

# Course offer - 2020/2021



## Important information to keep in mind when choosing courses or modules

1. EM Normandie offers 3 major programmes:

- *Master in Management*
- *Bachelor in Management International (BMI)*
- *European Business Programme (EBP)*

Master in Management consists of 5 years of studies:  
*3 years undergraduate + 2 years of graduate.*

Starting from the 1st year of graduate studies (Year 4) students choose tracks which are equivalent to specializations.

2. You cannot mix courses from different semesters, different specializations and levels of study.

3. Sometimes courses are offered within modules and if you want to take these courses you will have to take the entire module. *Please ask if you are not sure.*

4. Optional languages are: Spanish, Italian, German, Portuguese, Russian, Chinese, Arabic, Korean. However a minimum number of students is required to open a class.

5. EM Normandie imposes no minimum requirement as to the number of credits for exchange students because you will

follow your home university's academic obligations. If the course is indicated as NCB (Non-credit bearing), it means that no credits are awarded for this course.

6. Courses **highlighted in orange** are mandatory for dual degree students in BMI Year 3 and Master in Management Year 5 and have to be taken on top of the courses/modules offered in the programme. Please note that some specializations in the master in management programme have limited spots for dual-degree students. If we have more applicants than places, application files will be reviewed. Non-elected students will be offered an alternative programme.

7. Each course is validated by acquiring ECTS (European Credit Transfer System).

8. Classes **highlighted in grey** are designed specially for exchange students.

9. Please be informed that there may be slight changes in this course offer.





UNDERGRADUATE PROGRAMMES – Year 2/3

Caen campus (4)

Le Havre campus (5-6)

Oxford campus (7-8)

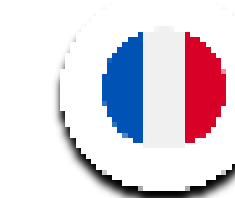
GRADUATE PROGRAMMES – Year 4/5

Le Havre campus (10-13)

Oxford campus (14)

Paris campus (15-16)

Caen campus (17-18)



UNDERGRADUATE PROGRAMMES – Year 2/3

Caen campus (20)

Le Havre campus (21)

GRADUATE PROGRAMMES – Year 4/5

Le Havre campus (23-26)

Paris campus (27-28)

Caen campus (29-30)

---



# UNDERGRADUATE PROGRAMMES

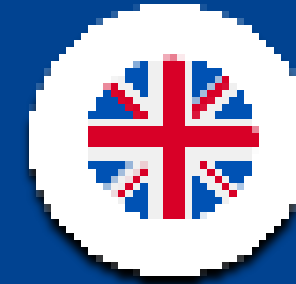
## YEAR 2 – YEAR 3



[BACK TO  
TOC](#)



# European Business Programme (specifically designed for exchange students), Undergraduate Year 3, Caen Campus



FALL SEMESTER (35 ECTS)	
Course title	Credits
<b>MODULE: APPLIED MARKETING</b>	<b>6</b>
Digital Marketing	
Consumer Data Analytics	
<b>MODULE: INTERNATIONAL MARKETING</b>	<b>6</b>
International Marketing	
International Strategy Development	
<b>MODULE: COUNTRY SPECIFIC BUSINESS</b>	<b>6</b>
Wine and Gastronomy Business and Marketing	
Luxury Business and Marketing	
<b>MODULE: IMMERSIVE BUSINESS SEMINAR</b>	<b>6</b>
Corporate Social Responsibility	
Business Challenge	
<b>MODULE: SERVICE MARKETING</b>	<b>6</b>
Service Marketing	
Tourism and Hospitality Services	
<b>French as Foreign Language</b>	<b>5</b>

SPRING SEMESTER (35 ECTS)	
Course title	Credits
<b>MODULE: INTERNATIONAL TRADE</b>	<b>6</b>
International Procurement	
Management of Export Operations	
<b>MODULE: INTERNATIONAL MANAGEMENT</b>	<b>6</b>
Human Resource Management, Global Approach	
Multicultural Management	
<b>MODULE: DIGITAL BUSINESS</b>	<b>6</b>
E-commerce Operations	
Online Auctions	
<b>MODULE: BUSINESS NEGOTIATION</b>	<b>6</b>
Business Negotiation	
Business Scenario	
<b>MODULE: FINANCE</b>	<b>6</b>
Introduction to Finance	
International Finance	
<b>French as Foreign Language</b>	<b>5</b>

[BACK TO TOC](#)

# Master in Management, Undergraduate Year 3

## Le Havre Campus



FALL SEMESTER (40 ECTS)	
Course title	Credits
Financial Mathematics / Statistics	<b>5</b>
Marketing Approach	<b>5</b>
Financial Analysis / Cost Analysis	<b>5</b>
Labor and Contract Law	<b>5</b>
Geopolitics	<b>5</b>
Elective Business Course (more details later)	<b>5</b>
English	<b>5</b>
French as Foreign Language	<b>5</b>

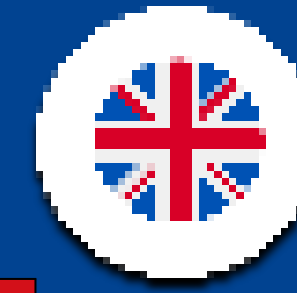
SPRING SEMESTER (58 ECTS)	
Course title	Credits
Applied and Alternative Economy	<b>5</b>
Organisational Behaviour and Management	<b>5</b>
Consumer Behaviour	<b>5</b>
Strategy	<b>5</b>
FIT (Finance, Investment, Treasury)	<b>5</b>
Management Control / Performance Management (with business game)	<b>5</b>
Basics of International trade	<b>5</b>
Becoming a Transformational Leader	<b>5</b>
Elective Business Course (more details later)	<b>5</b>
Project	<b>NCB</b>
Internship	<b>3</b>
English	<b>5</b>
French as Foreign Language	<b>5</b>

NCB – Non Credit Bearing

[BACK TO TOC](#)

# Bachelor in Management, International Business, Undergraduate Year 3

## Le Havre Campus



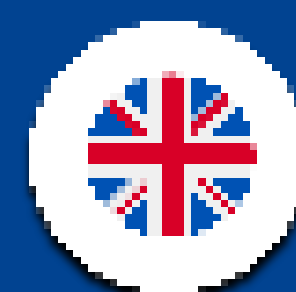
FALL SEMESTER (39 ECTS)	
Course title	Credits
International Press Review	<b>3</b>
International Business Law	<b>3</b>
International Marketing	<b>4</b>
International Trade	<b>4</b>
International Logistics	<b>4</b>
Innovative Trends	<b>3</b>
International Organisational Behaviour	<b>4</b>
Business Intelligence	<b>3</b>
Sales Techniques	<b>4</b>
Career Path	<b>2</b>
French as Foreign Language	<b>5</b>

SPRING SEMESTER (47 ECTS)	
Course title	Credits
Business Ethics	<b>2</b>
HRM	<b>2</b>
International Finance	<b>2</b>
Entrepreneurship & Business Plan	<b>3</b>
Global Negotiations	<b>2</b>
Customer Satisfaction Management	<b>2</b>
Cultural Intelligence	<b>2</b>
Managing Global Teams	<b>2</b>
Becoming a Transformational Leader	<b>6</b>
New Trends in Marketing	<b>6</b>
Professional Contest/ Group Project	<b>3</b>
Research Methods & Dissertation	<b>10</b>
French as Foreign Language	<b>5</b>

[BACK TO TOC](#)

# Master in Management, Undergraduate Year 2

## Oxford Campus



FALL SEMESTER (46 ECTS)	
Course title	Credits
International Political Economy	<b>4</b>
Business StartUp Strategy	<b>4</b>
Brand Marketing	<b>5</b>
Financial Analysis	<b>4</b>
Ethics in Business Organisation	<b>4</b>
Corporate Cultural Integration	<b>4</b>
UK Life and Culture	<b>1</b>
Elective Business Course (more details later)	<b>5</b>
Optional Project or Extra-Curricular Activity	<b>2</b>
English	<b>4</b>
Optional Language 1	<b>2</b>
Optional Language 2	<b>2</b>
French as Foreign Language	<b>5</b>

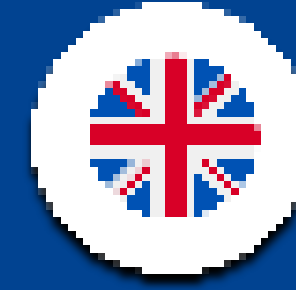
SPRING SEMESTER (51 ECTS)	
Course title	Credits
Economic Policies and Sustainable Development	<b>3</b>
Financial Mathematics & Quantitative Methods with Excel	<b>4</b>
Financial Risk Management	<b>3</b>
Cross-Cultural Marketing	<b>4</b>
Artificial Intelligence and Data Science	<b>1</b>
Business Game	<b>1</b>
Elective Business Course (more details later)	<b>5</b>
Elective Business Course (more details later)	<b>5</b>
Optional Project or Extra-Curricular Activity	<b>2</b>
Internship	<b>10</b>
English	<b>4</b>
Optional Language 1	<b>2</b>
Optional Language 2	<b>2</b>
French as Foreign Language	<b>5</b>

[BACK TO TOC](#)



# Master in Management, Undergraduate Year 3

## Oxford Campus



FALL SEMESTER (40 ECTS)	
Course title	Credits
Financial Mathematics / Statistics	5
Marketing Approach	5
Financial Analysis / Cost Analysis	5
Labor and Contract Law	5
Geopolitics	5
Career Path	<b>NCB</b>
Elective Business Course	5
English	5
Optional Language 1	2
Optional Language 2	2
French as Foreign Language	5

SPRING SEMESTER (48 ECTS)	
Course title	Credits
Applied and Alternative Economy	5
Organisational Behaviour and Management	5
Consumer's Behaviour	5
Strategy	5
Civilization UK	5
Cash Management and Exchange Risk	5
Intercultural Marketing	5
Project	<b>NCB</b>
Career Path	<b>NCB</b>
English	5
Internship	3
Optional Language 1	2
Optional Language 2	2
French as Foreign Language	5

NCB – Non Credit Bearing

[BACK TO TOC](#)



# GRADUATE PROGRAMMES YEAR 4 – YEAR 5



[BACK TO  
TOC](#)



**Master in Management: International Management - Global Track,  
Graduate Year 4  
Le Havre & Oxford Campus**



<b>FALL SEMESTER (35 ECTS)</b>	
<b>Course title</b>	<b>Credits</b>
International Accounting Standards and Financial Management	<b>5</b>
Cross Cultural Marketing	<b>5</b>
International Trade, Purchasing & Logistics	<b>5</b>
Leadership & HRM	<b>5</b>
Innovation and Business Intelligence	<b>5</b>
International Business and Strategy	<b>5</b>
French as Foreign Language	<b>5</b>

<b>SPRING SEMESTER (35 ECTS)</b>	
<b>Course title</b>	<b>Credits</b>
Business Plan	<b>5</b>
Digital Marketing Strategy	<b>5</b>
Excel Macros & VBA	<b>5</b>
Organizational Development & change	<b>5</b>
Doing Business in a Changing World: New Challenges and Opportunities	<b>5</b>
Competing in Emerging Economies	<b>5</b>
French as Foreign Language	<b>5</b>

**BACK TO  
TOC**



# Master in Management: International Business - Graduate Year 5

## Le Havre Campus



FALL SEMESTER (35 ECTS)	
Course title	Credits
Introduction to International Business	<b>5</b>
Intercultural Management	<b>5</b>
International Finance	<b>5</b>
International Human Resources Management	<b>5</b>
International Marketing	<b>5</b>
International Business Contest I	<b>5</b>
French as a Foreign Language	<b>5</b>

SPRING SEMESTER (62 ECTS)	
Course title	Credits
International Operations Management	<b>4</b>
Corporate Social Responsibility	<b>2</b>
International Business Negotiations	<b>3</b>
International Business Contest II	<b>2</b>
Strategic Management	<b>2</b>
International Project Management	<b>2</b>
International Business Law	<b>1</b>
Management Of Emerging Markets	<b>1</b>
Blockchain	<b>5</b>
Global Performance Management	<b>4</b>
Change Management and Lean Management	<b>4</b>
Internship	<b>15</b>
Dissertation	<b>12</b>
French as a Foreign Language	<b>5</b>

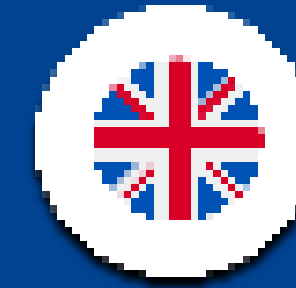
[BACK TO TOC](#)



# Master in Management: International Logistics and Port Management - Graduate Year 5

## Le Havre Campus

[BACK TO TOC](#)



FALL SEMESTER (38 ECTS)	
Course title	Credits
Basics of Logistics and Supply Chain	1
Information Technologies for Logistics (SAP)	2
Sustainable Logistics	1
Procurement & Purchasing	2
Operations management	3
Integrating the Supply Chain	2
Quality Management	3
Pricing and Cost Calculation	1
Auditing and Controlling	3
Revenue Management	2
Research Methodology	3
Professional Techniques	1
Career Path	NCB
Flowcharting	2
Business Case Competition 1	5
Digital Project Management	2
French as a Foreign Language	5

SPRING SEMESTER (63 ECTS)	
Course title	Credits
Basics of Transportation and International Trade	1
Customs Procedures	1
Multimodal Transport	2
Risk and Crisis Management in Industry 4.0	1
Maritime Transport	2
Shipping Business Strategy	2
Sustainable Warehouse and Distribution Management	1
Sap Project	1
Port Community Management	1
Port Logistics	2
Business Case Competition 2	2
Serious Business Game	1
Blockchain	5
Global Performance Management	4
Change Management and Lean Management	4
Career Preparation / Job Research Methodology	1
Dissertation	12
Internship	15
French as a Foreign Language	5

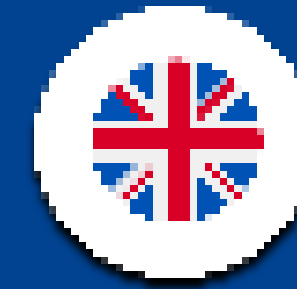
NCB – Non Credit Bearing



# Master in Management: Supply Chain Management - Graduate Year 5

## Le Havre Campus

[BACK TO TOC](#)



### FALL SEMESTER (38 ECTS)

Course title	Credits
Basics of Logistics and Supply Chain	<b>1</b>
Information Technologies for Logistics (SAP)	<b>2</b>
Sustainable Logistics	<b>1</b>
Procurement & Purchasing	<b>2</b>
Operations Management	<b>3</b>
Integrating the Supply Chain	<b>2</b>
Quality Management	<b>3</b>
Pricing and Cost Calculation	<b>1</b>
Auditing and Controlling	<b>3</b>
Revenue Management	<b>2</b>
Research Methodology	<b>3</b>
Professional Techniques	<b>1</b>
Career Preparation	<b>NCB</b>
Flowcharting	<b>2</b>
Business Case Competition 1	<b>5</b>
Digital Project Management	<b>2</b>
French as a Foreign Language	<b>5</b>

### SPRING SEMESTER (63 ECTS)

Course title	Credits
Basics of Transportation and International Trade	<b>1</b>
Customs Procedures	<b>1</b>
Risk and Crisis Management in Industry 4.0	<b>1</b>
Negotiation in Purchasing	<b>1</b>
Demand Management	<b>2</b>
Supply Management	<b>3</b>
Value Chain Management	<b>2</b>
Value Optimization in the Era of Digitalization	<b>2</b>
SAP Project	<b>1</b>
Business Case Competition 2	<b>2</b>
Serious Business Game	<b>1</b>
Blockchain	<b>5</b>
Global Performance Management	<b>4</b>
Change Management and Lean Management	<b>4</b>
Career Preparation / Job Research Methodology	<b>1</b>
Dissertation	<b>12</b>
Internship	<b>15</b>
French as a Foreign Language	<b>5</b>

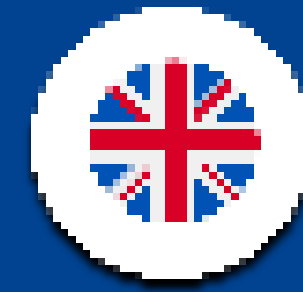
**NCB – Non Credit Bearing**



# Master in Management: Banking, Finance and Fintech - Graduate Year 5

## Oxford Campus

[BACK TO TOC](#)



### FALL SEMESTER (35 ECTS)

Course title	Credits
<b>MODULE: INTRODUCTION TO PROGRAMME</b>	<b>7</b>
Fundamentals of Accounting & Finance	
Business Analytics	
Quantitative Methods for Finance	
Introduction to Banking	
<b>MODULE: BANKING I: RETAIL BANKING</b>	<b>4</b>
Consumer and SME Banking	
Managerial Accounting	
Banking IT systems (general architecture and tools)	
<b>MODULE: BANKING II: ELEMENTS OF INVESTMENT BANKING</b>	<b>6</b>
Corporate Finance & Investment decisions	
Accounting & Financial Statement Analysis	
Financial Instruments (Derivatives, Fixed Income Investments)	
<b>MODULE: FINTECH I: EMERGING SECTOR</b>	<b>5</b>
Evolution and Industrial Organisation of the Fintech Sector	
Blockchain	
Coding	
<b>MODULE: CONNECTING TO THE REAL WORLD I</b>	<b>8</b>
Banking Business Context: Root Causes of the Decline of the Western Order	
Challenge 1: FINTECH	
Preparing for Research in Banking & Fintech: Research Methods	
<b>French as a Foreign Language</b>	<b>5</b>

### SPRING SEMESTER (50 ECTS)

Course title	Credits
<b>MODULE: BANKING III: COMPLIANCE</b>	<b>5</b>
Banking Regulations	
Audit & Risk Management	
Tax and Legal Aspects in Banking	
<b>MODULE: BANKING IV: FIDUCIARY RESPONSIBILITY</b>	<b>4</b>
Ethics and Corporate Governance	
Asset Management	
<b>MODULE: FINTECH II: MINDSET AND ADVANCED TOOLS</b>	<b>5</b>
Entrepreneurship Applied to Financial Services	
Project Management in Technology	
Object Oriented Programming: Methodology and Coding	
<b>MODULE: CONNECTING TO THE REAL WORLD II</b>	<b>4</b>
Banking Business Context: Scenario Planning in the New Order	
Challenge 2: Banking	
Site Visit Banks/Fintech in London	<b>NCB</b>
<b>DISSERTATION</b>	<b>12</b>
<b>INTERNSHIP</b>	<b>15</b>
<b>French as a Foreign Language</b>	<b>5</b>

NCB – Non Credit Bearing

# Master in Management: International Events Management - Graduate Year 5

## Paris Campus



### FALL SEMESTER (32 ECTS)

Course title	Credits
<b>MODULE: EVENTS ENVIRONMENT</b>	<b>6</b>
Events Industry and Fields Visits	
Experience the Event	
Team management	
<b>MODULE: EVENTS MARKETING MIX 1</b>	<b>4</b>
Event Communication	
Digital and Mobile Marketing	
Marketing Analytics 1	<b>NCB</b>
<b>MODULE: EVENTS MANAGEMENT 1</b>	<b>7</b>
Project Management	
Budget and Bidding	
<b>MODULE: EVENTS MANAGEMENT 2</b>	<b>5</b>
Risk and Safety Management	
Sustainable Development	
Sponsorship and Partnership	
<b>MODULE: PROFESSIONAL DEVELOPMENT</b>	<b>3</b>
Graphics and Photoshop	
Designing and pitching a presentation	
Career Path	<b>NCB</b>
<b>Events in Practice 1 - Contest</b>	<b>2</b>
<b>Dissertation Methods</b>	<b>3</b>
<b>French as a Foreign Language</b>	<b>2</b>

### SPRING SEMESTER (49 ECTS)

Course title	Credits
<b>MODULE: EVENTS MARKETING MIX 2</b>	<b>5</b>
Event Production	
Sales and Negotiation	
Marketing Analytics 2	
<b>MODULE: EVENTS MANAGEMENT 3</b>	<b>5</b>
HRM in Events	
Legal Risks and Opportunities	
Fundraising	
<b>MODULE: PERSONAL AND PROFESSIONAL DEVELOPMENT</b>	<b>7</b>
Fostering creativity	
InDesign	
Emotions and conflict management	
Career Path and Field Visits	
<b>Events in Practice 2: Junior Consulting Project</b>	<b>3</b>
<b>DISSERTATION</b>	<b>12</b>
<b>INTERNSHIP</b>	<b>15</b>
<b>French as a Foreign Language</b>	<b>2</b>

**Spring Semester: ONLY OPEN TO DUAL DEGREE STUDENTS**

Includes field visits in Las Vegas (fee-paying/950€)

NCB – Non Credit Bearing

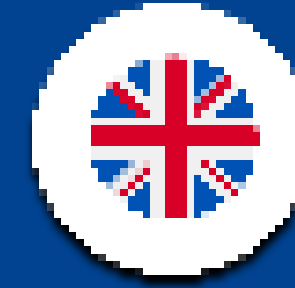
[BACK TO TOC](#)



# Master in Management: Marketing and Digital in Luxury and Lifestyle - Graduate Year 5

## Paris Campus

[BACK TO TOC](#)



FALL SEMESTER (37 ECTS)	
Course title	Credits
<b>MODULE: PERSONAL AND PROFESSIONAL BRANDING</b>	<b>5</b>
Personal and Professional Branding in Luxury	<b>NCB</b>
Research Methodology	
<i>Chinese Language (optional)</i>	(2)
<b>MODULE: HISTORY AND SOCIOLOGY OF LUXURY</b>	<b>7</b>
Contemporary Art and Design	
French Touch and Savoir Faire in Luxury	
Comparative Strategies in Luxury	
Experiential Luxury	
<b>MODULE: MANAGEMENT IN LUXURY</b>	<b>6</b>
Production, Operations, Purchasing and Supply Chain in Luxury	
Legal Environment (intellectual property and RGPD)	
Finance Analysis	
Ethics and Sustainability in Luxury	
Human Ressources Policy	
<b>MODULE: MARKETING IN LUXURY</b>	<b>7</b>
Marketing Strategies in Luxury	
Distribution Strategies and Ecommerce in Luxury	
New Product Developement	
<b>MODULE: DIGITAL MARKETING IN LUXURY</b>	<b>7</b>
Digital and Mobile Marketing Strategies in Luxury and Consulting Project	
Web Development (seo, sem, ux, web design)	
Storytelling and Brand Content	
<b>French as a Foreign Language</b>	<b>5</b>

SPRING SEMESTER (52 ECTS)	
Course title	Credits
<b>MODULE: PERSONAL AND PROFESSIONAL BRANDING</b>	<b>3</b>
Personal and Professional Branding in Luxury	
<i>Chinese Language (optional)</i>	(2)
<b>MODULE: HISTORY AND SOCIOLOGY OF LUXURY</b>	<b>3</b>
New Luxury Customers	
French Touch and Savoir Faire in Luxury	
<b>MODULE: MANAGEMENT IN LUXURY</b>	<b>4</b>
Brand Management in Luxury - consulting project	
Business Plan and Budget	
<b>MODULE: MARKETING IN LUXURY</b>	<b>3</b>
Merchandising and Netchandising in Luxury	
Corporate Communication	
<b>MODULE: DIGITAL MARKETING IN LUXURY</b>	<b>7</b>
Event Strategy in Luxury and Digital	
Social Media, Reputation and Influencers in Luxury	
Challenge Digital Native Monobrand in Luxury	
Digital Business and KPI	
<b>INTERNSHIP</b>	<b>15</b>
<b>DISSERTATION</b>	<b>12</b>
<b>French as a Foreign Language</b>	<b>5</b>

NCB – Non Credit Bearing

# Master in Management: International Marketing and Business Development - Graduate Year 5

## Caen Campus

[BACK TO TOC](#)



FALL SEMESTER (33 ECTS)	
Course title	Credits
<b>MODULE: MARKETING PROCESSES</b>	<b>7</b>
Marketing management	
Cases of international marketing	
<b>MODULE: INTERNATIONAL OPERATIONS MANAGEMENT</b>	<b>7</b>
International Contracts	
International Payment Means and Financial Risks	
International Logistics	
<b>MODULE: CROSS-NATIONAL BUSINESS</b>	<b>7</b>
Cross-Cultural Management	
International Business Negotiation	
<b>MODULE: MARKET RESEARCH</b>	<b>7</b>
International Market Research Techniques	
Dissertation Research Methods	
<b>MODULE: INTERNATIONAL MARKETING IN PRACTICE</b>	<b>2</b>
Career Path	<b>NCB</b>
Business Challenge 1	
<b>French as a Foreign Language</b>	<b>3</b>

SPRING SEMESTER (48 ECTS)	
Course title	Credits
<b>MODULE: DIGITAL MARKETING AND SERVICES MARKETING</b>	<b>4</b>
E-commerce, Web-Marketing and Mobile Marketing	
International Services Marketing	
<b>MODULE: MARKETING INNOVATION</b>	<b>4</b>
New Product Development	
Brand Marketing	
<b>MODULE: INTERNATIONAL BUSINESS DEVELOPMENT</b>	<b>5</b>
Strategy and Company International Development	
International Project Management	
<b>MODULE: BUSINESS DEVELOPMENT IN PRACTICE</b>	<b>5</b>
Career Path	
Business Game	
Business Challenge 2	
<b>INTERNSHIP</b>	<b>15</b>
<b>DISSERTATION</b>	<b>12</b>
<b>French as a Foreign Language</b>	<b>3</b>

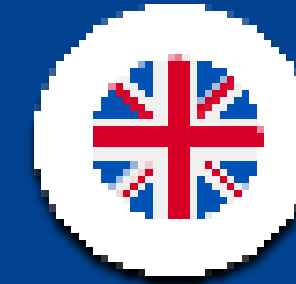
NCB – Non Credit Bearing



# Master in Management: Financial Data Management - Graduate Year 5

## Caen Campus

[BACK TO TOC](#)



FALL SEMESTER (35 ECTS)	
Course title	Credits
<b>MODULE: DATA ARCHITECTURE &amp; GOVERNANCE</b>	<b>5</b>
Data Management Tools - Automation / AI tools	
ERP - Data Integration and Quality	
Internat & External Data Processing Organisation	
Storing - Blockchain - Data Security & Transfer	
Enterprise Performance Management - Business Process Management	
<b>MODULE: PREPARING FINANCIAL DATA</b>	<b>6</b>
Advanced Financial Analysis	
Business Organisation Value	
Taxation	
Selecting Investments and Financing Modes	
Financial Engineering	
<b>MODULE: FINANCIAL STRATEGY</b>	<b>5</b>
Strategic Deployment	
CSR & Finance	
Mastering Risks : Financial, Digital, Human Relationships	
<b>MODULE: FINANCIAL MANAGEMENT &amp; COMMUNICATION</b>	<b>5</b>
Leading Cross-Cultural Teams	
Financial Communication Techniques	
Media and Economy	
Law & Data Ethics	
<b>MODULE: ACADEMIC &amp; PROFESSIONAL CULTURE</b>	<b>3</b>
Dissertation Methodology	
Career Path Scheme	
<b>MODULE: PROFESSIONAL KNOWLEDGE (1)</b>	<b>6</b>
Finance Bootcamp	
Research Partnership	
Junior Consulting Project	
<b>French as a Foreign Language</b>	<b>5</b>

SPRING SEMESTER (50 ECTS)	
Course title	Credits
<b>MODULE: DECISION-MAKING &amp; PREDICTIVE ANALYSIS TOOLS</b>	<b>4</b>
Statistics Applied to Finance	
Managing Computing Projects	
Business Plan	
Budget Modelisation (EPM)	
<b>MODULE: FINANCIAL MECANISMS</b>	<b>5</b>
Accounts Consolidation Technique and IFRS	
Financial Stakes of Merger-take-over Operations	
Introduction to Market Finance	
Managing Cash	
<b>MODULE: PERFORMANCE MODELLING</b>	<b>5</b>
Main Management Controlling and Social M.C. methods	
Qualifying the Date / Common Reference	
Definition and Updating of Key Indications (KPI)	
Strategic Diagnosis / Simulation	
<b>MODULE: PROFESSIONAL KNOWLEDGE (2)</b>	<b>3</b>
Finance Bootcamp	
Research Partnership	
Junior Consulting Project	
<b>Career Path</b>	<b>1</b>
<b>INTERNSHIP</b>	<b>15</b>
<b>DISSERTATION</b>	<b>12</b>
<b>French as a Foreign Language</b>	<b>5</b>



# UNDERGRADUATE PROGRAMMES

## YEAR 2 – YEAR 3

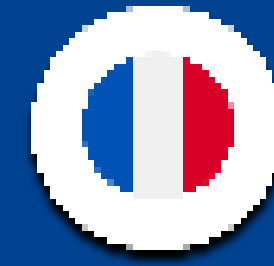


[BACK TO TOC](#)



# Master in Management, Undergraduate Year 3

## Caen Campus

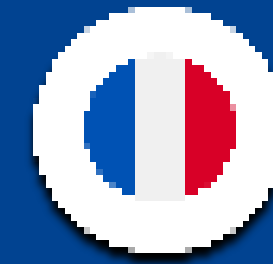


FALL SEMESTER (30 ECTS)	
Course title	Credits
Statistiques - Maths Financières	<b>5</b>
Démarche Marketing	<b>5</b>
Analyse FI/des Coûts	<b>5</b>
Droit du Travail et des Contrats	<b>5</b>
Géopolitique	<b>5</b>
English	<b>5</b>
Parcours carrière	<b>NCB</b>

SPRING SEMESTER (48 ECTS)	
Course title	Credits
Ecologie Alternative et Appliquée	<b>5</b>
Organisational Behaviour et Management	<b>5</b>
Comportement du Consommateur	<b>5</b>
Stratégie	<b>5</b>
Globalisation du Territoire et Innovation	<b>5</b>
FIT (Finance, Investissement, Trésorerie)	<b>5</b>
Contrôle de Gestion/Management de la Performance (avec jeu d'entreprise)	<b>5</b>
Basics of International Trade ( <i>in English</i> )	<b>5</b>
English	<b>5</b>
Stage	<b>3</b>

# Master in Management, Undergraduate Year 3

## Le Havre Campus



FALL SEMESTER (35 ECTS)	
Course title	Credits
Statistiques - Maths Financières	<b>5</b>
Démarche Marketing	<b>5</b>
Analyse FI/des Coûts	<b>5</b>
Droit du Travail et des Contrats	<b>5</b>
Géopolitique	<b>5</b>
Cours de Business électif (in English)	<b>5</b>
English	<b>5</b>

SPRING SEMESTER (53 ECTS)	
Course title	Credits
Ecologie Alternative et Appliquée	<b>5</b>
Organisational Behaviour et Management	<b>5</b>
Comportement du Consommateur	<b>5</b>
Stratégie	<b>5</b>
Globalisation du Territoire et Innovation	<b>5</b>
FIT (Finance, Investissement, Trésorerie)	<b>5</b>
Contrôle de Gestion/Management de la Performance (avec jeu d'entreprise)	<b>5</b>
Basics of International Trade (in English)	<b>5</b>
Becoming a Transformational Leader (in English)	<b>5</b>
Projet	<b>NCB</b>
Career Path	<b>NCB</b>
Stage	<b>3</b>
English	<b>5</b>

NCB – Non Credit Bearing

[BACK TO TOC](#)



# GRADUATE PROGRAMMES YEAR 4 – YEAR 5

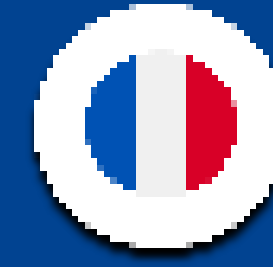


[BACK TO  
TOC](#)



# Master in Management, Graduate Year 4

## Le Havre Campus



FALL SEMESTER (30 ECTS per track)	
Course title	Credits
<b>CORE COURSES</b>	<b>15</b>
Leadership & GRH	
Eléments Financiers du Business Plan	
Innovation et Intelligence Economique	
Culture Digitale	
English	
<b>TRACK MARKETING</b>	<b>15</b>
Brand Development	
Brand Management	
Business Game Marketing	
<b>TRACK FINANCE</b>	<b>15</b>
Gestion Financière	
Comptabilité Multi-normes et Fiscalité	
Business Game Finance	
<b>TRACK SUPPLY CHAIN</b>	<b>15</b>
Commerce International, Achats & Logistique	
Supply Chain Management	
Business Game	
<b>TRACK ENTREPREUNARIAT/INNOVATION</b>	<b>15</b>
Business Model	
Management de l'Innovation	
Business Game ou Challenge	

**Here is how it works:**

**You can choose a track with a specialisation along with core courses and it will give you 30 ECTS in total.**

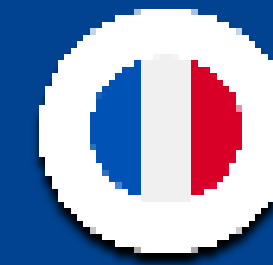
TRACK: CORE+MARKETING	<b>30</b>
TRACK: CORE+FINANCE	<b>30</b>
TRACK: CORE+SUPPLY CHAIN	<b>30</b>
TRACK: CORE+ENTREPREUNARIAT/ INNOVATION	<b>30</b>

**BACK TO  
TOC**



# Master in Management: Audit et Finance d'Entreprise - Graduate Year 5

## Le Havre Campus



NCB – Non Credit Bearing

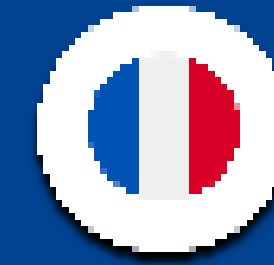
FALL SEMESTER (30 ECTS)	
Course title	Credits
<b>MODULE: COMPTABILISER ET EVALUER</b>	<b>6</b>
Comptabilité Générale	
Evaluation d'Entreprise	
<b>MODULE: CONTROLER ET GERER LES GROUPEES</b>	<b>6</b>
Consolidation	
Contrôle de Gestion	
Intelligence Artificielle pour la Finance	NCB
Enjeux Financiers et DD de l'Entreprise	
<b>MODULE: EVALUER LES ENTREPRISES</b>	<b>6</b>
Séminaire Business Plan	
Concours BP (challenge)	
<b>MODULE: AUDITER ET RECHERCHER</b>	<b>6</b>
Méthodologie de Recherche	
Méthodologie d'Audit	
Visites d'Entreprise	NCB
<b>MODULE: S'INSERER DANS LES ENTREPRISES ET A L'INTERNATIONAL</b>	<b>6</b>
Développement de BDD Financières	
Analyses Economiques	
Parcours Carrière	NCB
Financial English	
Option Renforcement Anglais	NCB

SPRING SEMESTER (45 ECTS)	
Course title	Credits
<b>MODULE: INVESTIR ET PLACER</b>	<b>5</b>
Gestion de la Valeur	
Trésorerie des Groupes	
Investissement/Financement	
<b>MODULE: OPTIMISER LES EQUILIBRES FINANCIERS</b>	<b>5</b>
Ingénierie Financière	
Fusion	
Analyse Financière	
<b>MODULE: CULTURE PROFESSIONNELLE ET INTERNATIONALE</b>	<b>5</b>
Parcours Carrière	
Normes Comptables Internationales	
Financial English	
Option Renforcement Anglais	NCB
<b>MEMOIRE</b>	<b>12</b>
<b>STAGE</b>	<b>15</b>
<b>Jeu d'entreprise</b>	<b>3</b>

[BACK TO TOC](#)

# Master in Management: Supply Chain Logistique Innovations - Graduate Year 5

## Le Havre Campus



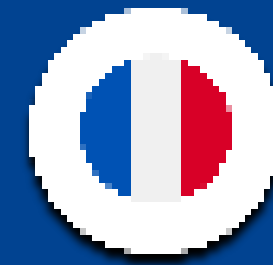
FALL SEMESTER (30 ECTS)	
Course title	Credits
Introduction à la Logistique et Supply Chain	<b>2</b>
Logistique et Systèmes d'Information	<b>2</b>
Logistique Durable	<b>1</b>
Modélisation des Flux	<b>2</b>
Achats et Approvisionnement	<b>2</b>
Management des Opérations	<b>3</b>
Supply Chain Intégrée	<b>3</b>
Management de Projet Digital	<b>2</b>
Management de la Qualité	<b>2</b>
Audit et Contrôle Logistique	<b>3</b>
Gestion des Revenus (coûts, prix, profit)	<b>2</b>
Méthodologie de Recherche	<b>3</b>
Techniques Professionnelles	<b>1</b>
Parcours Carrière 1	<b>NCB</b>
Challenge 1	<b>2</b>

SPRING SEMESTER (45 ECTS)	
Course title	Credits
Introduction au Transport et Commerce International	<b>1</b>
Procédures douanières	<b>1</b>
Transport Multimodal	<b>1</b>
Gestion des Entrepôts Distribution et Innovations	<b>1</b>
Transport Maritime et Stratégies d'Affaires	<b>2</b>
Logistique Portuaire	<b>1</b>
Gestion de Risque et de Crise dans l'Industrie 4.0	<b>1</b>
Management de la Demande et de la Relation Client	<b>1</b>
Management de la Chaîne d'Approvisionnement	<b>2</b>
Digitalisation et Management de la Chaîne de Valeur	<b>2</b>
Projet SAP	<b>1</b>
Fresh Connection	<b>1</b>
Challenge 2	<b>2</b>
Parcours Carrière 2	<b>1</b>
Mémoire	<b>12</b>
Stage	<b>15</b>



# Master in Management: Manager des Ressources Humaines - Graduate Year 5

## Paris Campus



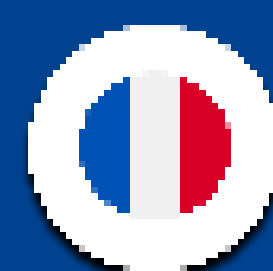
FALL SEMESTER (30 ECTS)	
Course title	Credits
<b>MODULE: COMPRENDRE LA FONCTION RH</b>	<b>6</b>
Introduction, Cartographie de la Fonction RH	
Comportement Organisationnel	
<b>MODULE: GESTION INDIVIDUELLE DES RESSOURCES HUMAINES</b>	<b>5</b>
Droit du Travail	
Recrutement	
<b>MODULE: DEVELOPEMENT DES COMPETENCES</b>	<b>10</b>
Formation	
Gestion des Compétences (Gestion des Carrières et GPEC)	
<b>MODULE: DEVELOPEMENT DE COMPETENCES TRANSVERSALES (S1)</b>	<b>3</b>
Parcours Carrières	
Méthodes de Recherche en Gestion	
English	
<b>MISSION 1</b>	<b>6</b>

SPRING SEMESTER (45 ECTS)	
Course title	Credits
<b>MODULE: GESTION COLLECTIVE DES RESSOURCES HUMAINES</b>	<b>3</b>
Relations Professionnelles et Négociation	
Gestion du Changement	
<b>MODULE: PILOTAGE DIGITAL DES RH</b>	<b>5</b>
Gestion de Projets RH et Transformation Digitale des Organisations	
HR Analytics	
<b>MODULE: PILOTAGE STRATEGIQUE DES RH</b>	<b>5</b>
Stratégie de Rémunération (Contrôle de Gestion RH)	
International Human Resource Management	
GRH et RSE (QVT, Bien-être et Santé au travail, RPS)	
<b>MODULE: DEVELOPEMENT DE COMPETENCES TRANSVERSALES (S2)</b>	<b>2</b>
Parcours Carrières	
Human Resources English	
<b>MISSION 2</b>	<b>3</b>
<b>MEMOIRE</b>	<b>12</b>
<b>STAGE</b>	<b>15</b>

[BACK TO TOC](#)

# Master in Management: Manager des Systèmes d'Informations (SI) - Graduate Year 5

## Caen Campus



FALL SEMESTER (30 ECTS)	
Course title	Credits
Fondements Techniques et Programmation	<b>5</b>
Gestion de Projet SI	<b>6</b>
Modélisation et Bases de Données	<b>5</b>
Management de l'Environnement du Consultant	<b>4</b>
Introduction aux SI et aux Métiers des SI	<b>1</b>
Affirmation de Soi	<b>1</b>
Problématique autour des Technologies Numériques	<b>1</b>
Méthodologie du Mémoire	<b>3</b>
Challenge	<b>2</b>
Parcours carrière 1	<b>NCB</b>
English 1	<b>2</b>

SPRING SEMESTER (45 ECTS)	
Course title	Credits
Intégration des SI aux métiers	<b>4</b>
Gestion de la Sécurité	<b>4</b>
Gouvernance et Stratégie des SI	<b>4</b>
Mission	<b>4</b>
Parcours carrière 2	<b>1</b>
English 2	<b>1</b>
Mémoire	<b>12</b>
Stage	<b>15</b>

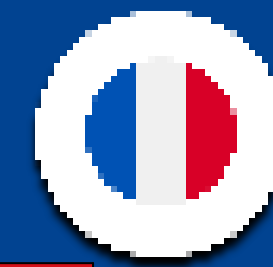


# Master in Management: Entreprenariat Digital - Graduate Year 5

## Caen Campus

[BACK TO TOC](#)

NCB – Non Credit Bearing



FALL SEMESTER (30 ECTS)	
Course title	Credits
<b>MODULE: DIGITAL DEVELOPMENT</b>	<b>5</b>
TECH WEEK : Codage + Initiation Python / Conception de Projet web / Construction de Site Web	
Agilité et Design Thinking	
Conception Graphique	
<b>MODULE: START BUSINESS</b>	<b>6</b>
De l'idée au Projet	
Accompagnement Entrepreneurial Digital , Nouvelles Tendances, Coworking Rural et Tiers Lieux	
Construction du Projet (juridique + modèle économique + business plan)	
Management et Psychologie Positive	
<b>MODULE: DIGITAL MARKETING</b>	<b>7</b>
L'étude de Marché pour le Digital	
Entreprendre et Marketing	
E-Marketing	
<b>MODULE: PROFESSIONNALISATION</b>	<b>6</b>
Méthodologie de Mémoire	
English	
Parcours Carrière	
<b>MODULE: EXPERIENCE ETUDIANTS</b>	<b>6</b>
Mission Entrepreneuriale	
Team Building : créer entreprise tutorats et témoignages	

SPRING SEMESTER (50 ECTS)	
Course title	Credits
<b>MODULE: GO</b>	<b>4</b>
Management de Projet : online project Management	
Business Development	
Ecosystème Territorial de l'Innovation	
<b>MODULE: ENTREPRENEURSHIP : NEW TRENDS &amp; GROWTH</b>	<b>11</b>
Le Retail Direct : les modèles et nouvelles tendances	
Economie Circulaire, Sociale et Solidaire : entreprendre autrement	
Créathon : problématisation et solution innovante	
Le DNVB (Digitally Natives Vertical Brands)	
De la Communauté au Crowdfunding	
Influenceurs et E-réputation vers le Phygital	
Story Selling & Story Telling et contenu video	
Lever des Fonds	
<b>MODULE: PROFESSIONNALISATION</b>	<b>3</b>
English	
Parcours Carrière TALENT CHECK	
<b>MODULE: EXPERIENCE ETUDIANTS</b>	<b>2</b>
Mission Entrepreneuriale	
Team Building	<b>NCB</b>
Challenge Levée de fonds	<b>NCB</b>
<b>MÉMOIRE</b>	<b>12</b>
<b>STAGE</b>	<b>15</b>