

Master in Management « Grande Ecole » Programme

Academic year 2021-2022

Double degree students

The structure of the programme may slightly change by adding or removing courses if deemed necessary by the pedagogical committee. Majors, concentrations and courses are offered only if a minimum number of candidates are enrolled, in order to guarantee the achievement of the pedagogical goals of the programme.

Semester 1 21-22
Sept. 13, 2021– Jan. 14, 2022

Sept. 13 – 17 : Integration programme (compulsory)
Sept. 20 – Dec. 17 : Lectures
Dec. 20 – Jan. 2 : Winter break
Jan. 3 – 7 : Exam self preparation
Jan. 10 – 14 : Semester 1 exams

Semester 2 21-22
Jan. 17, 2022 – June 3, 2022

Jan. 17 – Apr. 22 : Lectures
March 14 – 18 : Resits for Semester 1 exams
Apr. 25 – 29 : Semester 2 exams
May 30 – June 3 : Resits for Semester 2 exams

Select one of the Majors below

+

Select 1 of the concentration topics below,
corresponding to the chosen Major

Major in Finance



Concentration in Advanced finance
Concentration in Energy and Environmental Finance
Concentration in Responsible Finance
Concentration in Innovative Finance: Fintech, Blockchains & Cryptocurrencies

Major in Marketing



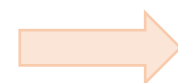
Concentration in Advanced marketing
Concentration in French Excellence, Luxury and Fashion
Concentration in Food and Wine Management
Concentration in Tourism and Hospitality Management

Major in Digital Transformation



Concentration in Digital Management
Concentration in Data science, Big data, and Artificial intelligence

Major in Business Excellence



Concentration in Lean Operations Management
Concentration in Supply Chain Management

Major in International Business



Concentration in International Business

Programme structure

Teaching Units	Credits	Content
TU1 Disciplinary development	28	2 courses of 30h and 4 courses of 45h, that is 240h
TU2 Scientific approach	9	Methodology and Master thesis
TU3 Specialization	20	Courses of 30h and/or 15h, i.e. 150h
TU4 Professional experience	3	Specialization internship - written file

TU2 and TU4 are common to all tracks.

Students will choose one Major, and one concentration corresponding to the chosen Major.

Major in Finance

	Major in Finance - Common core	Semester	Teaching hours	ECTS credits
TU1	Corporate finance	1	45	5
	Financial markets, banking and regulation	1	45	5
	Quantitative methods and decision Theory	1	45	5
	Foundation of risks & Asset pricing theory	1	45	5
	Financial modeling	1	30	4
	Fixed Income Options Derivatives	1	30	4
	TOTAL TU1	-	240	28

	Concentration in Advanced Finance	Semester	Teaching hours	ECTS credits
TU3	Topics on Valuation, M&A, LBO	2	30	4
	Introduction to big data and business analytics	2	30	4
	Economic environment for business	2	30	4
	Finance simulation	2	30	4
	International Finance	2	30	4
	TOTAL TU3	-	150	20

OR

	Concentration in Energy and Environmental Finance	Semester	Teaching hours	ECTS credits
TU3	The Solar Photovoltaic Economy	2	15	2
	Entrepreneurial Finance	2	30	4
	Energy Economics	2	30	4
	Energy and environmental issues : Global sustainability, Energy Transition(s) and Emerging markets, Renewables	2	30	4
	ESG and Financial Analysis	2	15	2
	Ethics, Responsible Development and Regulation	2	15	2
	Commodity Markets and Investment strategies	2	15	2
	TOTAL TU3	-	150	20

OR

	Concentration in Responsible Finance	Semester	Teaching hours	ECTS credits
TU3	Entrepreneurial Finance	2	30	4
	Ethics, Responsible Development and Regulation	2	15	2
	ESG and Financial Analysis	2	15	2
	Fintech solutions and digital finance	2	15	2
	Social and Cooperative Banking	2	15	2
	Neuroscience and Finance	2	15	2
	Microfinance: theory and practice	2	30	4
	Green bonds	2	15	2
TOTAL TU3	-	150	20	

OR

	Semestre 2 : Concentration in Innovative Finance : FinTech, Blockchains and Cryptocurrencies	Semester	Teaching hours	ECTS credits
TU3	Entrepreneurial Finance	2	30	4
	Introduction to Cryptocurrencies: Bitcoins and Ethereum	2	30	4
	Ethics, Data protection and Regulation	2	15	2
	Banking in the era of Fin Tech	2	30	4
	Disruptive models Fintech & Assurtech	2	15	2
	Neuroscience and Finance	2	15	2
	Blockchain technologies, Cryptocurrencies and Initial coin offering	2	15	2
	TOTAL TU3	-	150	20

Major in Marketing

	Major In Marketing - Common core	Semester	Teaching hours	ECTS credits
TU1	Advanced Strategic Marketing	1	45	5
	Consumer psychology & behavior	1	45	5
	Digital Marketing	1	45	5
	Global marketing management	1	45	5
	Graphic design and brand communication	1	30	4
	Data analytics for Marketing	1	30	4
	TOTAL TU1	-	240	28

	Concentration in Advanced Marketing	Semester	Teaching hours	ECTS credits
TU3	Digital communication & social Media	2	30	4
	Marketing for alternative organization	2	30	4
	Sector Marketing	2	30	4
	CRM and Big data	2	30	4
	Mark'strat	2	30	4
	TOTAL TU3	-	150	20

OR

	Concentration in French Excellence, Luxury and Fashion	Semester	Teaching hours	ECTS credits
TU3	French excellence, luxury and fashion	2	30	4
	Storytelling in digital era	2	30	4
	Sector Marketing	2	30	4
	Pricing	2	30	4
	Luxury and fashion: actors, markets and business models	2	30	4
	TOTAL TU3	-	150	20

OR

	Concentration in Tourism and Hospitality Management	Semester	Teaching hours	ECTS credits
TU3	Hospitality and Tourism : actors, markets and BM	2	30	4
	Understanding the challenges of the aviation industry	2	30	4
	Storytelling in digital era	2	30	4
	Sustainability in the tourism industry	2	30	4
	Pricing	2	30	4
TOTAL TU3	-	150	20	

OR

	Concentration in Food and Wine Management	Semester	Teaching hours	ECTS credits
TU3	Impact of digital, CSR, managerial innovation, internationalization on the sector	2	30	4
	Wine management: making, actors, markets and BM	2	30	4
	Innovation and Food marketing	2	30	4
	Pricing	2	30	4
	Luxury in the Food and Wine industry	2	30	4
TOTAL TU3	-	150	20	

Major in Business Excellence

Major in Business Excellence - Common core		Semester	Teaching hours	ECTS credits
TU1	Lean Management	1	45	5
	Strategic management	1	45	5
	Operations and Supply Chain Management	1	45	5
	Innovation management	1	45	5
	Agile Project Management	1	30	4
	Digital Change	1	30	4
	TOTAL Semester 1		240	28

Concentration in Lean Operations Management				
TU3	Organisational behaviour and change management	2	30	4
	Lean Six Sigma	2	30	4
	Design Thinking	2	30	4
	Business Ethics and Sustainability	2	30	4
	Sustainability and Digital Transformation	2	30	4
TOTAL TU3	-	150	20	

OR

Concentration in Supply Chain Management				
TU3	Advanced Operations & Supply Chain Management	2	30	4
	Sustainable Supply Chain	2	30	4
	Responsible purchasing	2	30	4
	Supply Chain and Big data	2	30	4
	Global Supply Chain: contemporary challenges	2	30	4
TOTAL TU3	-	150	20	

Major in International Business

Major in International Business - Common core		Semester	Teaching hours	ECTS credits
TU1	International Business	1	45	5
	Global marketing management	1	45	5
	Cross cultural management	1	45	5
	International Human Resources Management	1	45	5
	International Entrepreneurship	1	30	4
	Introduction to big data and business analytics	1	30	4
TOTAL Semester 1	-	240	28	

Concentration in International Business				
TU3	International Supply Chain Management	2	30	4
	Corporate Social Responsibility	2	30	4
	Specialisation track International Business Model Developer	2	90	12
TOTAL TU3	-	150	20	

Major in Digital Transformation

Major in Digital Transformation - Common core		Semester	Teaching hours	ECTS credits
TU1	Strategic management	1	45	5
	Digital Marketing	1	45	5
	Advanced Innovation Management	1	45	5
	Big data and Analytics	1	45	5
	Agile Project Management	1	30	4
	Digital change	1	30	4
	TOTAL TU1	-	240	28

Concentration in Digital Management				
TU3	Digital communication & social Media	2	30	4
	Information technology and value creation	2	30	4
	Organisational behaviour and change management	2	30	4
	Sustainability and Digital Transformation	2	30	4
	Sustainable Innovation Development	2	30	4
TOTAL TU2	-	150	20	

OR

Concentration in Data Science, Big Data and artificial Intelligence				
TU3	Cybersecurity	2	15	2
	Fraud Detection	2	15	2
	Big Data and Quantitative Methods	2	30	4
	Advanced big data and analytics	2	30	4
	Introduction to artificial intelligence	2	15	2
	Big data and Artificial Intelligence: the business Impacts	2	15	2
	Fundamentals of computer programming	2	30	4
	TOTAL TU3	-	150	20