

Exchange Student Module List - LEVEL 5 - 2024/2025

MAJ 03/04/2024

FALL SEMESTER - September 2024 to December 2024

A student must choose minimum 16 ECTS in management modules per semester. The total maximum number of credits is 34 ECTS with language modules. A full time workload in Europe is equivalent to 30 ECTS.

Please choose 1 specialization ONLY out of the 8 proposed. Electives modules are available for all specializations. You must choose between minimum 16 and maximum 30 ECTS management modules. NB: it is NOT possible to mix modules from different specializations.

Module code	Module title	Hours 1st Semester		Hours 2nd Semester		Total hours	Credits
		Face to face	Online	Face to face	Online		
ELECTIVES MODULES							
GO515E_TC	Geopolitics and International Business	24				24	6
HR514E_TC	Globalmindedness & Intercultural Intelligence	24				24	6
1. DATA & BUSINESS ANALYTICS							
CR520E	Case Studies in Business Analytics, Ethics & Risk	15				15	2
IS515E	CRM Systems with AI integration	24				24	4
IS532E	Harnessing AI for Business	24				24	4
MK531E	AI & Marketing	24				24	4
QM505E	Data Science Toolbox	24				24	4
QM526E	Data Driven Demand Planning	15				15	2
QM528E	Decision Models for Supply Chain Planning	24				24	4
2. DIGITAL MARKETING							
CR515E	Corporate Social Responsibility in Marketing	24				24	4
IS515E	CRM Systems with AI integration	24				24	4
MK531E	AI & Marketing	24				24	4
MK542E	Contemporary Brand Management	24				24	4
MK552E	Digital Advertising and Communication	24				24	4
MK536E	Marketing of Innovation	24				24	4
3. FINANCIAL DATA INTELLIGENCE							
EC505E	Financial Theory	24				24	4
EC506E	Topics in Financial Economics with "R"	24				24	4
FI505E	Coding and Data science for Finance	24				24	4
FI531E_1	AI and Fin Tech	24				24	4
FI535E	Block chain and crypto assets	24				24	4
FI536E	Advanced Financial Modeling	24				24	4
4. INTERNATIONAL NEGOTIATION & BUSINESS DEVELOPMENT							
IS508E	Digital Tools for Sales Management, Forecasting & Prospection	24				24	4
LW504E	Managing Risks & International Business Law	24				24	4
NG506E	International Negotiation & Business Development	24				24	4
NG509E	Sales Strategy and Management	24				24	4
CR509E	Natural Resource & Environmental Economics	24				24	4
CR528E	Strategy for Net zero	24				24	4
5. INTERNATIONAL FINANCE							
FI502E	Advanced Corporate Finance	24				24	4
FI505E	Coding and Data science for Finance	24				24	4
FI506E	Quantitative Finance	24				24	4
FI519E	Mergers and Acquisitions: an International Perspective	24				24	4
FI525E	Exchange Markets	24				24	4
ELECTIVE INTERNATIONAL FINANCE MODULE (Choose up to 1 module)							
FI513E	Islamic Finance	24				24	4
FI515E	Sustainable Finance	24				24	4
6. LOGISTICS SUPPLY CHAIN MANAGEMENT							
QM521E	Advanced Production Systems & Industry 4.0	24				24	4
SC503E	Inventory Management & Warehousing	24				24	4
SC506E	Global SC & International Trade	24				24	4
SC507E	Sustainable SC & Green Logistics	24				24	4
SC510E	Distribution & Transportation Management	24				24	4
SC525E	Strategic Sourcing & Contract Negotiation	24				24	4

7. LUXURY MARKETING & BRAND MANAGEMENT

CR517E	Corporate Responsibility in the Luxury Industry	24				24	4
MK501E	Consumer Behaviour in a Sustainable Environment	24				24	4
MK542E	Contemporary Brand Management	24				24	4
MK550E	Digital and Influencer Marketing in the Luxury Industry	24				24	4
MK559E	Luxury Marketing Strategy	24				24	4
ST506E	Contemporary Trends in the Luxury Industry	24				24	4

8. SUSTAINABILITY & TRANSITION MANAGEMENT

CR502E	Environmental Impact Assessment	24				24	4
CR506E	Energy Issues and International Sustainable Regulations	24				24	4
CR508E	Principles of Sustainable Finance	24				24	4
CR509E	Natural Resource & Environmental Economics	24				24	4
CR510E	Sustainable Supply Chain	24				24	4
CR527E	Transforming Business Models for Sustainable Development	24				24	4

Languages (Optional)

OLV2F1	French as a Foreign Language	30				30	2
OFC1	French Culture	30				30	2

Compulsory Events

EV002N	International Fair	6				6	-
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SPRING SEMESTER - January 2025 to July 2025

A student must choose minimum 18 ECTS in management modules per semester. The total maximum number of credits is 34 ECTS with language modules. A full time workload in Europe is equivalent to 30 ECTS.

Please choose 1 specialization ONLY out of the 8 proposed. Electives modules are available for all specializations. You must choose between minimum 18 and maximum 30 ECTS management modules. NB: it is NOT possible to mix modules from different specializations.

Module code	Module title	Hours 1st Semester		Hours 2nd Semester		Total hours	Credits
		Face to face	Online	Face to face	Online		
ELECTIVES MODULES							
CR507E_TC	Ethics and CSR in Finance			24		24	6
CR527E_TC	Transforming Business Models for Sustainable Development			24		24	6
CR528E_TC	Strategy for Net zero			24		24	6
MK533E_TC	Services Marketing			24		24	6
QM503E_TC	Decision Science			24		24	6
SC529E_TC	Purchasing & Sales Management			24		24	6
ST508E_TC	Political Behaviour of the Firm			24		24	6
1. DATA & BUSINESS ANALYTICS							
IS512E	Social Media Intelligence			24		24	4
MK530E	Retail Analytics			24		24	4
QM522E	Big Data & Business Analytics			24		24	4
2. DIGITAL MARKETING							
IS513E	Database for Direct Marketing and E-CRM			24		24	4
MK514E	Omni-Channel Distribution and Retail Management			24		24	4
MK551E	Social Media Advertising			15		15	2
MK554E	Advanced Digital PR & Corporate Communications			15		15	2
3. FINANCIAL DATA INTELLIGENCE							
FI507E	Financial Engineering and Commodity Trading			24		24	4
FI530E	Deep Learning & Neural Networks for Finance			24		24	4
FI532E	Financial Data Infrastructure and Text Mining			24		24	4
4. INTERNATIONAL NEGOCIATION & BUSINESS DEVELOPMENT							
CR521E	Critical Marketing			24		24	4
NG510E	Simulations in International Negotiation & Business Development			24		24	2
SC528E	International Sourcing & Procurement			24		24	4
CR518E	Ethics & Responsible Business Negotiations			15		15	2
5. INTERNATIONAL FINANCE							
FI507E	Financial Engineering and Commodity Trading			24		24	4
FI526E	Empirical Methods in Finance			24		24	4
FI531E_2	AI and Fin Tech			24		24	4
6. LOGISTICS SUPPLY CHAIN MANAGEMENT							
SC513E	SC Project Management			24		24	4
SC517E	Supply Chain Analytics & Digitalization			24		24	4
SC518E	SC Risk & Disaster Management			24		24	4

7. LUXURY MARKETING & BRAND MANAGEMENT

MK543E	Advanced Brand Management			24		24	4
MK547E	Omni-channels in the Luxury Industry			24		24	4
MK556E	Sustainable Design & Brand Identity in the Luxury Industry			15		15	2
NG522E	Management of Sales in the Luxury industry			15		15	2

8. SUSTAINABILITY & TRANSITION MANAGEMENT

CR504E	Corporate Sustainability Data Analysis and Reporting			24		24	4
CR511E	Social Marketing for Climate Change Mitigation			24		24	4
CR519E	Systemic Design for Sustainable Development			24		24	4

Languages (Optional)

0LV2F2	French as a Foreign Language			30		30	2
0FC2	French Culture			30		30	2