

COURSE OFFERING FOR CREDIT-SEEKING EXCHANGE STUDENTS

This tab shows courses available to students who require courses which are available for Master-2 level students (5th year of university-level studies)

* Students will be allowed to choose 1 specialization

** Credit-seeking students should take a minimum of 8 ECTS

*** Please note that it is not possible to mix classes from different course years (courses on different tabs in this excel file)

| Code | Module | Block* NB Important : Please check notes below ↓ | Language | Term | Credits ECTS | Overview |
|---------------------|----------------------------|--|----------|-------------------|-----------------|---|
| MGE-09-BGAME-CL | Business Game | Core course | English | Fall (Sept - Dec) | 2 | This online business simulation game is about managing and making decisions in an international company and working in a team. What kind of decisions need to be made to improve the firm's competitive advantage and improve its performance? The course provides a comprehensive approach to enhance team performance and charts all the key aspects of team's dynamic coherence. |
| MGE-09-GORAL-CL | Final Oral Examination | Core course | English | Fall (Sept - Dec) | 2 | The interdisciplinary seminar stimulates reflection and prepares students for final oral exam. Students will master theoretical concepts via reading assignments and various materials presented throughout the seminar. |
| MGE-09-LANGCU LT-CL | Franch or English Langauge | Core course | English | Fall (Sept - Dec) | 4 | |
| MGE-09-SENSE-CL | Make Sense Workshop | Professionnal Experience | English | Fall (Sept - Dec) | 2 | |
| MGE-09-N | Thesis Metodology | Research | English | Fall (Sept - | 2 | A management school trains managers and entrepreneurs who are able to reflect on the situations encountered on a daily basis and develop proposals to facilitate decision-making. This module presents in detail and through applied exercises the methodologies most commonly used in management disciplines. The course develops critical thinking skills in order to initiate the end-of-cycle thesis. |

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| Business Intelligence | Business Intelligence | Specialization courses : Choose up to 1 | English | Fall (Sept - Dec) | 18 | Data is the new oil, and data analysis is now critical for companies wishing to improve their performance management, accelerate decision-making, and find new business models to increase their revenue, particularly in monetizing data. Business Intelligence refers to the concepts, methods and tools used to integrate, modelize and present company data in order to provide decision support and enable executive managers to have a transverse consolidated view of their data. The extension of traditional Business Intelligence to Big Data aims at opening the company data perimeter, in terms of volume, variety, and velocity, making possible to go beyond the basic understanding of the past by better anticipating the future. The objective of this module is to offer a large overview of Business Intelligence, on a wide scope (Business Intelligence, Analytics, Big Data), in order to better answer the growing demand of the current digital trend on these innovative topics. People following this class will also improve their employability with companies, through an efficient way of managing Business Intelligence projects with agile methods, in addition of de-siloted skills (both business and information systems). |
| MGE-09-MKGDIG-CO | Digital Marketing | Specialization courses : Choose up to 1 | English | Fall (Sept - Dec) | 18 | One minute on the Internet, 7 million snaps sent, 216 million photos liked on Facebook, 2.4 million on Instagram, 350,000 tweets, 400 hours of videos uploaded on YouTube, 70 million words translated on Google Translate... Digital is a reality that cannot escape digital marketing. This refers to all marketing techniques used on digital media and channels. (Internet, mobile phones, tablets, GPS and other connected applications and objects). If the fundamentals of marketing remain solid, digital marketing is distinguished by real-time marketing, favouring economies of scale, data marketing, personalisation, marketing that can be invoiced by performance, technical marketing / IT, mathematical and algorithmic marketing, marketing automation capabilities, ... This certificate will allow you to understand the challenges of digital for brands, marketing and communication and to define and implement digital marketing & communication policies. |

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| MGE-09-2IF-CO | Financial Engineering and Innovation in Finance | Specialization courses : Choose up to 1 | English | Fall (Sept - Dec) | 18 | This specialization offers a complete training in financial engineering while preparing you for the highway code of the "enlightened Financier": the AMF (Autorité des Marchés Financiers) certification under optimal conditions. Indeed, if companies are making increasingly delicate strategic and financial choices, the use of financial engineering methods is essential for any "enlightened Financier". Widely used in the context of corporate finance and equity transactions, it also relates to the use of portfolio and cash management techniques. The discovery of new financing and investment practices (Bitcoin, Blockchain, Crowdfunding, Machine Learning) will also whet your appetite for financial innovation. |
| MGE-09-AUTO-CO | Mobility: Business Models and Vehicles for the Future | Specialization courses : Choose up to 1 | English | Fall (Sept - Dec) | 18 | |
| MGE-09-ACHAT-CO | Purchasing and Supply Chain Management | Specialization courses : Choose up to 1 | English | Fall (Sept - Dec) | 18 | The buyer and supply-chain management function (SCM) plays direct decisive strategic role in a company's organization and its performance. SCM requires varying skills and is present in a wide range of business activities. This module will enable students to acquire the knowledge, concepts, methods and tools required to become a SC manager. The SC Manager must have the ability to develop both a strategic vision and operational skills. The SCM program is based on the reference system developed by APICS; the main professional body in this field. Students will be able to pass the BSCM (Basics of Supply Chain Management) certificate which is recognized internationally. |