

Exchange Students

Master in Management – M1 Year

Credit transfer only :

Students can study one semester (either semester one or two) or the academic year.

Some courses have pre-requisites. Please check that you have these pre-requisites before registering in the program.

The program is taught all in French or all in English. Students will choose the language of instruction before the beginning of the classes.

TU = Teaching unit. **It is compulsory to take all the courses of a teaching unit.**

	Course Code	Course	Number of teaching hours	ECTS	
SEMESTER 1	TU1 Corporate strategy		90	9	
	MSE4101MA	Strategic management	30		
	ERH4102MA	Digital Business Models	30		
	ERH4103MA	Geopolitics & interstate strategies	30		
	TU2 Marketing and development strategy (prerequisite : Basics of Marketing)		63	6	
	MVC4103MA	Strategic marketing and product management	21		
	MVC4102MA	Pricing & distribution	21		
	MVC4101MA	Integrated marketing Communication	21		
	TU3 Financial and legal management (prerequisite : Basic knowledge of financial accounting and management accounting)		51	5	
	CFJ4101MA	Management control	30		
	CFJ4102MA	Legal and procedural issues	21		
	TU4 Relationships strategy		75	7	
	ERH4101MA	Human resources & diversity management	30		
	MVC4104MA	Cross cultural Negotiation	15		
	ERH4103MA	French culture and society	30		
	TU5 Languages		40	3	
LV14102M	French as a Foreign Language (for non French speaking natives)	40			
Total for semester 1			319	30	
SEMESTER 2	TU6 Applied Management Discipline		180	20	
	MSE4204MA	Link Me up Study case	45		
	Selected Topic	Choose one of the three following topics (3 courses in each topic): <ul style="list-style-type: none"> . <u>Finance</u> : Market & Corporate finance + On-trading floor finance + Managing an investment fund . <u>Business Development</u> : Advanced macroeconomics + International Approach of business issues + International Business Challenge . <u>Strategy</u> : Entrepreneurship + Innovation process and new product creation + Business Game 	135		
	TU7 Managerial Efficiency		57	7	
	See list of elective courses below	Elective 1 - Creativity & leadership (Choose 1 among 4)		21	
		Elective 2 - Use of digital tools (Choose 1 among 4)		21	
		Elective 3 - Professional communication tools (Choose 1 among 4)		15	
	TU8 Languages		40	3	
LV14202M	French as a Foreign Language (for non French speaking natives)	40			
Total for semester 2			277	30	
Total			596	60	

Semester 1

MSE4101MA – Strategic Management

The main objective of this course is to allow students to get acquainted with the strategic approach: key concepts, approach and tools. At the end of the course students will have to be capable of approaching a situation in its entirety, of identifying the key data of the company; the decision processes and the roles of the actors in the steps of diagnosis and strategic decision-making.

ERH4102MA - Digital business models

The main objective of this course is to introduce students to the organizational and strategic challenges brought about by new information technologies. Students will be able to understand the managerial and strategic issues associated with SI projects and e-commerce, identify and understand the impacts of implementing and using an IO on organizations. Ethical, legal and environmental impacts will also be addressed.

ERH4103MA - Geopolitics and interstate strategies

Geopolitics can be defined as the study of the influence of geographical, economic and cultural factors on state policy and international relations. This course aims to make learners aware of the interactions between the states' political strategies and their influence on the strategies implemented by the companies. The latter are indeed real geopolitical actors confronted with issues of corruption, sanctions, compliance, liability and extraterritoriality. Strongly impacted by political decisions, companies are nonetheless essential elements of interstate and geopolitical strategies.

MVC4103MA - Strategic marketing and products management

The objective of this course is to explore in depth the managerial tools, as well as their theoretical foundations, which serve as decision-making aids for professionals involved in the practical situations of strategic marketing. It aims to develop capacities for critical analysis of concrete situations and formulation of strategies. He will also focus on managing brands and products to understand the challenges and issues of a product or brand manager.

MVC4102MA - Pricing and Distribution Marketing

This course's objective is to familiarize students with the marketing approach and its stakes. The emphasis will be put on methods and techniques allowing optimization of pricing and distribution. At the end of this course, students will have to be capable of formulating recommendations to implement.

MVC4101MA - Integrated marketing and communication

The main objective of this course is to give students the fundamentals and basic technics of integrated marketing communication. It also aims to develop the skills, the students will need to communicate effectively in a constantly changing environment combining mass communication, requested, relayed and consumers to consumers communications.

CFJ4101MA - Management control

The main objective of this course is to present the different tools used by management controllers to perform their job. The course presents theoretical concepts, exercises and case studies in order to familiarize students with the practical and theoretical aspects of management control.

Upon completion of this course, students will be able to apply technical knowledge to specific situations they will encounter during their careers.

CFJ4102MA - Legal and Legal Issues

The main objective of this course is to make students aware of a subject that will accompany them throughout their career. At the end of this course students will have legal concepts allowing them to have the necessary reflexes and essential to identify legal problems. They should also be able to analyze a legal situation created by their professional or personal activity.

ERH4101MA - Human resources & diversity management

This course aims to develop the knowledge of theoretical and practical knowledge in HRM and management to prepare students for their future roles of actors and HRM managers. This course will lead students to understand the managerial ethics and diversity of people in all its forms in order to be able to exercise an ethical and socially responsible approach to the management of human resources and organizational behavior.

MVC4104 – Cross cultural Negotiation

The objective of this course is to develop the ability to carry out a negotiation in a multicultural context. It aims to provide the keys to understanding the great cultural peculiarities of negotiation, give tools to allow to adapt to the interlocutor and adopt the right attitude.

ERH4103MA – French Culture and Society

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.

LV14102MA - French as a foreign language

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.

Semester 2

MSE4202MA - Link Me Up Study

The objective of this course is to help students understand how a value chain operates, as well as the disruptions associated with the emergence of innovative and disruptive business models. These developments will be put into perspective with the main concepts and statistics of employment and the labor market. The course will build on the knowledge of the basics of economic analysis of the functioning of the labor market and will bridge the gap between approaches to economic theory, labor market observation and employment policies. The requested work, carried out in groups throughout the semester, will lead the students to focus on a sector of activity and a specific sector according to their interest. The pedagogy of this course will be based on a theoretical approach, an information search approach and a field approach. It will give rise to a summary of the issues, risks and economic prospects of the chosen sector, particularly in terms of volumes and the nature of the anticipated jobs.

LV14202MA - French as a foreign language

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.

SELECTED TOPICS– Choose one topic among the following 3. There are 3 compulsory course in each topic.

▪ **TOPIC 1 : FINANCE**

CFJ4201MA - Market and Enterprise Finance

This course aims to provide basic knowledge in market finance and corporate finance. Its second goal is to apply this knowledge in academic research. For this, we will study research articles in finance and replicate these studies with data collected from the Bloomberg terminal. The analysis of these data will be done with the application of the statistical software R.

CFJ4202MA - Finance in the Trading Room

This course aims to apply the theoretical aspects taught in Course 1 based on case studies developed from real companies. These case studies are to be done directly on the Bloomberg terminal. Most of the face-to-face sessions will therefore take place in the trading room directly. This allows students to practice the Bloomberg software to collect data to answer the real problems faced by companies.

CFJ4203MA - Managing an Investment Fund

This course aims to simulate a portfolio management company (or asset management) in which there are three teams: (1) trading room (composed of portfolio managers, traders, and analysts), (2) management of risks, and (3) operational supports. These 3 teams will be confronted with a practical case of management of a real portfolio, proposed by La Banque Postale Asset Management. They will have to make management

decisions, argue them and have them validated by the risk management and operational support teams. These two teams will themselves describe actions to be taken based on management decisions. The different simulated companies will be in competition and the bottom with the best performance will be rewarded with a prize.

▪ **TOPIC 2 : BUSINESS DEVELOPMENT**

ERH4201MA - In-depth Macroeconomics

This course is about macroeconomics and economic development. The course provides essential tools to help students understand the general movements in the global economic environment as well as the current important debates of our time. It will draw on the study of simple frameworks that will be used to discuss examples and applications in current debates about economic growth, income distribution / wealth distribution within and across countries, globalization, sustainable development. By the end of the Course, students should be able to read and understand the discussions on macroeconomic issues in *The Economist*, *The Financial Times*, *Economic Analysis Board* and other current debates; provide discussions / analyzes and defend their discussions / analyzes using the knowledge they have gained during the course.

ERH4202MA – International approach of business issues

This course aims at giving keys to better understand the world's major stakes: political, economic, cultural, environmental and energy. Each theme reveals the risks and the opportunities which companies have to face in a globalized and changing world. At the end of this course, students will develop, through class sessions and their own searches, a transverse understanding of international business and operations.

ERH4203MA - International Business Challenge

This business game aims to introduce students to the strategic management of a company in a competitive environment and in a context of international development. At the Game Race students will decide on a strategy, make decisions for its implementation by coordinating the various key functions of the company. They go through this game, analyze period after period the economic and financial results, their strengths and weaknesses and put under observation their competitors. Advance in their understanding of the economic and financial environment of the company while capitalizing on their lived experience.

▪ **TOPIC 3 : STRATEGY**

MSE4201MA - Entrepreneurship

This course aims to develop the entrepreneurial spirit and will notably address the posture, the skills of the entrepreneur, generation and validation of the idea, the actors and the entrepreneurial ecosystem. At the end of the Course students will demonstrate a global

knowledge of the business creation process and the characteristics of the entrepreneur.

MSE4202MA - Innovation Process and Creation of New Products

The objective of this course is to develop the ability to understand and implement management and management approaches and methods adapted to the emergence of technological innovation or new products. It aims to develop the capacity to initiate change, defend and affirm renewed visions, push and concretize the transformation of ideas into concrete innovations - demonstrating a behavior and an entrepreneurial spirit. At the end of this course, students will be able to identify, select and apply with great care approaches and methods of innovation.

MSE4203MA - Business Game

This business game dedicated to business creation consists of the development of a business creation project in a targeted environment and sector. Its objective is to discover the key concepts of business creation: marketing, competition, people around you, financial elements, contingencies, intellectual property, network, know-how and strategy.

The objective will be to make the reality and the steps to be taken when starting a business, and to give all the keys to a successful project. At the Course of the Game, the student will evolve in an increasingly complex economic environment, where he can compare his score with that of other players, and take the makings of a real entrepreneur.

ELECTIVES – There are 4 courses in each elective topic. Choose one course in each Elective topic.

▪ Elective topic 1 - Creativity & leadership

ELE4202MA - Design thinking

The objective of this course is to teach fundamental notions of creativity, user experience and design thinking. It aims to develop the state of mind necessary for the implementation of a design thinking approach and master the steps to follow to apply this method.

ELE4203MA - Storytelling

This course presents the contributions of storytelling and its possible uses in business. It aims to provide the tools for a communication that arouses interest and emotion. At the end of this course, the students will be able to identify promising themes and narrative angles adapted to their audience, master the techniques of storytelling, apply them to their communications and mediate the purpose of their communication.

ELE4201MA - Creativity techniques

The objective of this course is to allow students to experiment with different creative techniques and to transfer them to a professional world. It aims to understand the creative process and become familiar with the different techniques to be able to apply them concretely.

ELE4204MA – Women and Leadership

This course allows you to discover the specificities of female leadership, to understand the importance of emotional intelligence in management, to discover how to assert oneself in different professional environments and to find one's management style.

▪ Elective topic 2 - Use of digital tools

ELE4205MA - Initiation to programming

This course aims to present the fundamentals of computer coding. At the end of this course, students will be able to read and understand a simple code and perform simple programs.

ELE4206MA - Big data and artificial intelligence

This course provides an overview of the concepts and pillars of artificial intelligence: algorithms, big data and cloud computing. It aims to make people understand what artificial intelligence is and distinguish their different disciplines and know the main approaches to AI. It will address the economic issues and the main methods and fields of application of Big Data.

ELE4207MA - Use of social networks

This course will help students understand the challenges of e-reputation, know the methodology to set up to promote their profile or their company on social networks and optimize their presence on the web. The objective of the e-reputation course is to enable students to have an overview of the issues of e-reputation, to know the best practices in case of crisis as well as the tools of watch that it is for a company or for their future professional career.

ELE4208MA - Web analytics

This training will help to understand the complete cycle of analysis in Web analytics. It aims to provide tools to understand the behavior of users once arrived on the site, learn to analyze the traffic of a site, understand the various performance indicators, build its thinking process in order to optimize a site and measure the impact of different webmarketing actions and measure their effectiveness. At the end of the course, the students will be able to set up an analysis tool, measure and analyze the data in order to improve the presence on the Web.

▪ Elective topic 3 - Professional communication tools

ELE4209MA - Elevator pitch

This course aims at giving the keys to understand the principle of the pitch elevator and the minute presentation, to know how to prepare one's intervention and to structure one's speech, to identify the points to be tackled while privileging a fluid discourse without impoverishing it, to develop one's mind synthesis, integrate the fundamentals of synchronization with its audience: adapt its discourse to its audience, determine strong and powerful arguments to "sell" or to join.

ELE4210MA - The tools of NLP

This course aims to give students tools from NLP to enable them to relate to others in a relevant way, develop their ability to adapt to their interlocutor, adjust their verbal and non-verbal communication. Students will develop their ability to get their messages across, prepare for and achieve their communication goals and positively influence their audience.

ELE4211MA - Team Cohesion and Teambuilding

This course allows you to understand the ingredients of a strong and efficient team, to foster trust within a

team, to master the tools and methods to create a collective, to reinforce the resistance of a team in a competitive and changing environment.

ELE4212MA - Agile method

This course addresses agility as a new paradigm of production modes, particularly approaching Scrum and Kanban frameworks. This course is based on theoretical research carried out by upstream students and face-to-face experimentation.

Provisional calendar

Week	1rst day	Last day	Activity
35 & 36	2-Sept.	13-Sept.	Orientation program
38	16-sept.	20-sept.	Induction seminar
39	23-sept.	27-sept.	Teaching period
40	30-sept.	4-oct.	Teaching period
41	7-oct.	11-oct.	Teaching period
42	14-oct.	18-oct.	Teaching period
43	21-oct.	25-oct.	Teaching period
44	28-oct.	1-nov.	Teaching period
45	4-nov.	8-nov.	Teaching period
46	11-nov.	15-nov.	Teaching period
47	18-nov.	22-nov.	Teaching period
48	25-nov.	29-nov.	Teaching period
49	2-dec.	6-dec.	Teaching period
50	9-dec.	13-dec.	Teaching period
51	16-dec.	20-dec.	Semester 1 Exams
52	23-dec.	27-dec.	Holydays
1	30-dec.	3-jan.	Holydays
2	6-jan.	10-jan.	Teaching period
3	13-jan.	17-jan.	Teaching period
4	20-jan.	24-jan.	Teaching period
5	27-jan.	31-jan.	Teaching period
6	3-febr.	7-febr.	Teaching period
7	10-febr.	14-febr.	Teaching period
8	17-febr.	21-febr.	Teaching period
9	24-febr.	28-febr.	Holydays
10	2-mar	6-mar	Teaching period
11	9-mar	13-mar	Teaching period
12	16-mar	20-mar	Teaching period
13	23-mar	27-mar	Teaching period
14	30-mar	3-apr.	Teaching period
15	6-apr.	10-apr.	Teaching period
16	13-apr.	17-apr.	Teaching period
17	20-apr.	24-apr.	Semester 2 Exams
18	27-apr.	1-may	
19	4-may	8-may	
20	11-may	15-may	
21	18-may	22-may	
22	25-may	29-may	
23	1-jun	5-jun	Resit exams
24	8-jun	12-jun	
25	15-jun	19-jun	
26	22-jun	26-jun	
27	29-jun	3-jul.	
28	6-jul.	10-jul.	
29	13-jul.	17-jul.	Official date for end of AY