

Exchange Student Module List - LEVEL 5 - 2024/2025

MAJ 12/09/2024

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 7 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	PLO
		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	POSTG_CG3_LO1
IS515E	CRM Systems with AI integration	24				24	4	POSTG_CG3_LO2
IS532E	Harnessing AI for Business	24				24	4	POSTG_CG2_LO2
MK531E	AI & Marketing	24				24	4	POSTG_CG1_LO1
QM505E	Data Science Toolbox	24				24	4	POSTG_CG2_LO1
QM526E	Data Driven Demand Planning	15				15	2	POSTG_CG1_LO2 POSTG_CG3_LO2
QM528E	Decision Models for Supply Chain Planning	24				24	4	POSTG_CG2_LO2
2. DIGITAL MARKETING								
CR515E	Corporate Social Responsibility in Marketing	24				24	4	POSTG_CG3_LO1
IS515E	CRM Systems with AI integration	24				24	4	POSTG_CG3_LO2
MK531E	AI & Marketing	24				24	4	POSTG_CG1_LO1
MK542E	Contemporary Brand Management	24				24	4	POSTG_CG1_LO2 POSTG_CG2_LO2
MK552E	Digital Advertising and Communication	24				24	4	POSTG_CG1_LO1 POSTG_CG3_LO2
MK536E	Marketing of Innovation	24				24	4	POSTG_CG1_LO2
3. FINANCIAL DATA INTELLIGENCE								
EC505E	Financial Theory	24				24	4	POSTG_CG2_LO2 POSTG_CG3_LO2
EC506E	Topics in Financial Economics with "R"	24				24	4	POSTG_CG1_LO1
FI505E	Coding and Data science for Finance	24				24	4	POSTG_CG1_LO1
FI531E_1	AI and Fin Tech	24				24	4	POSTG_CG1_LO1
FI535E	Block chain and crypto assets	24				24	4	POSTG_CG1_LO2
FI536E	Advanced Financial Modeling	24				24	4	POSTG_CG3_LO2
4. INTERNATIONAL NEGOCIATION & BUSINESS DEVELOPMENT								
IS508E	Digital Tools for Sales Management, Forecasting & Prospection	24				24	4	POSTG_CG1_LO1
LW504E	Managing Risks & International Business Law	24				24	4	POSTG_CG3_LO2
NG506E	International Negotiation & Business Development	24				24	4	POSTG_CG2_LO2
NG509E	Sales Strategy and Management	24				24	4	POSTG_CG2_LO2
CR509E	Natural Resource & Environmental Economics	24				24	4	POSTG_CG1_LO2 ZZZZ_POSTG_CG2_LO2
CR528E	Strategy for Net zero	24				24	4	POSTG_CG1_LO2
5. INTERNATIONAL FINANCE								
FI502E	Advanced Corporate Finance	24				24	4	POSTG_CG2_LO1 POSTG_CG2_LO2
FI505E	Coding and Data science for Finance	24				24	4	POSTG_CG1_LO1
FI506E	Quantitative Finance	24				24	4	POSTG_CG3_LO2
FI519E	Mergers and Acquisitions: an International Perspective	24				24	4	POSTG_CG1_LO2
FI525E	Exchange Markets	24				24	4	POSTG_CG1_LO2 POSTG_CG2_LO2
ELECTIVE INTERNATIONAL FINANCE MODULE (Choose up to 1 module)								
FI513E	Islamic Finance	24				24	4	POSTG_CG3_LO1
FI515E	Sustainable Finance	24				24	4	POSTG_CG3_LO1
6. LOGISTICS SUPPLY CHAIN MANAGEMENT								
QM521E	Advanced Production Systems & Industry 4.0	24				24	4	POSTG_CG2_LO2 POSTG_CG3_LO2
SC503E	Inventory Management & Warehousing	24				24	4	POSTG_CG2_LO2 POSTG_CG3_LO2
SC506E	Global SC & International Trade	24				24	4	POSTG_CG1_LO2 POSTG_CG2_LO2

SC507E	Sustainable SC & Green Logistics	24				24	4	POSTG_CG3_LO1
SC510E	Distribution & Transportation Management	24				24	4	POSTG_CG2_LO2
SC525E	Strategic Sourcing & Contract Negotiation	24				24	4	POSTG_CG1_LO2

7. LUXURY MARKETING & BRAND MANAGEMENT

CR517E	Corporate Responsibility in the Luxury Industry	24				24	4	POSTG_CG3_LO2
MK501E	Consumer Behaviour in a Sustainable Environment	24				24	4	POSTG_CG1_LO2
MK542E	Contemporary Brand Management	24				24	4	POSTG_CG1_LO2 POSTG_CG2_LO2
MK550E	Digital and Influencer Marketing in the Luxury Industry	24				24	4	POSTG_CG1_LO1
MK559E	Luxury Marketing Strategy	24				24	4	POSTG_CG1_LO2 POSTG_CG2_LO2
ST506E	Contemporary Trends in the Luxury Industry	24				24	4	POSTG_CG1_LO2 POSTG_CG3_LO1

Languages (Optional)

OLV2F1	French as a Foreign Language	30				30	2	BIM_CG1_LO3
OFC1	French Culture	30				30	2	BIM_CG1_LO3 POSTG_CG1_LO3

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 7 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	PLO
		Face to face	Online	Face to face	Online			
ELECTIVES MODULES								
CR507E_TC	Ethics and CSR in Finance			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	POSTG_CG1_LO1
MK530E	Retail Analytics			24		24	4	POSTG_CG3_LO2
QM522E	Big Data & Business Analytics			24		24	4	POSTG_CG1_LO1
2. DIGITAL MARKETING								
IS513E	Database for Direct Marketing and E-CRM			24		24	4	POSTG_CG3_LO2
MK514E	Omni-Channel Distribution and Retail Management			24		24	4	POSTG_CG3_LO1
MK551E	Social Media Advertising			15		15	2	POSTG_CG1_LO1
MK554E	Advanced Digital PR & Corporate Communications			15		15	2	POSTG_CG2_LO2
3. FINANCIAL DATA INTELLIGENCE								
F1507E	Financial Engineering and Commodity Trading			24		24	4	POSTG_CG2_LO2
F1530E	Deep Learning & Neural Networks for Finance			24		24	4	POSTG_CG1_LO1 POSTG_CG2_LO1
F1532E	Financial Data Infrastructure and Text Mining			24		24	4	POSTG_CG1_LO1
4. INTERNATIONAL NEGOTIATION & BUSINESS DEVELOPMENT								
CR521E	Critical Marketing			24		24	4	POSTG_CG2_LO2
NG510E	Simulations in International Negotiation & Business Development			24		24	2	POSTG_CG3_LO2
SC528E	International Sourcing & Procurement			24		24	4	POSTG_CG3_LO1
CR518E	Ethics & Responsible Business Negotiations			15		15	2	POSTG_CG3_LO1
5. INTERNATIONAL FINANCE								
F1507E	Financial Engineering and Commodity Trading			24		24	4	POSTG_CG2_LO2
F1526E	Empirical Methods in Finance			24		24	4	POSTG_CG2_LO1
F1531E_2	AI and Fin Tech			24		24	4	POSTG_CG1_LO1
6. LOGISTICS SUPPLY CHAIN MANAGEMENT								
SC513E	SC Project Management			24		24	4	POSTG_CG3_LO2
SC517E	Supply Chain Analytics & Digitalization			24		24	4	POSTG_CG1_LO1
SC518E	SC Risk & Disaster Management			24		24	4	POSTG_CG3_LO2
7. LUXURY MARKETING & BRAND MANAGEMENT								
MK543E	Advanced Brand Management			24		24	4	POSTG_CG2_LO2
MK547E	Omni-channels in the Luxury Industry			24		24	4	POSTG_CG1_LO1
MK556E	Sustainable Design & Brand Identity in the Luxury Industry			15		15	2	POSTG_CG2_LO2

NG522E	Management of Sales in the Luxury industry		15		15	2	POSTG_CG1_LO2
Languages (Optional)							
0LV2F2	French as a Foreign Language		30		30	2	BIM_CG1_LO3 POSTG_CG1_LO3
0FC2	French Culture		30		30	2	BIM_CG1_LO3 POSTG_CG1_LO3