



**COURSES OFFERED TO
EXCHANGE STUDENTS
Fall 2021**

GENERAL INFORMATION

1 - Preamble

ESCE's main purpose is to prepare its future graduates to become leaders in economy and business worldwide. The rules presented here attempt to define the best ways to achieve this goal. The school requires that each student uses his/her sense of responsibility and desire to succeed by adopting a strong sense of self-discipline.

The ESCE's curriculum is organized in 2 cycles of studies.

1 st Cycle	2 nd Cycle
1 st Year: 60 ECTS	4 th Year 60 ECTS
2 nd Year: 60 ECTS	5 th Year 60 ECTS
3 rd Year: 60 ECTS	

Each year of study is validated by 60 ECTS credits; it is a total of 300 ECTS credits for the entire program. The courses are structured in modules; each module consists of specific subjects.

The validation of an ECTS module is done by obtaining the average of 10/20. Except in cases clearly determined, the modules do not compensate each other.

Within each module, only the grades obtained in the different subjects will compensate each other

All the students receive in the beginning of the year an updated version of the School rules, thus acknowledging and agreeing with the rules of ESCE.

2 - Academic Calendar

*subject to modification

SEMESTER 1 (FALL)	
Orientation Week	30/08/2021 Mandatory for new international students
Start of classes for 2nd year	06/09/2021
Start of classes for EE	13/09/2021
Start of classes for 4th year	13/09/2021
Start of classes for 5th	31/08/2021
End of Classes	19/12/2021 (exam period included)
Christmas break	20/12/2021 -15/01/202
SEMESTER 2 (SPRING) **Dates are subject to change**	
Orientation week	07/01/2022 Mandatory for new international students
Start of classes	10/01/2022 4 th year classes will only take place a week per month
Breaks	2 nd year: 28/02/2022-06/03/2022
	2 nd year: 18/04/2022-01/05/2022
End of classes	29/05/2022 at the latest (exam period included)

FRENCH BANK HOLIDAYS 2021/2022
All Saints Day: 01/11/2021
Liberation Day 1918: 11/11/2021
Christmas Day: 25/12/2021
New Year's Day: 01/01/2022
Easter Monday: 18/04/2022
Labor Day: 01/05/2022
Victory Day 1945: 08/05/2022
Ascension Day: 26/05/2022
Whit Monday: 06/06/2022
Bastille Day: 14/07/2022
Assumption: 15/08/2022

It is not possible to start the exchange program later than two weeks after the start of the lectures due to mandatory attendance rules and because groups are done in the first week of the semester.

Dates of final exams cannot be changed and students should check the date of the last exams before booking flights.

3 - Attendance and punctuality

ESCE provides to its students training in international management, which requires that each student participate in all pedagogical activities (classes, exams, conferences, etc...).

The students are required to be on time to all classes. The professors might refuse to accept late students, in this case the student will be considered as absent.

The students should imperatively respect the schedule given by the Direction of Studies (punctuality, respect the attributed group). No permutation of classes will be allowed. **The attendance to all classes is mandatory.**

As the attendance is prerequisite to academic success at ESCE, a control of the absences by signature will take place at every class and exams. The check is done through a nominative call by the professor. After that the students should sign the list. The signature will be used as a proof that the student was in the class.

A maximum of 15 hours and 30 minutes of unjustified absences are tolerated during the semester. Otherwise, if the student miss more than 15 hours and 30 minutes, he/she will receive -25% in the continuous assessment.

In exceptional cases of absence (hospitalization, long-term illness, etc...), a temporary adjustment of the attendance rules may be granted by the Directors of Studies by the student's request.

Issues related to absences due to family events will be dealt by the Direction of Academic Affairs. The students are expected to inform the Direction of Academic affairs as early as possible.

At the beginning of the semester the students receive the academic rules as well as the calendar of the continuous assessments for each subject. In case of absence in one or more continuous assessments of the same subject the student will be asked to contact the professor or the person in charge of that course.

4 – ECTS and Evaluation system

Modules and ECTS Credits

In order to validate a subject, it is necessary to obtain the minimum average of 10/20. This average may include:

- Continuous assessments for the semester
- Specific reports planned on the beginning of the semester
- Oral or written exams

The validation of the module (average of 10/20 or more) leads to the accreditation of all the ECTS credits for that module.

Evaluation system in France is out of 20 and 10 is the minimum required to pass

17-20= excellent

15-16=very good

13-14=good

11-12= satisfactory

10= sufficient

9-0= fail

Equivalency of grades at ESCE and ECTS																					
ESCE	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1	0
ECTS	A	A	A	B	B	C	C	D	D	E	E	F									

5 - Exams

For most subjects assessments are organised as follow: 40% continuous assessment and 60% final exam. Some subjects, however, are evaluated 100% on continuous assessment. Continuous assessment means that the evaluation will be organized by the professor during the semester and final exam means that the exam will take place at the end of the semester.

Please note that if you choose subjects from Year 2, 3, 4 exam clashes may occur. When exams schedule will be published, you will be informed of your exams organization.

6 - Resit Exams

Due to calendar reasons, there is no option to re-take exams for international exchange students.

7 – Course selection

Students will receive the course selection instruction by e-mail. They will be invited to choose their courses according to their home university requirements. Students must get their courses approved before selecting them on our platform. We advise against mixing courses from different year. This can create clashes in your schedule. In order to avoid this, **we highly recommend selecting courses from the same specialization.**

ESCE CURRICULUM

Academic Departments	Specializations At the Master level
International Business	<ul style="list-style-type: none"> - Core courses : International Trade - Export Management - Supply chain management - Management & Consulting
Finance, Audit and Control	<ul style="list-style-type: none"> - Finance, investment and banking
Marketing, Communication and Business Development	<ul style="list-style-type: none"> - International Digital Marketing , - International Marketing , Communication and Luxury Goods - International Marketing , Consumer Goods
Languages & Humanities	<ul style="list-style-type: none"> - Core courses

2 nd year Courses	ECTS	Hours	Fall	Taught in French	Taught in English
International Business and Political Science studies					
Le forum des humanités (online course – French with English subtitles)	2	24	✓		French with English subtitles
Les rendez-vous de la géopolitique (online course – French with English subtitles)	2	24	✓		French with English subtitles
Droit de l'entreprise 2 : L'individu dans l'organisation	2	15	✓	✓	
Marketing 2 : du mass marketing à la consommation responsable	2	15	✓	✓	
Méthodes quantitatives de gestion	2	15	✓	✓	
Management 2	2	15	✓	✓	
Eléments d'analyse financière et de contrôle	2	15	✓	✓	
Economie du travail	2	15	✓	✓	
Sciences Politiques	2	15	✓	✓	

4th year courses	ECTS	Hours	Fall	Taught in French	Taught in English
Qualitative and Quantitatives Methods	2	16	✓		✓
Spécialisation export management					
Export Mode	3	16	✓		✓
International digital sales and marketing	3	16	✓		✓
Cross border logistics & Sustainability	3	16	✓		✓
International Market Selection & the challenge: « Les Jeunes talents de l'export »	3	16	✓		✓
International contract law & Geopolitics	3	16	✓		✓
Méthodologies propres à la spécialisation Export Mngt	1	12	✓		✓
Spécialisation International Digital Marketing					
Integrated Marketing Communications	3	16	✓		✓
CRM (Customer Relationship Management)	3	16	✓		✓
Strategic Brand Management	3	16	✓		✓
Practices in Digital Marketing	3	16	✓		✓
Marketing in a Digital World	3	16	✓		✓
Marketing Research Methods	1	12	✓		✓
Spécialisation Communication, Luxe et Produits de Prestige					
Strategic Brand Management	3	16	✓		✓
Integrated Marketing Communications	3	16	✓		✓
Universe of Luxury and Prestige Products	3	16	✓		✓
Customer Relationship Management	3	16	✓		✓
Professional Profiles in Communication	3	16	✓		✓
Marketing research methods	1	12	✓		✓
Stratégie marketing et commerciale en grande consommation					
Gestion stratégique de la marque	3	16	✓	✓	
Customer Relationship Management	3	16	✓		✓
Integrated Marketing Communications	3	16	✓		✓
Category Management	3	16	✓	✓	
Marketing opérationnel et développement commercial	3	16	✓	✓	
Marketing research methods	1	12	✓		✓
Spécialisation Finance, Investment and Banking					
Investments	3	16	✓		✓
Advanced Corporate Finance	3	16	✓		✓
Financial Derivatives	3	16	✓		✓
Money and Banking	3	16	✓		✓
Fixed Income Securities	3	16	✓		✓
Spécialisation Management et Conseil					
The strategic diagnosis and action plan	3	16	✓		✓
Business model analysis & generation	3	16	✓		✓
Consultant RSE	3	16	✓		✓
Le diagnostic managérial et humain	3	16	✓	✓	

5th year courses	ECTS	Hours	Fall	Taught in French	Taught in English
Specialisation Sustainable Human Development					
Operational CSR Approaches	3	16h	✓		✓
Managing Information Systems	3	16h	✓		✓
Ethical public speaking	3	16h	✓		✓
Diversity issues in managing individuals and teams	3	16h	✓		✓
Management Consulting	3	16h	✓		✓
Knowledge Management and Learning Organizations for CSR	3	16h	✓		✓
Specialisation Controlling Finance and Organization					
Mergers & Acquisitions	3	16h	✓		✓
Working Capital Management	3	16h	✓		✓
Advanced Lean Management	3	16h	✓		✓
The management controller as business partner	3	16h	✓		✓
Advanced financial and sustainability accounting	3	16h	✓		✓
Audit Methodology	3	16h	✓		✓

<u>Courses for exchange students</u>	ECTS	Hours	Fall	Taught in French	Taught in English
EE_Sensory Marketing (1st Cycle course)	4	16	✓		✓
EE_Business Communication	4	16	✓		✓
EE_European Lobbying	4	16	✓		✓
EE_Current Economic Issues	4	16	✓		✓
EE_Inter-Cultural Persuasive Communication	4	16	✓		✓
EE_Corporate Social Responsibility	4	16	✓		✓
EE_International Business Practices ON LINE COURSE (2 nd Cycle course)	4	24	✓		✓
EE_International Trade and Globalization (2 nd Cycle course)	3	16	✓		✓

<u>Language courses for exchange students</u>	ECTS	Hours	Fall	Taught in French	Taught in English
EE_French Civilization	3	16	✓		✓

EE_Zoom sur Paris (Pre-requisites in French language: A2 level)	4	30	✓	✓	
EE_La France à 360° (Pre-requisites in French language: B1-B2 level)	3	16	✓	✓	
EE_Culture et pratique de l'entreprise (Pre-requisites in French language : B1-B2 level)	3	16	✓	✓	
EE_Spanish language (beginner)	4	30	✓		
EE_Spanish language (false beginner)	4	30	✓		
EE_Spanish language (intermediate)	4	30	✓		
FRENCH LANGUAGE COURSES (recommended)					
EE_1, 2, 3 Partez!_FRA0 (beginner)	4	30	✓	✓	
EE_Le Français jour après jour_FRA1 (false beginner)	4	30	✓	✓	
EE_Le Français spontané_FRA2 (Elementary French)	4	30	✓	✓	
EE_Acteur en Français_FRB1 (Intermediate)	4	30	✓	✓	
EE_Architecture de l'expression_FRB2 (Upper intermediate)	4	30	✓	✓	
EE_Acteur en entreprise_FRC2	4	30	✓	✓	
EE_Profil Professionnel C1	4	30	✓	✓	



 **ESCE**
INTERNATIONAL CAREERS