



INTERNATIONAL BACHELOR PROGRAMME IN MANAGEMENT

3rd Year 3.2 (Direct 3rd Year Entry French Students)

2020 / 2021

FALL SEMESTER / SEMESTER 5

SPRING SEMESTER / SEMESTER 6

DATES: SEPTEMBER 2020 – DECEMBER 2020
EXAMS : DECEMBER 2020

DATES: FEBRUARY 2021 – APRIL 2021
EXAMS : APRIL-MAY 2021

4 COMPULSORY MANAGEMENT MODULES SEMESTER 5 and/or SEMESTER 6 for all students

		Hours	Credits			Hours	Credits
HR301E_B	International HR management	24	4	CR301E_B	Business Ethics	24	4
NG302E_B	International Negotiation Skills	24	4	PM301E_B	Project Management	24	4
ST304E_B	Entrepreneurship and Innovation Management: Fundamentals	24	4	ST302E_B	Strategy	24	4
ST307E_B	International Business Environment	24	4				

SPECIALISATION TRACK (Choose 1)

FINANCE AND BANKING SPECIALISATION

FI300E_B	Financial Mathematics	24	4	FI302E_B	Financial Markets and Risk Management	24	4
FI301E_B	Concepts of Corporate Finance	24	4	FI304E_B	Banking Systems and Services	24	4
FI303E_B	Financial Analysis	24	4	FI305E_B	Fundamentals of Auditing	24	4

MARKETING SPECIALISATION

MK303E_B	Omni Channel Management & Distribution	24	4	MK307E_B	Business to Business Marketing	24	4
MK304E_B	Marketing Metrics (data analytics)	24	4	MK308E_B	Merchandising (on/off-line)	24	4
MK306E_B	Digital Marketing Strategy	24	4	MK309E_B	Digital Marketing Communications	24	4

PURCHASING & SUPPLY CHAIN SPECIALISATION

SC301E_B	Supply Chain Management	24	4	QM311E_B	Production Systems	24	4
SC302E_B	Purchasing Management	24	4	SC304E_B	Sourcing	24	4
SC303E_B	Inventory Management & Warehousing	24	4	SC305E_B	Transportation and Distribution	24	4

COMPULSORY EVENTS

EV002N	International Fair						
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TOTAL CREDITS: COMPULSORY MODULES + SPECIALISATION

52

TRANSVERSAL SKILLS

TS301E_B	Presentation Guidelines for Project Writing	4,5	P/F				
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Talents and Career Passport including :

TB3002F_B	Créer son profil, se mailler un réseau virtuel	3	6	TB3002F_B	Créer son profil, se mailler un réseau virtuel	3	6
EV004N	Corporate Days 4/year						

PROGRAMME REQUIREMENTS

TILV1_B	LV1 - Official Test						P/F
EP301N_B	Final Internship Junior Specialist : minimum 8 weeks (May / December 2021)						P/F
BD301N_B	Bachelor Dissertation - Junior Specialist (May)						10

TOTAL CREDITS

68