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EMLV Course list for Exchange students 2019-20

1. SEMESTER 1 / FALL SEMESTER 2019-20

a. EMLV - YEAR 2 – SEMESTER 1 / FALL SEMESTER



Year	Semester	course_code	Course name	Learning Unit	Hours	Teaching language	ECTS
2	S03		EMLV - ANNEE 2 - SEMESTRE 1		318,50		30
2	S03	MEMLDF230819	EM03 - Géopolitique et entreprise	Economie et relations internationales	18,00	FR	2
2	S03	MEMLDF230919	EM03 - Economie mondiale	Economie et relations internationales	18,00	FR	2
2	S03	MEMLDM230519	EM03 - Ethique et RSE	Management	18,00	FR	2
2	S03	MEMLDM230619	EM03 - Management interculturel	Management	18,00	FR	2
2	S03	MEMLDF231019	EM03 - Droit des affaires	Management	18,00	FR	1
2	S03	MEMLDF231119	EM03 - Comptabilité financière II	Finance et contrôle de gestion	18,00	FR	2
2	S03	MEMLDF231219	EM03 - Contrôle de gestion	Finance et contrôle de gestion	18,00	FR	2
2	S03	MEMLDF231319	EM03 - Analyse financière	Finance et contrôle de gestion	18,00	FR	2
2	S03	MEMLDM230219	EM03 - Stratégie Marketing	Marketing et commerce	18,00	FR	2
2	S03	MEMLDM230319	EM03 - Les bases de la négociation	Marketing et commerce	18,00	FR	2
2	S03	MEMLDF231419	EM03 - Etudes de marché	Marketing et commerce	18,00	FR	2
2	S03	MMIATV210219	EM03 - Transversal Créativité et innovation	Développement personnel	18,00	FR	2
2	S03	MMIATV210119	EM03 - Transversal Coopérer en équipe - fondamentaux (semaine)	Développement personnel	15,00	FR	1
2	S03	MEMLSP2301--	EM03 - Sport	Développement personnel	12,50	FR	1
2	S03	MTMILVS30119	EM03 - Anglais	Langues	21,00	ENG	2
2	S03	MEMLLVS30119	EM03 - Préparation au TOEFL	Langues	18,00	ENG	1
2	S03	MEMLLVS3B119	EM03 - Business English	Langues	18,00	ENG	
2	S03	MEMLLV2302--	EM03 - LV2	Langues	18,00		2

b. EMLV - YEAR 3 - SEMESTER 1 / FALL SEMESTER

Year	Semester	course_code	Course name	Learning Unit	Hours	Teaching language	ECTS
3	S05		EMLV - ANNEE 3 - SEMESTRE 1		249,00		30
3	S05	MEMLDM350519	EM05 - Strategic management	French environment	18,00	ENG	2
3	S05	MEMLDF350119	EM05 - French Institutions	French environment	18,00	ENG	2
3	S05	MEMLDF350919	EM05- Lobbying and influence in the digital age	International business	18,00	ENG	2
3	S05	MEMLDF350319	EM05 - The European Business environment	International business	18,00	ENG	2
3	S05	MEMLDF350619	EM05 - Financial markets	International business	18,00	ENG	2
3	S05	MEMLDF350419	EM05 - Introduction to International Accounting	International accounting	18,00	ENG	3
3	S05	MEMLDF350519	EM05 - Management Accounting	International accounting	18,00	ENG	3
3	S05	MEMLDM350119	EM05 - International Business & Innovation	International marketing & management	18,00	ENG	3
3	S05	MEMLDM350419	EM05 -The globalization of Small & Medium Companies	International marketing & management	18,00	ENG	3
3	S05	MEMLDM350319	EM05 - Leading people and organizations	International marketing & management	18,00	ENG	2
3	S05	MEMLLV50119	EM05 - English	Languages	18,00	ENG	2
3	S05	MEMLLV3502--	EM05 - French for foreigners	Languages	36,00	ENG	3
3	S05	MMIATV310119	EM05 - Transversal week Softskills (week)		15,00	ENG	1

c. EMLV - YEAR 4 - Marketing Innovation and Distribution – SEMESTER 1/ FALL SEMESTER

Year	Semester	course_code	Course name	Learning Unit	Hours	Teaching language	ECTS
4	S07		EMLV - MID - ANNEE 4 - SEMESTRE 1		72,75		33
4	S07	MEMLDM470419	EM07 - Research methods I - S07 - only offered for students staying the full year		5,00	ENG / FR	2
4	S07	MEMLTV470119	EM07 - Career coaching - A4	Développement personnel	18,00	ENG / FR	1
4	S07	MEMLLV57B119	EM07 - Business English	Développement personnel	13,75	ENG	1
4	S07	MEMLLV4702--	EM07 - French for foreigners	Développement personnel	18,00		3
4	S07		EM07 - DISCOVERY ELECTIVE	Electif découverte	18,00	ENG / FR	2
4	S07	MEMLDF470719	EM072M - Excel - Advanced	Market intelligence	18,00	ENG	2
4	S07	MEMLDM470819	EM072M - Consumer behaviour	Market intelligence	18,00	ENG	3
4	S07	MEMLDM471319	EM072M - Market Research	Market intelligence	36,00	ENG	4
4	S07	MEMLDM470319	EM072M - Innovation & Technological Change	Market intelligence	18,00	ENG	2
4	S07	MEMLDM470519	EM072M - Ebusiness	Marketing Channels	18,00	ENG	3
4	S07	MEMLDM471419	EM072M - Satisfaction, Loyalty and Customer Value	Marketing Channels	18,00	ENG	3
4	S07	MEMLDM471119	EM072M - Events Management and Live Marketing	Marketing Channels	18,00	ENG	3
4	S07	MEMLDM481919	EM072M - Digital Branding	Marketing Channels	18,00	ENG	2
4	S07	MEMLDM471519	EM072M - Cases in Mkg Innovation & Distribution (MID)	Option	15,00	ENG	2

***Note : courses which teaching language is « ENG / FR » will be taught in English if international students register in it.**

d. EMLV - YEAR 4 - Digital Marketing Strategy - SEMESTER 1/ FALL SEMESTER

Year	Semester	course_code	Course name	Learning Unit	Hours	Teaching language	ECTS
4	S07		EMLV - DMS - ANNEE 4 - SEMESTRE 1		72,75		33
4	S07	MEMLDM470419	EM07 - Research methods I - S07 - only offered for students staying the full year		5,00	ENG / FR*	2
4	S07	MEMLTV470119	EM07 - Career coaching - A4	Développement personnel	18,00	ENG / FR*	1
4	S07	MEMLLV57B119	EM07 - Business English	Développement personnel	13,75	ENG	1
4	S07	MEMLLV4702--	EM07 - French for foreigners	Développement personnel	18,00		3
4	S07		EM07 - DISCOVERY ELECTIVE	Electif découverte	18,00	ENG / FR*	2
4	S07	MEMLDF470719	EM072M - Excel - Advanced	Market intelligence	18,00	ENG	2
4	S07	MEMLDM470819	EM072M - Consumer behaviour	Market intelligence	18,00	ENG	3
4	S07	MEMLDM471319	EM072M - Market Research	Market intelligence	36,00	ENG	4
4	S07	MEMLDM470319	EM072M - Innovation & Technological Change	Market intelligence	18,00	ENG	2
4	S07	MEMLDM470519	EM072M - Ebusiness	Marketing Channels	18,00	ENG	3
4	S07	MEMLDM471419	EM072M - Satisfaction, Loyalty and Customer Value	Marketing Channels	18,00	ENG	3
4	S07	MEMLDM471119	EM072M - Events Management and Live Marketing	Marketing Channels	18,00	ENG	3
4	S07	MEMLDM481919	EM072M - Digital Branding	Marketing Channels	18,00	ENG	2
4	S07	MEMLDM471619	EM072M - Cases in Digital Marketing Strategy (DMS)	Option		ENG	2

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EMLV Course list for Exchange students 2019-20



e. EMLV - YEAR 4 - Corporate Finance - SEMESTER 1/ FALL SEMESTER

Year	Semester	course_code	Course name	Learning Unit	Hours	Teaching language	ECTS
4	S07		EMLV - CFI - ANNEE 4 - SEMESTRE 1		244,25		33
4	S07	MEMLDM470419	EM07 - Research methods I - S07 - only offered for students staying the full year		5,00	ENG / FR*	2
4	S07	MEMLTV470119	EM07 - Career coaching - A4	Développement personnel	18,00	ENG / FR*	1
4	S07	MEMLLVS7B119	EM07 - Business English	Développement personnel	13,75	ENG	1
4	S07	MEMLLV4702--	EM07 - French for foreigners	Développement personnel	18,00		3
4	S07		EM07 - DISCOVERY ELECTIVE	Electif découverte	18,00	ENG / FR*	2
4	S07	MEMLDF470319	EM07CFA - Consolidation	Accounting	18,00	ENG	3
4	S07	MEMLDF470919	EM07CFA - Corporate taxation	Accounting	15,00	ENG	2
4	S07	MEMLDF471019	EM07CFA - Cash management	Finance	15,00	ENG	2
4	S07	MEMLDF470519	EM07CFA - Financial decisions	Finance	18,00	ENG	2
4	S07	MEMLDF471419	EM07CFA - Introduction to financial analytics	Finance	18,00	ENG	2
4	S07	MEMLDF470819	EM07CFA - Quantitative data analytics - SPSS	Financial management	18,00	ENG	2
4	S07	MEMLDF471519	EM07CFA - Digitalization of finance	Financial management	18,00	ENG	2
4	S07	MEMLDF470219	EM07CFI - Financial markets	Finance	18,00	ENG	3
4	S07	MEMLDF471119	EM07CFI - Financial econometrics	Finance	18,00	ENG	3
4	S07	MEMLDF472019	EM07CFI - Bloomberg certification	Finance	12,00	ENG	3

***Note : courses which teaching language is « ENG / FR » will be taught in English if international students register in it.**

EMLV Course list for Exchange students 2019-20



f. EMLV - YEAR 5 - Marketing Innovation and Distribution - SEMESTER 1/ FALL SEMESTER

Year	Semester	course_code	Course name	Learning Unit	Hours	Teaching language	ECTS
5	S09		EMLV - ANNEE 5 - MID - SEMESTRE 1		27,00		37
5	S09	MATXTV510119	EM09 - Develop your potential (week)	Développement personnel	15,00	ENG / FR*	1
5	S09	MEMLTV590119	EM09 - Career coaching - A5	Développement personnel	12,00	ENG / FR*	2
5	S09	MEMLLVS9B119	EM09 - Business English		15,00	ENG	1
5	S09	MEMLDM593819	EM092M - Data Management & data analytics	Market Intelligence 360°	18,00	ENG	2
5	S09	MEMLDM596319	EM092M - International Business & consumer law	Market Intelligence 360°	18,00	ENG	2
5	S09	MEMLDM597419	EM092M - Marketing data analysis via SPSS	Market Intelligence 360°	18,00	ENG	2
5	S09	MEMLDM597519	EM092M - Tools of e-CRM	Market Intelligence 360°	18,00	ENG	2
5	S09	MEMLDM594119	EM092M - Marketing 360° & Omni-channel strategies	Market channels 360°	18,00	ENG	2
5	S09	MEMLDM590719	EM092M - Social media marketing	Market channels 360°	18,00	ENG	1
5	S09	MEMLDM594219	EM092M - Digital advertising	Market channels 360°	18,00	ENG	1
5	S09	MEMLDM596019	EM09MID - Experience Marketing and Merchandising	Advanced retail marketing	18,00	ENG	2
5	S09	MEMLDM596119	EM09MID - Supply Chain Management	Advanced retail marketing	18,00	ENG	2
5	S09	MEMLDM596919	EM09MID - Category & trade marketing	Advanced retail marketing	18,00	ENG	3
5	S09	MEMLDM596219	EM09MID - Product Management and Innovation	Innovation & marketing management	18,00	FR	2
5	S09	MEMLDM595619	EM09MID - B2B Marketing Projects	Innovation & marketing management	18,00	ENG	2
5	S09	MEMLDM596519	EM09MID - Global Business Strategy	Innovation & marketing management	18,00	ENG	2
5	S09	MEMLDM597619	EM09MID - Management : convince, motivate & lead teams	Innovation & marketing management	18,00	ENG	3
5	S09	MEMLDM593119	EM09MID - Sales Team Management	Sales & procurement	18,00	ENG	2
5	S09	MEMLDM593319	EM09MID - Key Account Management	Sales & procurement	18,00	ENG	3
5	S09		French for foreigners				3
*Note : courses which teaching language is « ENG / FR » will be taught in English if international students register in it.							

EMLV Course list for Exchange students 2019-20



g. EMLV – YEAR 5 - Digital Marketing Strategy –SEMESTER 1/ FALL SEMESTER

Year	Semester	course_code	Course name	Learning Unit	Hours	Teaching language	ECTS
5	S09		EMLV - ANNEE 5 - DIG. MKG. STRATEGY. - SEMESTRE 1		176,00		37
5	S09	MATXTV510119	EM09 - Develop your potential (week)	Développement personnel	15,00	ENG / FR*	1
5	S09	MEMLTV590119	EM09 - Career coaching - A5	Développement personnel	12,00	ENG / FR*	2
5	S09	MEMLLV59B119	EM09 - Business English		15,00	ENG	1
5	S09	MEMLDM593819	EM092M - Data Management & data analytics	Market Intelligence 360°	18,00	ENG	2
5	S09	MEMLDM596319	EM092M - International Business & consumer law	Market Intelligence 360°	18,00	ENG	2
5	S09	MEMLDM597419	EM092M - Marketing data analysis via SPSS	Market Intelligence 360°	18,00	ENG	2
5	S09	MEMLDM597519	EM092M - Tools of e-CRM	Market Intelligence 360°	18,00	ENG	2
5	S09	MEMLDM594119	EM092M - Marketing 360° & Omni-channel strategies	Market channels 360°	18,00	ENG	2
5	S09	MEMLDM590719	EM092M - Social media marketing	Market channels 360°	18,00	ENG	1
5	S09	MEMLDM594219	EM092M - Digital advertising	Market channels 360°	18,00	ENG	1
5	S09	MEMLDM597719	EM09DMS - e-commerce	Marketing Strategy	18,00	ENG	3
5	S09	MEMLDM594619	EM09DMS - E mailing campaign	Marketing Strategy	15,00	ENG	2
5	S09	MEMLDM594419	EM09DMS - Mobile marketing	Marketing Strategy	18,00	ENG	2
5	S09	MEMLDM594519	EM09DMS - Online reputation & crisis management	Marketing Strategy	18,00	ENG	2
5	S09	MEMLDM594319	EM09DMS - Social gaming & gamification	Digital marketing tools	12,00	ENG	2
5	S09	MEMLDM597019	EM09DMS - Growth hacking	Digital marketing tools	12,00	ENG	2
5	S09	MEMLDM597119	EM09DMS - IT Security & Ethics	Digital marketing tools	18,00	ENG	2
5	S09	MEMLDM590419	EM09DMS - Web project management	Project management	18,00	ENG	2
5	S09	MEMLDM593919	EM09DMS - UX Design	Project management	18,00	ENG	2
5	S09	MEMLDM594019	EM09DMS - SEO & SEA	Project management	18,00	ENG	2
5	S09		French for foreigners				3

*Note : courses which teaching language is « ENG / FR » will be taught in English if international students register in it.

h. EMLV - YEAR 5 - Corporate Finance - SEMESTER 1/ FALL SEMESTER

Year	Semester	course_code	Course name	Learning Unit	Hours	Teaching language	ECTS
5	S09		EMLV - ANNEE 5 - CORPORATE FINANCE - SEMESTRE 1		126,00		37
5	S09	MEMLDF591819	EM09CFA - Financial analysis	Financial decisions	18,00	ENG	2
5	S09	MEMLDF590319	EM09CFA - Fiscal engineering	Financial decisions	18,00	ENG	2
5	S09	MEMLDF591919	EM09CFA - Advanced financial analytics	Financial decisions	18,00	ENG	2
5	S09	MEMLDF591419	EM09CFA - Internal audit & risk management	Risk management	18,00	ENG	2
5	S09	MEMLDF591519	EM09CFA - Cash management	Risk management	18,00	ENG	2
5	S09	MEMLDF591719	EM09CFA - Business law	Risk management	18,00	ENG	1
5	S09	MEMLDF593119	EM09CFA - Project management	Risk management	18,00	ENG	2
5	S09	MEMLDF592019	EM09CFI - Auditing in Bank and Insurance	Bank & Finance	18,00	ENG	3
5	S09	MEMLDF590819	EM09CFI - Banking technics	Bank & Finance	18,00	ENG	3
5	S09	MEMLDF592419	EM09CFI - Mergers & Acquisitions	Bank & Finance	18,00	ENG	3
5	S09	MEMLDF592119	EM09CFI - Financial communication	Financial strategies	18,00	ENG	2
5	S09	MEMLDF592219	EM09CFI - Business transformation	Financial strategies	18,00	ENG	2
5	S09	MEMLDF592319	EM09CFI - Due diligence	Financial strategies	18,00	ENG	2
5	S09	MEMLDF592519	EM09CFI - Private equity	Financial strategies	18,00	ENG	2
5	S09	MEMLDF590219	EM09CFI - Financial strategies	Financial strategies	18,00	ENG	2
5	S09	MEMLDF591619	EM09CFI - Crowdfunding & Fundraising	Financial strategies	18,00	ENG	2
5	S09		French for foreigners				3

***Note : courses which teaching language is « ENG / FR » will be taught in English if international students register in it.**

EMLV Course list for Exchange students 2019-20



i. EMLV - YEAR 5 – Audit & Performance Management - SEMESTER 1/ FALL SEMESTER

Year	Semester	course_code	Course name	Learning Unit	Hours	Teaching language	ECTS
5	S09		EMLV - ANNEE 5 - AUDIT & PERF. MGT - SEMESTRE 1		150,00		37
5	S09	MEMLDF591819	EM09CFA - Financial analysis	Financial decisions	18,00	ENG	2
5	S09	MEMLDF590319	EM09CFA - Fiscal engineering	Financial decisions	18,00	ENG	2
5	S09	MEMLDF591919	EM09CFA - Advanced financial analytics	Financial decisions	18,00	ENG	2
5	S09	MEMLDF591419	EM09CFA - Internal audit & risk management	Risk management	18,00	ENG	2
5	S09	MEMLDF591519	EM09CFA - Cash management	Risk management	18,00	ENG	2
5	S09	MEMLDF591719	EM09CFA - Business law	Risk management	18,00	ENG	1
5	S09	MEMLDF593119	EM09CFA - Project management	Risk management	18,00	ENG	2
5	S09	MEMLDF592619	EM09APM - Strategic cost management	Management de la performance	18,00	ENG	3
5	S09	MEMLDF592719	EM09APM - Dashboards & performance indicators	Management de la performance	18,00	ENG	3
5	S09	MEMLDF592819	EM09APM - Strategy implementation & budgets	Management de la performance	18,00	ENG	3
5	S09	MEMLDF593219	EM09APM - HR performance indicators	Management de la performance	18,00	ENG	3
5	S09	MEMLDF592919	EM09APM - SAP certification	Systèmes d'information	30,00	ENG	4
5	S09	MEMLDF593819	EM09APM - Advanced management systems	Systèmes d'information	18,00	ENG	3
5	S09	MEMLDF594119	EM09APM - Data governance		12,00	ENG	2
5	S09		French for foreigners				3

EMLV Course list for Exchange students 2019-20

2. SEMESTER 2 / SPRING SEMESTER 2019-20



a. EMLV - YEAR 2 - SEMESTER 2/SPRING SEMESTER

Year	Semester	course_code	Course name	Learning Unit	Hours	Teaching language	ECTS
2	S04	MEMLDM240219	EM04 - Corporate Strategy	Business Skills	18,00	ENG	3
2	S04	MEMLDF240619	EM04 - Excel Niveau II	Business Skills	18,00	FR	2
2	S04	MEMLDM241119	EM04 - Supply Chain Management	Business Skills	18,00	ENG	2
2	S04	MEMLDM240419	EM04 - Marketing Mix management	Business Skills	18,00	ENG	2
2	S04	MEMLDF240719	EM04 - Introduction to management accounting	Finance et contrôle de gestion	18,00	ENG	3
2	S04	MEMLDF240819	EM04 - Financial mathematics	Finance et contrôle de gestion	18,00	ENG	2
2	S04	MEMLDF240419	EM04 - Introduction à la fiscalité des particuliers	Finance et contrôle de gestion	18,00	FR	2
2	S04	MMIATV220219	EM04 - Transversal Agilité et performance collective	Développement personnel	18,00	FR	1
2	S04	MMIATV220119	EM04 - Transversal S04 Hackathon (semaine)	Développement personnel	15,00	FR	1
2	S04	MEMLSP2401--	EM04 - Sport	Développement personnel	12,50	FR	1
2	S04	MMIARI--0119	EM04 - International week	Développement personnel	9,00	ENG	1
2	S04	MEMLTV240119	EM04 - Préparation stage international	Développement personnel	9,00	FR	1
2	S04	MTMILVF40119	EM04 - Anglais	Langues	18,00	ENG	2
2	S04	MEMLLVF40119	EM04 - Préparation au TOEFL.	Langues	15,00	ENG	1
2	S04	MEMLLVF4B119	EM04 - Business English	Langues	15,00	ENG	
2	S04	MEMLLV2402--	EM04 - LV2	Langues	18,00		2
2	S04	MEMLDM--0119	EM04 - Mission solidaire		1,00	FR	4
2	S04	MEMLAA240119	EM04 - Stage optionnel (2 mois minimum)				0

b. EMLV - YEAR 3 - SEMESTER 2/ SPRING SEMESTER

Year	Semester	course_code	Course name	Learning Unit	Hours	Teaching language	ECTS
3	S06		EMLV - ANNEE 3 - SEMESTRE 2 - PARIS		270,00		30
3	S06	MMIARI - -0119	EM06 - International week	International and European environment	9,00	ENG	1
3	S06	MEMLDF360319	EM06 - International & European Law	International and European environment	18,00	ENG	2
3	S06	MEMLDF361119	EM06 - French business environment	International and European environment	18,00	ENG	2
3	S06	MEMLDF361219	EM06 - Entrepreneurship	Business & strategies	18,00	ENG	2
3	S06	MEMLDF360419	EM06 - Intercultural Management	Business & strategies	18,00	ENG	2
3	S06	MEMLDF361319	EM06 - Design thinking	Business & strategies	18,00	ENG	2
3	S06	MEMLDM360519	EM06 - Social Media Marketing	International behavior	18,00	ENG	2
3	S06	MEMLDM360319	EM06 - Online Reputation Management	International behavior	9,00	ENG	2
3	S06	MEMLDF360519	EM06 - Financial strategies for emerging companies	Finance & Management	18,00	ENG	2
3	S06	MEMLDF360619	EM06 - Performance and Control Systems	Finance & Management	18,00	ENG	2
3	S06	MEMLLVF60119	EM06 - English	Languages	18,00	ENG	2
3	S06	MEMLLV3602 - -	EM05 - French for foreigners	Languages	36,00	ENG	3
3	S06	MEMLDF361419	EM06 - Luxury and art business	International Business	18,00	ENG	2
3	S06	MEMLDF361019	EM06 - Business in a globalized world	International business	18,00	ENG	2
3	S06	MEMLDM360419	EM06 - International Marketing Project	International Business	18,00	ENG	2

EMLV Course list for Exchange students 2019-20

c. EMLV - YEAR 4 - Marketing Innovation and Distribution - SEMESTER 2/ SPRING SEMESTER

Year	Semester	course_code	Course name	Learning Unit	Hours	Teaching language	ECTS
4	S08		EMLV - MID - ANNEE 4 - SEMESTRE 2		229,75		32
4	S08	MEMLDM481719	EM08 - Research methods II - S08 only offered for students staying the full year		9,00	ENG / FR*	2
4	S08	MEMLDF483218	EM08 - Business Simulation	Développement personnel	21,00	ENG	2
4	S08	MATXTV420119	EM08 - S08 Hackathon (week)	Développement personnel	24,00	ENG / FR*	1
4	S08	MEMLLVF8B119	EM08 - Business English	Développement personnel	13,75	ENG	1
4	S08	MEMLLV4802--	EM08 - French for foreigners	Développement personnel	18,00		4
4	S08	MEMLAA480119	EM08 - Internship 4 months - NOT mandatory for exchange students				4
4	S08	MEMLDM481819	EM082M - Communication and Advertising	Marketing & markets	18,00	ENG	2
4	S08	MEMLDM481019	EM082M - Marketing of solutions & services	Marketing & markets	18,00	ENG	2
4	S08	MEMLDM482019	EM082M - Digital Transformation of Customer Journey	Marketing & markets	18,00	ENG	2
4	S08	MEMLDM483319	EM082M - Market data analysis via SPSS	Marketing & markets	18,00	ENG	2
4	S08	MEMLDM482619	EM082M - Sustainable marketing & communication	Current & future trends in marketing	18,00	ENG	2
4	S08	MEMLDM483419	EM082M - Social media marketing	Current & future trends in marketing	18,00	ENG	2
4	S08	MEMLDM482819	EM082M - Design thinking	Current & future trends in marketing	18,00	ENG	1
4	S08	MEMLDM482919	EM082M - Business Development Metrics and KPI	Current & future trends in marketing	18,00	ENG	1
4	S08	MEMLDM480819	EM082M - Complex Negotiations (MID)	Option MID Sales & negotiations		ENG	4
4	S08	MEMLDM482119	EM082M - Sales in the Digital Age & e-commerce (MID)	Option MID Sales & negotiations		ENG	

*Note : courses which teaching language is « ENG / FR » will be taught in English if international students register in it.

d. EMLV - YEAR 4 - Digital Marketing Strategy - SEMESTER 2/ SPRING SEMESTER

Year	Semester	course_code	Course name	Learning Unit	Hours	Teaching language	ECTS
4	S08		EMLV - DMS - ANNEE 4 - SEMESTRE 2		85,75		32
4	S08	MEMLDM481719	EM08 - Research methods II - S08 only offered for students staying the full year		9,00	ENG / FR*	2
4	S08	MEMLDF483218	EM08 - Business Simulation	Développement personnel	21,00	ENG	2
4	S08	MATXTV420119	EM08 - S08 Hackathon (semaine)	Développement personnel	24,00	ENG / FR*	1
4	S08	MEMLLVF8B119	EM08 - Business English	Développement personnel	13,75	ENG	1
4	S08	MEMLLV4802 - -	EM08 - French for foreigners	Développement personnel	18,00		4
4	S08	MEMLAA480119	EM08 - Internship 4 months - NOT mandatory for exchange students				4
4	S08	MEMLDM481819	EM082M - Communication and Advertising	Marketing & markets	18,00	ENG	2
4	S08	MEMLDM481019	EM082M - Marketing of solutions & services	Marketing & markets	18,00	ENG	2
4	S08	MEMLDM482019	EM082M - Digital Transformation of Customer Journey	Marketing & markets	18,00	ENG	2
4	S08	MEMLDM483319	EM082M - Market data analysis via SPSS	Marketing & markets	18,00	ENG	2
4	S08	MEMLDM482619	EM082M - Sustainable marketing & communication	Current & future trends in marketing	18,00	ENG	2
4	S08	MEMLDM483419	EM082M - Social media marketing	Current & future trends in marketing	18,00	ENG	2
4	S08	MEMLDM482819	EM082M - Design thinking	Current & future trends in marketing	18,00	ENG	1
4	S08	MEMLDM482919	EM082M - Business Development Metrics and KPI	Current & future trends in marketing	18,00	ENG	1
4	S08	MEMLDM480319	EM082M - Community Management (DMS)	Option DMS Marketing & markets	30,00	ENG	4
4	S08	MEMLDM483019	EM082M - Digital Business Planning (DMS)	Option DMS Marketing & markets		ENG	
<p>*Note : courses which teaching language is « ENG / FR » will be taught in English if international students register in it.</p>							

EMLV Course list for Exchange students 2019-20

e. EMLV - YEAR 4 - Corporate Finance - SEMESTER 2/ SPRING SEMESTER



Year	Semester	course_code	Course name	Learning Unit	Hours	Teaching language	ECTS
4	S08		EMLV - CFI - ANNEE 4 - SEMESTRE 2		126,00		32
4	S08	MEMLDM481719	EM08 - Research methods II - S08 only offered for students staying the full year		9,00	ENG / FR*	2
4	S08	MEMLDF483218	EM08 - Business Simulation	Développement personnel	21,00	ENG	2
4	S08	MATXTV420119	EM08 - S08 Hackathon (semaine)	Développement personnel	24,00	ENG / FR*	1
4	S08	MEMLLVF8B119	EM08 - Business English	Développement personnel	13,75	ENG	1
4	S08	MEMLLV4802 - -	EM08 - French for foreigners	Développement personnel	18,00		4
4	S08	MEMLAA480119	EM08 - Internship 4 months - NOT mandatory for exchange students				4
4	S08	MEMLDF481819	EM08CFA - Financial auditing	Finance & audit fundamentals	18,00	ENG	2
4	S08	MEMLDF481919	EM08CFA - European taxation	Finance & audit fundamentals	18,00	ENG	2
4	S08	MEMLDF482919	EM08CFA - International Financial Reporting Standards	Finance & audit fundamentals	18,00	ENG	2
4	S08	MEMLDF482019	EM08CFA - Financial analytics	Finance & audit fundamentals	18,00	ENG	2
4	S08	MEMLDF483519	EM08CFA - Blockchain & finance	Finance	18,00	ENG	2
4	S08	MEMLDF483619	EM08CFA - Corporate valuation	Finance	18,00	ENG	2
4	S08	MEMLDF483719	EM08CFA - Portfolio management	Finance	18,00	ENG	2
4	S08	MEMLDF480319	EM08CFI - Derivative markets	Corporate Finance	18,00	ENG	2
4	S08	MEMLDF483119	EM08CFI - Private asset management	Corporate Finance	18,00	ENG	1
4	S08	MEMLDF480219	EM08CFI - Financial engineering	Corporate Finance	18,00	ENG	1

*Note : courses which teaching language is « ENG / FR » will be taught in English if international students register in it.

EMLV Course list for Exchange students 2019-20

f. EMLV - YEAR 5 – All Majors - SEMESTER 2/ SPRING SEMESTER



Year	Semester	course_code	Course name	ECTS
5	S10		EMLV - ANNEE 5 - SEMESTRE 2	
5	S10	MEMLAA500119	EM10 - Internship 5 to 6 months - not mandatory for exchange students – If you are interested please select « internship » in the course form	10