. They will also be evaluated through a series of exercises and case studies aimed at testing their ability to solve in limited time several financial problems in various contexts (final exam and e-learning).

- Present your ideas in a professional environment

- Assess the impact of ethics on global performance

#### **ERH5109MA - Advanced innovation management (30h)**

The main objective of this course is to expose students to innovation management issues and equip them with an understanding of the main issues in the management of innovation

The objective is to develop student innovation skillset and prepare them to become innovative managers by giving them an understanding of the management innovation environment.

It provides evidence of different approaches based on real-world examples and experiences of leading organizations from around the world.

#### **MSE5105MA - International Entrepreneurship (30h)**

This course is designed to provide students with a comprehensive empirical and conceptual knowledge and understanding of this field as well as their application in the context of entrepreneurial internationalization. It will focus on entrepreneurial internationalization of new companies and on international comparisons of entrepreneurship.

#### **MSE5117MA - International Business (30h)**

This course introduces the major topics in international business, including comparative environmental frameworks, government and economic influences, import/export, and organization of international business. The course emphasizes the pervasive repercussions of global issues on contemporary business management and the role of the business owner or executive manager.

marketing strategy in the business and public sector. Special attention is given to the areas of CSR communication and Sustainability marketing. Also, the course aims to provide Students with tools for critical analysis of marketing activities from a sustainability perspective. Alternative perspectives on marketing as well as reflection on the relation between traditional marketing and sustainability challenges are discussed.

At the end of this course students should master theoretical models and frameworks to understand the business challenges and opportunities in different country settings, and also understand and apply adapted action and behavior for business internationalization in different cultural environments.

#### **CFJ5107MA - Introduction to big data and business analytics (30h)**

This course aims at presenting current challenges and techniques related to the Big Data phenomenon. The students will learn several classical techniques used to analyze the relationships between dependent and independent variables. This will be achieved through in-class implementations of use cases. We will highlight the difference between the different methods and we will also explain in which corporate framework(s) they can be relevant. Because it is highly numerical and essentially technical, this course will require an introduction to the R software and to basic coding.

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#### **ERH5108MA - Cross cultural management (30h)**

This course focuses on the variety of issues and opportunities that arise when we take action (i.e., leading, managing, being a member, following) outside our own culture. At the end of the course, students will be able to consider the nature of intercultural communication, will have learned to think across cultural differences, will experiment with different ways of acting in cross-cultural situations and be able to reflect on the cultural foundations of economic systems and of organizational practices.

## Semester 2

### **SPE5201MAC - Concentration International Business Model Developer - 94h – 9 ECTS credits)**

The aim of this concentration track is to develop both the culture of international trade and international management, as well as the specific skills necessary for international business activities. Participants will acquire complementary knowledge to their general training, and prepare for a first professional experience in the context of a mission abroad.

This course presents various themes: techniques presenting the different strategies of commercial development, international marketing, global economy, risk management, the legal and fiscal dimensions of international trade. We will also study innovation, multicultural management, HR management and negotiation.

*Students have the opportunity to choose among the tracks designed for apprenticeship students, delivered in French in an alternate rhythm between February and May (list upon request).*

### **ELE5229MA - Elective course: Easy business Plan (15h – 1 ECTS credits)**

The objective of this course is to develop students' ability to shape a business plan. At the end of the course, students will be able to translate a business model in quantitative information in order to better understand and anticipate risks. They will learn how to adapt the presentation of their business plan to answer the expectations and questions from a would-be financial sponsor. They also will learn to interpret financial forecasting indicators and how to implement and use real prospective tools.

### **ELE5224MA – Elective course: Franchising (15h – 1 ECTS credits)**

The main objective of this course is to help students to choose the approach best adapted to their business project. At the end of this course, students will be able to understand the several existing approach to develop their company under license and chose the solution better adapted to their specific case. They will be prepared to deal with their future stake (and share) holders and be able to make their decisions while taking into account their financial outcomes.

### **SPE5211MA – Start up week (15h – 1 ECTS credits)**

The primary objective of this course is to expose the students to issues involved in entrepreneurship. The course gives students a useful technical and theoretical background to help them to analyze or prepare a new venture project. To enhance students' professional capabilities and to prepare them for their future innovative manager role, another objective of this course is to give them an understanding of the environment of venture creation. Students have to be able to understand the complexity and the interactivity of entrepreneurial process: commercial, financial, legal and strategic dimensions are mobilized in an entrepreneurial analysis.

### **MET5202MA - Academic Research methodology (12h – 1 ECTS credit)**

The objective of this course is to supply the student with practical and pragmatic elements of methodology that will be useful in the creation of their Masters' thesis: definition of the problematic, literature review, methods to apply, research field, data collection and modelization, analysis of the results, conclusions, and master writing.

### **MEM5201MA - Master Thesis (10 ECTS credits)**

Students have to define a subject and carry out a Master thesis (50 pages - 15000 words), which is compulsory in order to graduate from the Master degree at Montpellier Business School. All along this work, students will be supported by a master thesis director, faculty member of Montpellier Business School who will also assess their final work.

Students will have to demonstrate their capacity for abstraction in order to identify a research question and address it from a scientific and academic perspective, their ability to acquire knowledge and understanding of several management theories, analyze and assess their conceptual and operational impact. They will have to acquire and implement quantitative and qualitative research methods in order to get adequate data and results, analyze them and use them in order to provide a precise and well-argued response to the question initially raised.

Research methodology courses are delivered in order to support students in their research work and are designed to accompany the 3 main steps of the research work.

### **STA5203MA - Concentration Internship – Professional written report (4 ECTS credits)**

For a duration of six months, full time, in either a public or private company, in France or abroad, this internship enables the implementation of specific methods and knowledge acquired through the study of professional specialization during the final year. In this internship the students adapt to a future position by demonstrating their ability to adapt to specific business operation and enhance their professional development.

Further to this final internship, students will be required to write a professional activity report. This report must be conceived as a 10 to 15-pages-synthesis based on a professional and personal self-assessment efforts. Students will have to analyze the evolution of their expectations from a personal and professional point of view, identify which academic and/or professional experiences have contributed to this evolution and how. They will have to demonstrate, through concrete and real example of professional practice, what are their main competencies and strength, as well as identify their areas of improvement. Finally they will be required to explain what is their value proposal and how they could express it in front of a future employer.