

Master in Management (« Grande Ecole » programme)

AY 2024-2025

Course plan for EXCHANGE STUDENTS

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Summary

Master 2 – Presentation	Page 3
Master 2 – Global Finance Track - Course Plan	Page 4
Master 2 – FinTech Track - Course Plan	Page 5
Master 2 – Luxury Track - Course Plan	Page 6
Master 2 – Digital Marketing Track - Course Plan	Page 7
Master 2 – International Business Track - Course Plan	Page 8
Master 2 – Digital Transformation Track - Course Plan	Page 9
Master 2 – Big Data Track - Course Plan	Page 10
Master 2 – Supply Chain Management Track - Course Plan ..	Page 11

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Master in Management – Master 2 Year 2024/2025

Preamble

IMPORTANT: As the number of places available in M2 is limited, priority will be given to double degree students over credit transfer students.

Double Degree

Students who have achieved in their home university a Master 1 year (eq. 240 ECTS credits) in one of the Masters' programs indicated in the cooperation agreement signed with their home university, will follow the **whole course plan of one specialization track of the Master 2 year** of our Master in Management program, fully taught in English.

Please note: Double degree seeking students must show a TOEIC score of min. 790/900 in order to register in the MiM program. The score must be valid until graduation.

Graduation Requirements

- 60 ECTS Credits of Core Courses and Elective Courses in one of the eight concentrations below.
- Thesis: Pass/Fail mark. No Credits allocated to the Thesis.
- 6 Months Internship: Pass/Fail mark. No credits allocated to the internship.
- TOIEC score of 790/900 minimum.

Credit transfer students must register for at least 20 ECTS credits per semester.

Fall semester only is accessible to credit transfer students who will join the program for one semester.

Note: Students can only take courses in the track on which they are registered.

Objectives: Complex Management and Specialization

The last year of the MiM program is a specialization/concentration year, as students can choose from 8 different specializations. Each course includes lessons which focus on preparing you to make decisions and act ethically in complexity by specializing in a chosen discipline. These courses prepare you for your short-term professional integration. A common core teaching unit, an internship and a master's dissertation complete these specialization courses, which aim to develop the necessary skills for the design and implementation of cross-functional solutions, making it possible to steer change and to prepare your medium-term career development.

List of concentration tracks:

- | | | |
|-------------------|---------------------------|-----------------|
| 1. Global Finance | 4. Digital Marketing | 7. Big Data |
| 2. Fintech | 5. International Business | 8. Supply Chain |
| 3. Luxury | 6. Digital Transformation | |

Global Finance concentration

	Semester 1 (Fall) courses	Teaching Hours	ECTS Credits
Core Courses in the Discipline	Corporate Sustainable Finance	45	6
Specialization courses	Finance Simulation	30	4
	Financial Markets, Banking and Regulation	30	4
	Foundations of Risk Management	30	4
Special Topics	Financial Markets Products	24	3
	Financial Statement Analysis	24	3
	Research Methodology	15	2
Others Skills 1 : choose 1	Power platform by Microsoft	15	2
	Power BI	15	2
	Introduction to Python	15	2
Others Skills 2 : choose 1	Soft Skills	15	2
	Neuroscience and Finance	15	2
		228	30

	Semester 2 (Spring) courses	Teaching Hours	ECTS Credits
Core Courses in the discipline	New Trends in Banking: Social banks & Financial Inclusion	45	6
Specialization courses	International Finance	30	4
	Big Data and Business Analytics	30	4
	Financial Modeling	30	4
Special Topics	Machine Learning in Finance	24	3
	Valuation and Risk Models	24	3
	Research Methods in Finance	15	2
Others Skills 1 : choose 1	Compliance and Ethics	15	2
	Fraud Detection	15	2
Others Skills 2 : choose 1	M&A	15	2
	ERP of Financial Companies	15	2
		228	30
		456	60

FinTech concentration

	Semester 1 (Fall) courses	Teaching Hours	ECTS Credits
Core Courses in the Discipline	Quantitative Methods and Decision Theory	45	6
Specialization courses	Introduction to Fintech Innovation & Web3	30	4
	ESG and Financial Analysis	30	4
	Blockchain Technology in Finance	30	4
Special Topics	Fintech Solutions and Digital Finance	24	3
	Introduction to Cryptocurrencies	24	3
	Research Methodology	15	2
Others Skills 1 : choose 1	Power platform by Microsoft	15	2
	Power BI	15	2
	Introduction to Python	15	2
Others Skills 2 : choose 1	Soft Skills	15	2
	Neuroscience and Finance	15	2
		228	30

	Semester 2 (Spring) courses	Teaching Hours	ECTS Credits
Core Courses in the Discipline	FinTech Project	45	6
Specialization courses	Entrepreneurial Finance	30	4
	Portfolio Management of Digital Assets	30	4
	Paytech & Regtech	30	4
Special Topics	Banking in the Era of Fin Tech	24	3
	Disruptive Models Fintech & Assurtech	24	3
	Research Methods in Finance	15	2
Others Skills 1 : choose 1	Compliance and Ethics	15	2
	Fraud Detection	15	2
Others Skills 2 : choose 1	M&A	15	2
	ERP of Financial Companies	15	2
		228	30
		456	60

Luxury concentration

	Semester 1 (Fall) courses	Teaching Hours	ECTS Credits
Core Courses in the Discipline	French Excellence & Savior Faire	45	6
Specialization courses	Luxury Brand Management	30	4
	Customer Experience Management (CEM/CXM) and Omnichannel Strategy	30	4
	Graphic Design & Brand Communication	30	4
Special Topics	Data Analytics for marketing	24	3
	Design thinking	24	3
	Qualitative and quantitative research methods	15	2
Others Skills 1 : choose 1	Power BI	15	2
	Sustainable Digital Growth	15	2
	Neuroscience & AI for Business	15	2
Others Skills 2 : choose 1	Public Communication & Leadership	15	2
	Soft Skills	15	2
		228	30

	Semester 2 (Spring) courses	Teaching Hours	ECTS Credits
Core Courses in the Discipline	Marketing Challenge	45	6
Specialization courses	Inside the Luxury Industry	30	4
	Storytelling in the Digital Era	30	4
	Luxury Tourism, Hospitality, & Sustainability	30	4
	Retail Management in the Digital Era	24	3
Special Topics	Research Methods in Marketing	15	2
	Sustainable Fashion & Luxury	24	3
	Digital Marketing Law	15	2
Others Skills 1 : choose 1	Aviation: Understanding the Challenges of the Aviation Industry	15	2
	Wine Management	15	2
	Luxury Attitude (certificate)	15	2
Others Skills 2 : choose 1	Aviation (certificate)	15	2
		228	30
		456	60

Digital Marketing concentration

	Semester 1 (Fall) courses	Teaching Hours	ECTS Credits
Core Courses in the Discipline	Digital Marketing Strategy	45	6
Specialization courses	Consumer psychology & behavior in digital era	30	4
	Customer Experience Management (CEM/CXM) and Omnichannel Strategy	30	4
	Graphic Design & Brand Communication	30	4
Special Topics	Data Analytics for marketing	24	3
	Design thinking	24	3
	Qualitative and quantitative research methods	15	2
Others Skills 1 : choose 1	Power BI	15	2
	Sustainable Digital Growth	15	2
	Neuroscience & AI for Business	15	2
Others Skills 2 : choose 1	Public Communication & Leadership	15	2
	Soft skills	15	2
		228	30

	Semester 2 (Spring) courses	Teaching Hours	ECTS Credits
Core Courses in the Discipline	Marketing Challenge	45	6
Specialization courses	Mobile Strategy	30	4
	Pricing and Value Creation	30	4
	Storytelling in the Digital Era	30	4
Special Topics	Digital Project Management and Digital Transformation	24	3
	Retail Management in the Digital Era	24	3
	Research Methods in Marketing	15	2
Others Skills 1 : choose 1	Digital Marketing Law	15	2
	Aviation: Understanding the Challenges of the Aviation industry	15	2
	Wine Management	15	2
Others Skills 2 : choose 1	Luxury Attitude (certificate)	15	2
	Aviation (certificate)	15	2
		228	30
		456	60

International Business concentration

	Semester 1 (Fall) courses	Teaching Hours	ECTS Credits
Core Courses in the Discipline	Internationalization Communication & Marketing Strategy	45	6
Specialization courses	Internationalization of the Firm	30	4
	Organizational Behavior & International Human Resource Management	30	4
	International terroir trade	30	4
Special Topics	Business Applications in AI	24	3
	International Finance (International trading simulation)	24	3
	Research Methodology	15	2
Others Skills 1 : choose 1	Power platform by Microsoft	15	2
	Power BI	15	2
Others Skills 2 : choose 1	Inclusive Leadership Across Cultures	15	2
	Public Communication & Leadership	15	2
	Fundamentals of International Entrepreneurship	15	2
		228	30

	Semester 2 (Spring) courses	Teaching Hours	ECTS Credits
Core Courses in the Discipline	StratMe'up	45	6
Specialization courses	International Project Management	30	4
	International Supply Chain Management	30	4
	Introduction to Big Data and Business Analytics	30	4
Special Topics	Culture Matters: The Culturoscope Approach	24	3
	Legal issues in International Business	24	3
	Research methods in Business & Strategy	15	2
Others Skills 1 : choose 1	Digital Transformation in B2B	15	2
	The Business of Knowledge and Entrepreneurship	15	2
	International Entrepreneurship in Practice	15	2
	Global Trends in Strategy	15	2
Others Skills 2 : choose 1	Sustainable Entrepreneurship	15	2
	Building Effective Business Cases	18	2
	Active Engagement: A Business Game	18	2
		228	30
		456	60

Digital Transformation concentration

	Semester 1 (Fall) courses	Teaching Hours	ECTS Credits
Core Courses in the Discipline	Digital Change: Work, Organizations and Society	45	6
Specialization courses	Big Data and Analytics	30	4
	Sustainable Innovation Development	30	4
	Organizational Analysis & Development for Business Consulting	30	4
Special Topics	Information Systems and ERP	24	3
	Research methods for Consulting : Problem-Solving and Case-Cracking	24	3
	Research Methodology	15	2
Others Skills 1 : choose 1	Power platform by Microsoft	15	2
	Power BI	15	2
	Neuroscience & AI for Business	15	2
Others Skills 2 : choose 1	Inclusive Leadership Across Cultures	15	2
	Public Communication & Leadership	15	2
	Fundamentals of International Entrepreneurship	15	2
		228	30

	Semester 2 (Spring) courses	Teaching Hours	ECTS Credits
Core Courses in the Discipline	StratMe'up	45	6
Specialization courses	Organizational Behaviour & System Change	30	4
	The Business of Knowledge in the Digital Age	30	4
	Entrepreneurship and Digital Business Models	30	4
Special Topics	Digital Marketing & Communication	24	3
	Sustainability and Digital Transformation	24	3
	Research methods in Business & Strategy	15	2
Others Skills 1 : choose 1	Digital Transformation in B2B	15	2
	The Business of Knowledge and Entrepreneurship	15	2
	International Entrepreneurship in Practice	15	2
	Global Trends in Strategy	15	2
Others Skills 2 : choose 1	Sustainable Entrepreneurship	15	2
	Building Effective Business Cases	18	2
	Active Engagement: A Business Game	18	2
		228	30
		456	60

Big Data concentration

	Semester 1 (Fall) courses	Teaching Hours	ECTS Credits
Core Courses in the Discipline	Applied Strategic Management	45	6
Specialization courses	Introduction to Artificial Intelligence	30	4
	Data Management	30	4
	Business Analytics and Big Data	30	4
Special Topics	Business Applications in AI	24	3
	Fundamentals of Python for Business	24	3
	Research Methodology	15	2
Others Skills 1 : choose 1	Power Platform by Microsoft	15	2
	Power BI	15	2
	Analysis of Financial Statements	15	2
Others Skills 2 : choose 1	Public Communication & Leadership	15	2
	Soft Skills	15	2
		228	30

	Semester 2 (Spring) courses	Teaching Hours	ECTS Credits
Core Courses in the Discipline	Big Data: Application to Business	45	6
Specialization courses	Change Management	30	4
	Data quality, Protection, and Regulations	30	4
	Entrepreneurship and Digital Business Models	30	4
Special Topics	Microsoft Azur Data Fundamentals	24	3
	Sustainability and Digital Transformation	24	3
	Research Methods in Business & Management	15	2
Others Skills 1 : choose 1	Fraud Detection	15	2
	Microsoft Azur AI Fundamentals (certificate)	15	2
Others Skills 2 : choose 1	The Business of Knowledge and Entrepreneurship	15	2
	Global Trends in Strategy	15	2
	Digital Transformation in B2B	15	2
		228	30
		456	60

Supply Chain Management

	Semester 1 (Fall) courses	Teaching Hours	ECTS Credits
Core Courses in the Discipline	Operations and Supply Chain Management	45	6
Specialization courses	Advanced Statistics	30	4
	Sustainable Innovation Development	30	4
	Lean Management	30	4
Special Topics	Corporate Social Responsibility	24	3
	Supply Chain Strategy	24	3
	Research Methodology	15	2
Others Skills 1 : choose 1	Power Platform by Microsoft	15	2
	Power BI	15	2
	Analysis of Financial Statements	15	2
Others Skills 2 : choose 1	Public Communication & Leadership	15	2
	Soft Skills	15	2
		228	30

	Semester 2 (Spring) courses	Teaching Hours	ECTS Credits
Core Courses in the Discipline	Global Supply Chain: contemporary challenges	45	6
Specialization courses	Advanced Operations & Supply Chain Management	30	4
	Responsible Purchasing	30	4
	Supply Chain and Big data	30	4
Special Topics	Lean Six Sigma	24	3
	Sustainable Supply Chain	24	3
	Supply Chain Finance	15	2
	Research Methods in Management	15	2
Others Skills 1 : choose 1	CPIM Certificate	15	2
	Yellow Belt Six Sigma Certificate	15	2
	The Business of Knowledge and Entrepreneurship	15	2
	Global Trends in Strategy	15	2
		228	30
		456	60