

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. TU = Teaching Unit. All the courses of a teaching unit are compulsory.

Period	Course Code	Course title	Number of teaching hours	ECTS credits
S1	TU1 - Leadership development		45	3
S1	MSE5101MA	Start Up Week : creativity, innovation, action		
S1	MET5101MA	Behaviour Focus : leadership		
S1	TU2 - Major		180	18
S1	Choice of one major among three subjects :			
S1	Cf details	Major in International business	180	
S1	Cf details	or Major in Financial Management	180	
S1	Cf details	or Major in Marketing	180	
S1	TU3 - Professional concentration		90	9
S1	Choose one of the following three			
S1	SPE5214MA	International Business Model Developer	90	
S1	SPE5215MA	International Corporate Finance	90	
S1	SPE5216MA	International Digital Marketing	90	
S1 + S2	TU4 - Master thesis		30	20
S1 + S2	MEM5101MA	Research methodology	30	
S1	TU6 Language		52	6
S1	LV15101MA	French as Foreign Language		

For the second semester, double degree seeking students must choose one of the two following tracks :

1. Professional track

TU5 – Internship (6 months full time)				10
	PRO5201MA	Professional experience	3	
	PRO5202MA	Professional activity report	3	

2. Academic track

TU7 – Selected topics in Business			90	10
Choose one of the four topics below. In the selected topic, choose 3 or 4 courses for a min. of 10 / max. 12 ECTS credits			90	

TU7 – Selected topics in Business

Course Code	Course title	Number of hours	ECTS credits
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Marketing

MVC1202MMK_19	Marketing for alternative organizations	30	2
MSE1202MS_19	Digital Communication & Social Media	30	3
MVC1201MS_19	Sector Marketing	30	3
MVC1201MMK_19	CRM and Big data	30	2
MVC1203MMK_19	Mark'strat	30	5

Finance

CFJ1203MFI_19	Topics on Valuation, M&A, LBO	30	3
CFJ1202MFI_19	Introduction to big data and business analytics	30	4
CFJ1201MFI_19	Finance simulation	30	4
CFJ1204MFI_19	International Finance	30	4

Lean Operations Management

MSE1204MS_19	Organisational behaviour and change management	30	3
MSE1201LOM_19	Lean Six Sigma	30	3
MVC1201LOM_19	Design Thinking	30	3
MSE1202LOM_19	Business Ethics and CSR	30	3
MSE1205MS_19	Sustainability and Digital Transformation	30	3

Digital Management

MSE1202MS_19	Digital communication & social Media	30	3
MSE1202MDM_19	Information technology and value creation	30	3
MSE1204MS_19	Organisational behaviour and change management	30	3
MSE1205MS_19	Sustainability and Digital Transformation	30	3
MSE1201MDM_19	Sustainable Innovation Development	30	3

Common Core Courses for Semester 1

MSE5101MA - StartUp Week

This module is conceived as a challenge that results from the desire of Montpellier Business School to give each student a methodology of business creation and to develop the entrepreneurial spirit, by the awareness that each one of them is a potential future entrepreneur

MET5101MA - Behaviour Focus : Behavioural strategy

This course's objective is to help students use their theoretical knowledge of behaviour-related tools and methods through practical implementation. They will develop their know-how and their behavioural skills in order to define the convenient behaviour to adopt in their professional contexts.

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 several blocks of teaching, representing a total of 180 hours of classes.

- 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

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. Finally students will learn how to put their knowledge and skills in international environments and ethical business into perspective.

Course codes	Courses	Nb hours	ECTS credits
CFJ5101MA	Advanced Strategic Finance	30	3
CFJ5108MA	Foundation of risks	30	3,5
ERH5110MA	Decision Theory	30	3,5
CFJ5113MA	Introduction to big data and business analytics	30	3
CFJ5106MA	Fixed income options derivatives	30	3
ERH5101MA	Microfinance	30	3
Total Major		180	19

CFJ5101MA - Advanced strategic finance

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 and their adaptation to various contexts

CFJ5108MA – Foundation of risks

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

ERH5110MA - Decision Theory

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

This course aims at presenting current challenges and techniques related to the Big Data phenomenon. The students will learn several classical techniques used to analyse 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 and Derivatives

In this course, students receive a thorough introduction to several financial markets products. In a first part we discuss the valuation and the trading strategies of typical fixed income securities (T-Bills, Bonds, and Mortgage Backed Securities). In a second part, we present the market dynamics of several financial derivatives contracts (Futures, Forwards,

Swaps and Options) by focusing on the hedging and risk management strategies based on these products. The course covers some tools that were defined in some other finance courses. However, since one of the goals is to be able to use derivatives to achieve corporate objectives, students are asked to manipulate the use of these products using actual business information.

ERH5101MA - Microfinance

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.

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 and put their knowledge and skills in international environments and ethical business into perspective.

Courses Code	Courses	Nb hours
MVC5102MA	Advanced Strategic Marketing	30
MVC5106MA	Consumer behaviour & psychology	30
MVC5108MA	Graphic design & brand communication	30
MVC5109MA	Digital Marketing	30
MVC5110MA	Option 1 - Media and crisis communication	15
MVC5123MA	Option 2 – Marketing and digital innovation (Innov Agro challenge)	15
MVC5107MA	Global marketing management	30
MVC5103MA	Social impact of marketing	15
Total		180

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 behaviour & psychology

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

MVC5108MA - Graphic design and brand communication

The aim of this course is to develop students' knowledge of Graphic Design and to learn how it is 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.

MVC5109MA - Digital Marketing

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.

MVC5107MA - Global marketing management

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

MVC5110MA - Media communication and crisis management

The course aims at preparing students for their future role as representative of their organization in front of media and other negotiation situations. It also aims at developing their ability to make presentations and answer questions. Students will work on other communication components: voice, body language, communication of messages and ideas. They will be placed in real situations to develop their communication skills, internally and externally. Peer assessment will be required.

MVC5123MA– Marketing and digital innovation

This course is a practical application unit addressed through a tangible problematic put forward by companies and is related to the launch of a high tech digital product/service in the Agronomy sector (Innov Agro Challenge).

MVC5103MA - Social impact of marketing

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

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 and put their knowledge and skills in international environments and ethical business into perspective.

Course Code	Course	Number of hours
ERH5109MA	Management de l'innovation approfondi	30
MSE5105MA	Entrepreneuriat international	30
MSE5117MA	Global Strategy	30
CFJ5113MA	Introduction au big data et analyse de valeur	30
MVC5107MA	Marketing international	30
ERH5108MA	Management interculturel	30
		180

ERH5109MA - Advanced Innovation management

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

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 – Global strategy

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. 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 behaviour for business internationalization in different cultural environments.

CFJ5113MA - Introduction to Big Data and Business Analytics

This course aims at presenting current challenges and techniques related to the Big Data phenomenon. The students will learn several classical techniques used to analyse 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

MVC5107MA - Global marketing management

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.

ERH5108MA - Cross cultural management

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.

Professional concentration – choose one of the following three

SPE5214MA - International Business Model Developer

The aim of this specialization 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.

Course	Number of hours
International strategy (business game)	15
Individual adaptation to market opportunities	15
International management	15
Business development	15
Risk management	15
Legal and operational issues	15
	90

SPE5215MA - International Digital Marketing

The objective of this concentration track is to develop on the one hand the international business culture and on the other hand the specific skills necessary for the performance of functions related to the e-commerce, digital marketing and communication professions. online in a globalized environment.

It aims to develop the skills needed to define a marketing strategy, analyze the web eco system, manage and pilot an e-commerce project, develop, animate and federate a community on social networks, pilot an online marketing campaign, measure and analyze performance indicators.

Course	Number of hours
International Marketing strategy game	15
Economic and relational intelligence	15
Personal branding & marketing	15
Digital strategies of acquisition	15
SEO/SEA actions	15
Demonstrators and Minimum Viable Products	15
	90

SPE5216MA - International Corporate Finance

The objective of this concentration track is to develop among the participants, on the one hand, the international business culture and, on the other hand, the specific skills needed to perform functions related to finance professions in an international context. It aims to develop the skills needed to define a financial strategy, evaluate the financial performance of a company in a merger-acquisition context, understand the operating principles of wealth management and market finance, be prepared for future developments areas related to the development of new technologies and the appearance of disruptive models

Course	Number of hours
Banking strategy game	15
Valuation, merge and acquisition	15
Financial advisor	15
International finance techniques and careers	15
Disruptive models Fintech & Assurtech	15
Blockchain technologies, Cryptocurrencies and Initial Coin Offering	15
	90

Common Core Modules for Semester 2

MET5102MA - Research methodology 1 and MET5202MA Research methodology 2

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.

MEM5202MA – Master Thesis

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.

PROFESSIONAL TRACK

PRO5201MA – Professional experience

Choose one of the following two :

Either : Professional Concentration internship

Duration : 6 months full time.

It can be conducted in a private or public organization, in France or abroad. The objective of this internship is to implement the knowledge and the specific methods acquired during the concentration courses, from a transversal vision of the situations into a professional context. On this occasion, the student apprehends a future job by showing his capacity of adaptation to a specific function in company and develops his professional operationality. It also aims to facilitate the professional integration by constituting a pre-hiring by the company. At the end of this internship, an assessment of the expected skills will be carried out (self-assessment and evaluation by the internship tutor). Validation of the concentration internship is a condition of graduation.

Or : Entrepreneur Track Plus

For students carrying a business creation or takeover project, the Concentration Internship may be replaced by the Entrepreneur Track Plus program run by the MBS Entrepreneurship Center and including a registration to PEPITE and D2E (incubators). Participation in the Entrepreneur Track Plus initiative is subject to an initial selection process and is subject to a written and oral evaluation.

PRO5202MA – Professional activity report

At the end of the professional period, whether it is carried out as part of a Concentration Internship or within the Entrepreneur Track Plus, the student will have to write a professional activity report. It is a summary based on a personal and professional assessment in which students will have to contextualize the missions carried out with regard to the representations of the position concerned before the experience, limits and opportunities related to the profession concerned and illustration through a professional problem with recommendations. They will also have to demonstrate their ability to take a step back on the contribution of the lessons in the construction of the professional project as well as their capacity to implement the skills and knowledge acquired to conduct the operational missions in company. Its evaluation (in writing) is carried out by the person in charge of the concentration course or by a professional expert, according to the concentration track chosen.

ACADEMIC TRACK

Choose one of the 4 business topics below.

Within the selected topic, choose 3 or 4 courses for a total of min. 10 / max. 12 ECTS credits.

Topic 1 – Marketing

Marketing for alternative organizations (2 cr.)

Digital communication & social media (3 cr.)

Sector Marketing (3 cr.)

CRM & big data (2 cr.)

Mark'strat (5 cr.)

Topic 2 – Finance

Topics on valuation, M&A, LBO (3 cr.)

Introduction to big data & business analytics (4 cr.)

Finance simulation (4 cr.)

International finance (4 cr.)

Topic 3 – Lean operations management

Organizational behavior & change management (3 cr.)

Lean six sigma (3 cr.)

Design thinking (3 cr.)

Business ethics and CSR (3 cr.)

Sustainability & digital transformation (3 cr.)

Topic 4 – Digital Management

Digital communication & social media (3 cr.)

Information technology & value creation (3 cr.)

Organizational behavior & change management (3 cr.)

Sustainability & digital transformation (3 cr.)

Sustainable innovation development (3 cr.)

Prospective calendar

Week	1st day of class	Last day of class	Activity	
36	2-sept.	6-sept.	Orientation program	
37	9-sept.	13-sept.	Orientation program	
38	16-sept.	20-sept.	Induction seminar	
39	23-sept.	27-sept.	Course	
40	30-sept.	4-oct.	Course	
41	7-oct.	11-oct.	Course	
42	14-oct.	18-oct.	Course	
43	21-oct.	25-oct.	Course	
44	28-oct.	1-nov.	Course	
45	4-nov.	8-nov.	Course	
46	11-nov.	15-nov.	Course	
47	18-nov.	22-nov.	Course	
48	25-nov.	29-nov.	Course	
49	2-dec.	6-dec.	Course	
50	9-dec.	13-dec.	Course	
51	16-dec.	20-dec.	Course	
52	23-dec.	27-dec.	Holydays	
1	30-dec.	3-jan.	Holydays	
2	6-jan.	10-jan.	Course	
3	13-jan.	17-jan.	Exams	
		Semester 2	Academic track	Professional track
4	20-jan.	24-jan.	Course	Internship
5	27-jan.	31-jan.	Course	Internship
6	3-febr.	7-febr.	Course	Internship
7	10-febr.	14-febr.	Course	Internship
8	17-febr.	21-febr.	Course	Internship
9	24-febr.	28-febr.	Course	Internship
10	2-mar	6-mar	Course	Internship
11	9-mar	13-mar	Course	Internship
12	16-mar	20-mar	Course	Internship
13	23-mar	27-mar	Course	Internship
14	30-mar	3-apr.	Course	Internship
15	6-apr.	10-apr.	Course	Internship
16	13-apr.	17-apr.	Course	Internship
17	20-apr.	24-apr.	Course	Internship
18	27-apr.	1-may	Course	Internship
19	4-may	8-may	Course	Internship
20	11-may	15-may	Course	Internship
21	18-may	22-may	Course	Internship
22	25-may	29-may	Course	Internship
23	1-jun	5-jun		Internship
24	8-jun	12-jun		Internship
25	15-jun	19-jun		Internship
26	22-jun	26-jun		Internship
27	29-jun	3-jul.		Internship
28	6-jul.	10-jul.	Resit exams	
29	13-jul.	17-jul.		Internship
30	20-jul.	24-jul.		Internship
31	27-jul.	31-jul.		Internship
32	3-agu	7-agu		Internship
33	10-agu	14-agu		Internship
34	17-agu	21-agu		Internship
35	24-agu	28-agu		Internship
36	31-agu	4-sept.		Internship
37	7-sept.	11-sept.		Internship
38	14-sept.	18-sept.		Internship
39	21-sept.	25-sept.		Internship
40	28-sept.	2-oct.		Internship
41	5-oct.	9-oct.		Internship
42	12-oct.	16-oct.		Internship
43	19-oct.	23-oct.		Internship
44	26-oct.	30-oct.	Graduation board	

