

**LIST OF COURSES  
FOR INCOMING  
EXCHANGE STUDENTS**

**2022-2023**



# Useful Information for course choices

## Programmes available

	CAMPUS PARIS	CAMPUS NICE
UNDERGRADUATE	American Track year 1	BBA year 1
	BBA year 2	BBA year 2
	BBA year 3 with optional certificates	BBA year 3 with optional certificates
	Main Track year 3 (Fall)	Main Track Year 3 (Fall)
MASTER	---	Master 2 Fall and Spring <i>* opening to be confirmed</i>

# Useful Information for course Choices

- Students cannot mix courses from different programmes.
- All programmes are taught in English.

Foreign languages classes are available: English and French. Not mandatory. A placement test for French will be organized in order to place students in the appropriate level, from beginners to advanced.

- **New from 2022-2023:** programmes delivering certificates of completion are available (undergraduate level). Students can choose:

- General Management
- Marketing Management
- Financial Management
- Entrepreneurship
- Luxury Management

- The Learning Agreement is part of the application to the Exchange Program. It has to be completed with your course selection, be approved and signed by your home university.
- Online course registration: Exchange students will register for their course choice online prior to their arrival in France.

# NEW Programme certificates of completion

## Bachelor Year 3 level, Paris and Nice

CERTIFICATE IN GENERAL MANAGEMENT			CERTIFICATE IN MARKETING MANAGEMENT		
		ECTS			ECTS
22U_GRH_035_BBA3_FA	Business Ethics and Corporate Social Responsibility	6	22U_GRH_035_BBA3_FA	Business Ethics and Corporate Social Responsibility	6
22U_GRH_034_BBA3_FA	International HR Management	6	22U_MKG_074_BBA3_FA	Strategic Marketing Planning	6
22U_ENT_010_BBA3_FA	Business Strategy	6	22U_ENT_010_BBA3_FA	Business Strategy	6
22U_FIN_006_BBA3_FA	Financial Management	6	22U_MKG_073_BBA3_FA	Marketing Tourism	6
22U_ECO_004_BBA3_FA	Data Analysis for Business Management	6	22U_MKG_075_BBA3_FA	Advertising and Promotion	6
CERTIFICATE IN ENTREPRENEURSHIP			CERTIFICATE IN FINANCIAL MANAGEMENT		
		ECTS			ECTS
22U_GRH_035_BBA3_FA	Business Ethics and Corporate Social Responsibility	6			
22U_MKG_074_BBA3_FA	Strategic Marketing Planning	6	22U_GRH_035_BBA3_FA	Business Ethics and Corporate Social Responsibility	6
22U_ENT_010_BBA3_FA	Business Strategy	6	22U_ECO_004_BBA3_FA	Data Analysis for Business Management	6
22U_ENT_021_BBA3_FA	Family entrepreneurship	6	22U_ENT_010_BBA3_FA	Business Strategy	6
22U_ENT_022_BBA3_FA	Innovation & Lean Startup for Entrepreneurs	6	22U_FIN_005_BBA3_FA	Treasury and International Risk Management	6
		30	22U_FIN_006_BBA3_FA	Financial Management	6
					30
CERTIFICATE IN LUXURY MANAGEMENT					
		ECTS			
22U_GRH_035_BBA3_FA	Business Ethics and Corporate Social Responsibility	6			
22U_MKG_074_BBA3_FA	Strategic Marketing Planning	6			
22U_ENT_010_BBA3_FA	Business Strategy	6			
22U_MKG_020_BBA3_FA	Luxury Brand Management & Environment	6			
22U_MKG_016_BBA3_FA	Luxury: Innovation, sustainable development and quality	6			
		30			

# American Track, Year 1, Paris Campus

Code	Module Title	ECTS	Hours	Semester
22U_MKG_053_PGE1_FA	Principles of Marketing	3	24	FALL
22U_VTE_017_PGE1_FA	Sales Techniques	3	24	FALL
22U_CPT_017_PGE1_FA	Accounting Principles	3	24	FALL
22U_ECO_019_PGE1_FA	Financial Mathematics	3	24	FALL
22U_CUG_008_PGE1_FA	Written and Oral Communication	2	24	FALL
22L_ANG_004_PGE1_FA	English	2	24	FALL
22L_ANG_051_PGE1_FA	Theatre in English	1	8	FALL
22U_ICT_014_PGE1_FA	TOSA Certification Level 1	3	24	FALL
		20	176	
Code	Intitulé	ECTS	Nb heures	Semester
22U_MKG_023_PGE1_FA	Mix Marketing & Communication	3	24	SPRING
22U_ECO_009_PGE1_FA	Economic Conditions	3	24	SPRING
22U_DRT_004_PGE1_FA	Introduction to Business Law	3	24	SPRING
22U_ECO_002_PGE1_FA	Introduction to Statistics	3	24	SPRING
22U_CPT_003_PGE1_FA	Financial Accounting	3	24	SPRING
22L_ANG_005_PGE1_FA	Anglais S02	2	24	SPRING
22U_CUG_003_PGE1_FA	Key historical milestones	3	24	SPRING
		20	168	

# Bachelor Year 1, Nice Campus

Code	Module Title	ECTS	Hours	Semester
22U_GRH_015_BBA1_FA	Introduction to Organisations	3	24	FALL
22U_ECO_019_BBA1_FA	Financial Mathematics	3	24	FALL
22U_GRH_029_BBA1_FA	Introduction to Cross Cultural Communications	3	24	FALL
22U_MKG_053_BBA1_FA	Principles of Marketing	3	24	FALL
22U_CPT_006_BBA1_FA	Accounting Principles	3	24	FALL
22U_DRT_004_BBA1_FA	Introduction to Business Law	3	24	FALL
22U_ECO_025_BBA1_FA	Microeconomics	3	24	FALL
22U_ICT_001_BBA1_FA	Business IT Tools	3	24	FALL
22U_CUG_026_BBA1_FA	Academic Writing	3	24	FALL
22L_FLE_008_BBA1_FA	French as a Foreign Language	2	24	FALL
22U_DPP_029_BBA1_FA	FIVE	1	16	FALL
	Total Fall	30	256	
Code	Module Title	ECTS	Hours	Semester
22U_GRH_030_BBA1_FA	Introduction to management	3	24	SPRING
22U_ECO_009_BBA1_FA	Economic conditions	3	24	SPRING
22U_ECO_002_BBA1_FA	Introduction to statistics	3	24	SPRING
22U_MKG_023_BBA1_FA	Mix Marketing and communication	3	24	SPRING
22U_DRT_037_BBA1_FA	Comparative contracts Law	3	24	SPRING
22U_ECO_027_BBA1_FA	Research Methods I	3	24	SPRING
22U_ICT_002_BBA1_FA	Business IT Tools II (TOSA level 2)	3	24	SPRING
22U_CUG_028_BBA1_FA	Introduction to geopolitics	3	24	SPRING
22U_CUG_039_BBA1_FA	French Culture & Civilisation	5	32	SPRING
22L_FLE_009_BBA1_FA	French as a Foreign Language	2	24	SPRING
22U_ICT_018_BBA1_FA	MOOC 1	2	16	SPRING
22U_DPP_049_BBA1_FA	International Seminar	2	8	SPRING
	Total Spring	35	272	

# Bachelor Year 2, Paris or Nice Campus

Code	Module Title	ECTS	Hours	Semester
22U_CPT_003_BBA2_FA	Financial Accounting	3	24	FALL
22U_GRH_031_BBA2_FA	Cross-cultural Management	3	24	FALL
22U_ECO_026_BBA2_FA	International Economics	3	24	FALL
22U_MKG_005_BBA2_FA	Market Research	3	24	FALL
22U_GRH_010_BBA2_FA	Human Resources Management	3	24	FALL
22U_LOG_022_BBA2_FA	International Trade	3	24	FALL
22U_ECO_028_BBA2_FA	Advanced statistics	3	24	FALL
22U_ICT_003_BBA2_FA	Business IT Tools III	1	8	FALL
22U_CUG_029_BBA2_FA	Geopolitical future	3	24	FALL
22U_CUG_027_BBA2_FA	Academic Presentations	3	24	FALL
22L_FLE_008_BBA2_FA	French as a Foreign Language	2	24	FALL
		30	248	
Code	Module Title	ECTS	Hours	Semester
22U_FIN_001_BBA2_FA	Financial Analysis	3	24	SPRING
22U_LOG_056_BBA2_FA	International Business Environment	3	24	SPRING
22U_LOG_057_BBA2_FA	International Negotiation	3	24	SPRING
22U_MKG_069_BBA2_FA	Innovation and Digital Marketing	3	24	SPRING
22U_MKG_070_BBA2_FA	Using Social Media in Business	3	24	SPRING
22U_ECO_029_BBA2_FA	Research Methods II	3	24	SPRING
22U_LOG_001_BBA2_FA	Business Operations and Processes	3	24	SPRING
22L_FLE_009_BBA2_FA	French as a Foreign Language	2	24	SPRING
22U_CUG_039_BBA2_FA	French Culture & Civilisation	5	32	SPRING
22U_DPP_036_BBA2_FA	Project	5	8	SPRING
22U_ICT_020_BBA2_FA	MOOC 2	2	16	SPRING
		35	248	

# Bachelor Year 3, Paris or Nice Campus

Code	Module Title	ECTS	Hours	Semester
22U_GRH_035_BBA3_FA	Business Ethics and Corporate Social Responsibility	6	32	FALL
22U_MKG_074_BBA3_FA	Strategic Marketing Planning	6	32	FALL
22U_ENT_010_BBA3_FA	Business Strategy	6	32	FALL
22U_LOG_061_BBA3_FA	Purchasing and Supply Chain Management	6	32	FALL
22U_MKG_073_BBA3_FA	Marketing Tourism	6	32	FALL
22U_FIN_005_BBA3_FA	Treasury and International Risk Management	6	32	FALL
22U_ECO_004_BBA3_FA	Data Analysis for Business Management	6	32	FALL
22U_MKG_075_BBA3_FA	Advertising and Promotion	6	32	FALL
22U_GRH_034_BBA3_FA	International HR Management	6	32	FALL
22U_ENT_021_BBA3_FA	Family entrepreneurship	6	32	FALL
22U_ENT_022_BBA3_FA	Innovation & Lean Startup for Entrepreneurs	6	32	FALL
22U_MKG_020_BBA3_FA	Luxury Brand Management & Environment	6	32	FALL
22U_MKG_016_BBA3_FA	Luxury: Innovation, Sustainable Development and Quality	6	32	FALL
22U_FIN_006_BBA3_FA	Financial Management	6	32	FALL
22U_CUG_032_BBA3_FA	Geopolitics	6	32	FALL
22L_ANG_041_BBA3_FA	Business English	6	32	FALL
22L_FLE_005_BBA3_FA	French as a Foreign Language	6	32	FALL
code	Module Title	ECTS	Hours	Semester
22U_GRH_035_BBA3_SP	Business Ethics and Corporate Social Responsibility	6	32	SPRING
22U_MKG_074_BBA3_SP	Strategic Marketing Planning	6	32	SPRING
22U_ENT_010_BBA3_SP	Business Strategy	6	32	SPRING
22U_LOG_061_BBA3_SP	Purchasing and Supply Chain Management	6	32	SPRING
22U_MKG_073_BBA3_SP	Marketing Tourism	6	32	SPRING
22U_FIN_005_BBA3_SP	Treasury and International Risk Management	6	32	SPRING
22U_ECO_004_BBA3_SP	Data Analysis for Business Management	6	32	SPRING
22U_MKG_075_BBA3_SP	Advertising and Promotion	6	32	SPRING
22U_GRH_034_BBA3_SP	International HR Management	6	32	SPRING
22U_ENT_021_BBA3_SP	Family entrepreneurship	6	32	SPRING
22U_ENT_022_BBA3_SP	Innovation & Lean Startup for Entrepreneurs	6	32	SPRING
22U_MKG_020_BBA3_SP	Luxury Brand Management & Environment	6	32	SPRING
22U_MKG_016_BBA3_SP	Luxury: Innovation, Sustainable Development and Quality	6	32	SPRING
22U_FIN_006_BBA3_SP	Financial Management	6	32	SPRING
22U_CUG_032_BBA3_SP	Geopolitics	6	32	SPRING
22L_ANG_041_BBA3_SP	Business English	6	32	SPRING
22L_FLE_005_BBA3_SP	French as a Foreign Language	6	32	SPRING



# Main Track Programme Year 3, Paris and Nice Campus

<b>FALL Semester Only</b>			
<b>code</b>	<b>Module Title</b>	<b>ECTS</b>	<b>Hours</b>
22U_MKG_033_PGE3_FA	Marketing Strategy and the Mix	3	24
22U_FIN_001_PGE3_FA	Financial analysis	3	24
22U_CPT_013_PGE3_FA	Accounting and controlling	3	24
22U_LOG_001_PGE3_FA	Business operations and processes	3	24
22U_GRH_010_PGE3_FA	Human resources management	3	24
22U_LOG_022_PGE3_FA	International trade	3	24
22U_ECO_011_PGE3_FA	Statistics	3	24
22U_ENT_002_PGE3_FA	Serious Game	2	24
22U_CUG_039_PGE3_FA	French Culture & Civilisation	5	32
21L_FLE_001_PGE3_FA	French as a Foreign Language	2	24
	<b>TOTAL</b>	<b>30</b>	<b>248</b>

# Master 2 Programmes, Nice Campus

*opening to be confirmed*

FALL with DD CSI			
code	Module Title	ECTS	Hours
22M_GRH_038_PGE5_ FA	Business, Government and Society	6	44
22M_GRH_039_PGE5_ FA	The Administrative Process	6	44
22M_MKG_035_PGE5_ FA	Strategic Marketing Management	6	44
22M_MKG_036_PGE5_ FA	Multi Chanel Marketing and Media Convergence	6	44
	e-learning pathway	6	
		30	176
SPRING with DD NAPIER			
code	Module Title	ECTS	Hours
22M_MKG_039_PGE5_ FA	Contemporary Issues in Marketing within a Global Environment	10	36
22M_MKG_034_PGE5_ FA	Strategic Branding Identity and Development	10	36
22M_MKG_033_PGE5_ FA	Strategic Tourism Management	10	36
22M_MKG_040_PGE5_ FA	Marketing in a Digital Era	10	36
		40	144