

The academic year of the Master in Management programme is divided into **8 Cycles**, from mid-September to early June.

1 Cycle = 4 Weeks = possibility to take **1 or 2 courses** per cycle

1 course = 5 ECTS credits = 30 hours (Management courses) or 45 hours (French language course)

Students willing to take 2 courses in one cycle must make sure to take:

- Cycles 1, 2, 4, 5, 7, 8: 1 morning class + 1 afternoon class or 1 morning class + 1 evening class or 1 afternoon class + 1 evening class in the same cycle so that the timetables do not overlap

- Cycles 3, 6: **1 course per week** with a limit of **2 courses** (example: 1 course in Week 1 + 1 course in Week 2, or 1 course in Week 1 + 1 course in Week 4, etc.)

Online core courses: Only open to double degree students, they do not appear on the list here below. More information will be sent directly to the students concerned.

Course syllabi: www.campusvirtuel.net > select the English flag at the top right hand corner > do not log in, instead click on: "Net Syllabus (Public Access)" to the left > Select the academic year and the semester; School: Marseille; Training: ESC; Level: ESC Bachelor or ESC Master or ESC Master 1 or ESC Master 2 (in case the 2017-2018 syllabi are not available yet, you may refer to the 2016-2017 academic year knowing that they may be subject to slight changes)

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Cycle 1: September 18 - October 14 (final exam included)			
Course code	Course title	Taught in	Field of study
MORNING COURSES			
EXC-M4-LNG-004-F-L-MRS #1	French language for international students (Basic / Medium / Proficient)		
PGE-M5-STR-219-E-F-MRS #1	Cases in international CSR	English	STRATEGY
PGE-M5-MGT-218-E-L-MRS #1	Creating and sustaining a successful enterprise	English	MANAGEMENT
PGE-M5-HRM-002-E-L-MRS #1	Cross cultural management	English	HRM
PGE-M5-HRM-006-E-L-MRS #1	International Human Resource Management	English	HRM
PGE-M5-ACC-206-F-L-MRS #1	Coût et prise décision managériale	French	ACCOUNTING
AFTERNOON COURSES			
PGE-M5-STR-218-E-L-MRS #1	Communicating corporate strategy	English	STRATEGY
PGE-M5-FIN-217-F-L-MRS #1	Management financier de projets PME PMI	French	FINANCE
PGE-M5-HRM-003-F-L-MRS #1	Management des hommes et des équipes	French	HRM
PGE-M5-ACC-205-F-L-MRS #1	Audit, contrôle interne et gestion des risques d'entreprise	French	ACCOUNTING
PGE-M5-MGT-214-F-B-MRS #1	Management et langage	French	MANAGEMENT
EVENING COURSES			
PGE-M5-MKT-206-E-L-MRS #1	Jewellery marketing	English	MARKETING

Cycle 2: October 16 - November 18 (final exam included)			
Course code	Course title	Taught in	Field of study
MORNING COURSES			
EXC-M4-LNG-004-F-L-MRS #2	French language for international students (Basic / Medium / Proficient)		
PGE-M5-MKT-004-E-L-MRS #2	Services Marketing	English	MARKETING
PGE-M5-HRM-001-E-L-MRS #2	Leadership EN	English	HRM
PGE-M5-HRM-006-E-L-MRS #2	International human resources management	English	HRM
PGE-M5-MKT-214-E-L-MRS #2	International marketing	English	MARKETING
PGE-M5-MKT-201-E-L-MRS #2	International brand management	English	MARKETING
PGE-M5-FIN-002-F-L-MRS #2	Gestion d'actifs et de portefeuilles	French	FINANCE
AFTERNOON COURSES			
PGE-M5-MGT-213-E-B-MRS #2	Starting knowledge management	English	MANAGEMENT
PGE-M5-MGT-221-E-L-MRS #2	Asian management	English	MANAGEMENT
PGE-M5-STR-211-E-L-MRS #2	International relations of the environment, natural resources and sustainable	English	STRATEGY
PGE-M5-STR-207-E-L-MRS #2	Introduction to international business	English	STRATEGY
PGE-M5-STR-224-E-L-MRS #8	Corporate global strategy and country risk	English	STRATEGY
PGE-M5-HRM-001-F-L-MRS #2	Leadership FR	French	HRM

Cycle 3: November 20 - December 16 (final exam included)			
Course code	Course title	Taught in	Field of study
WEEK 1 COURSES (November 20-25) courses taught in 1 week, final exam included			
PGE-M5-STR-204-E-L-MRS #3	Strategy and performance in health organization	English	STRATEGY
PGE-M5-ECO-203-E-L-MRS #3	Regional Business Environment : Asia (China & India)	English	ECONOMICS
PGE-M5-MKT-204-E-L-MRS #3	Experiential marketing	English	MARKETING
PGE-M5-MGT-009-E-L-MRS #3	Project management	English	MANAGEMENT
PGE-M5-MKT-221-E-L-MRS #3	Customer Relationship Management, Implementation and Application	English	MARKETING
PGE-M5-MGT-011-F-L-MRS #3	le leadership autrement : le parcours du héros	French	MANAGEMENT
WEEK 2 COURSES (November 27 - December 02) - courses taught in 1 week, final exam included			
PGE-M5-MKT-001-E-L-MRS #3	Consumer behavior	English	MARKETING
PGE-M5-MKT-003-E-L-MRS #3	Brand Management	English	MARKETING
PGE-M5-MKT-005-E-L-MRS #1	Sustainable marketing	English	MARKETING
PGE-M5-HRM-006-E-L-MRS #3	HRM policies and practices	English	HRM
PGE-M5-HRM-007-E-L-MRS #3	Change management	English	HRM
PGE-M5-MKT-209-E-L-MRS #3	Street marketing	English	MARKETING
PGE-M5-STR-212-E-L-MRS #3	Geopolitics and world of business	English	STRATEGY
PGE-M5-FIN-216-F-L-MRS #3	Actuariat de l'assurance vie et retraite	French	FINANCE
PGE-M5-STR-234-F-L-MRS #3	Guerre ou intelligence économique ?	French	STRATEGY
PGE-M5-STR-234-F-L-MRS #3	Management commercial	French	STRATEGY
WEEK 3 COURSES (December 04-09) - courses taught in 1 week, final exam included			
PGE-M5-FIN-009-E-L-MRS #3	International financial system	English	FINANCE
PGE-M5-STR-227-E-L-MRS #3	Managing knowledge in organization	English	STRATEGY
PGE-M5-MKT-215-E-L-MRS #3	B to B marketing 1/2	English	MARKETING
PGE-M5-MKT-215-E-L-MRS #3	B to B marketing 2/2	English	MARKETING
PGE-M5-HRM-205-E-L-MRS #3	Yoga and embodied leadership	English	HRM
PGE-M5-STR-233-E-L-MRS #3	Regional Business Environment in Southern Mediterranean	English	STRATEGY
PGE-M5-FIN-001-F-L-MRS #3	Finance d'entreprise	French	FINANCE
PGE-M5-MKT-008-F-L-MRS #3	Fonction chef de produit	French	MARKETING

Cycle 4: January 15 - February 3 (final exam included)			
Course code	Course title	Taught in	Field of study
MORNING COURSES			
EXC-M4-LNG-004-F-L-MRS #4	French language for international students (Basic / Medium / Proficient)		
PGE-M5-HRM-004-E-L-MRS #4	HRM policies and practices	English	HRM
PGE-M5-FIN-212-E-L-MRS #4	International macroeconomics	English	FINANCE
PGE-M5-FIN-001-F-L-MRS #4	Gestion d'actifs et de portefeuilles	French	FINANCE
PGE-M5-HRM-005-F-L-MRS #4	Gestion des conflits	French	HRM
PGE-M5-ACC-207-F-L-MRS #4	Pilotage de la performance	French	ACCOUNTING
AFTERNOON COURSES			
PGE-M5-MKT-205-E-L-MRS #4	luxury and cosmetic marketing	English	MARKETING
PGE-M5-FIN-213-E-L-MRS #4	Financial information and decision	English	FINANCE
PGE-M5-MKT-007-F-L-MRS #4	Marketing digital	French	MARKETING
PGE-M5-ACC-001-F-L-MRS #4	Droit des ressources humaines	French	ACCOUNTING
EVENING COURSES			
PGE-M5-MKT-202-E-L-MRS #4	Luxury fashion Marketing in global markets	English	MARKETING

Cycle 5: February 5 - March 3 (final exam included)

Course code	Course title	Taught in	Field of study
MORNING COURSES			
EXC-M4-LNG-004-F-MRS #5	French language for international students (Basic / Medium / Proficient)		
PGE-M5-HRM-002-E-L-MRS #5	Cross cultural management	English	HRM
PGE-M5-STR-213-E-L-MRS #5	International Trade Policy and Business Strategy	English	STRATEGY
PGE-M5-STR-203-E-L-MRS #5	Ethics and sustainable development in health	English	STRATEGY
PGE-M5-STR-235-E-L-MRS #5	Connected objects and artificial intelligence	English	STRATEGY
PGE-M5-STR-208-E-L-MRS #5	Competitive Intelligence	English	STRATEGY
PGE-M5-MKT-003-F-L-MRS #5	Management de la marque	French	MARKETING
PGE-M5-HRM-001-F-L-MRS #5	Leadership FR	French	HRM
PGE-M5-ACC-206-F-L-MRS #5	Coût et prise décision managériale	French	ACCOUNTING
AFTERNOON COURSES			
PGE-M5-FIN-211-E-L-MRS #5	Finance and social entrepreneurship	English	FINANCE
PGE-M5-STR-212-E-L-MRS #5	Geopolitics and world of business	English	STRATEGY
PGE-M5-STR-239-E-L-MRS #4	Entrepreneurship in health	English	STRATEGY
PGE-M5-MKT-201-E-B-MRS #5	International brand management	English	MARKETING
PGE-M5-MKT-227-F-L-MRS #5	Créativité et vidéo	French	MARKETING
PGE-M5-MKT-009-F-L-MRS #5	Communication marketing intégré	French	MARKETING
PGE-M5-MKT-203-F-L-MRS #5	Marketing tribal et communautés de marques	French	MARKETING
PGE-M5-ACC-205-F-L-MRS #5	Audit, contrôle interne et gestion des risques d'entreprise	French	ACCOUNTING
EVENING COURSES			
PGE-M5-MKT-224-E-L-MRS #5	Purchasing Marketing	English	MARKETING
PGE-M5-STR-218-E-L-MRS #5	Communicating corporate strategy	English	STRATEGY
PGE-M5-MKT-005-F-L-MRS #5	Marketing responsable et développement durable	French	MARKETING

Cycle 6: March 5 - March 31 (final exam included)

Course code	Course title	Taught in	Field of study
WEEK 1 COURSES (March 5-10) - courses taught in 1 week, final exam included			
PGE-M5-MKT-206-E-L-MRS #6	Tribal Marketing and brand communities	English	MARKETING
PGE-M5-MKT-210-E-L-MRS #6	Luxury brand research	English	MARKETING
PGE-M5-STR-210-E-L-MRS #6	Strategic business relationship	English	STRATEGY
PGE-M5-STR-207-E-L-MRS #6	Introduction to international business	English	STRATEGY
PGE-M5-FIN-007-E-L-MRS #6	International accounting and consolidated statements	English	FINANCE
PGE-M5-STR-229-E-L-MRS #6	From business model to business plan	English	STRATEGY
PGE-M5-HRM-011-F-L-MRS #6	E-RH	French	HRM
PGE-M5-ECO-205-F-L-MRS #1	Economie sociale et solidaire, coopératives et autres formes de propriétés	French	ECONOMICS
PGE-M5-MKT-226-F-L-MRS #6	Management commercial	French	MARKETING
WEEK 2 COURSES (March 12-17) - courses taught in 1 week, final exam included			
PGE-M5-MKT-003-E-L-MRS #6	Brand Management	English	MARKETING
PGE-M5-FIN-008-E-L-MRS #6	Risk management and derivatives	English	FINANCE
PGE-M5-HRM-204-E-L-MRS #6	Human resources management in MENA	English	HRM
PGE-M5-STR-232-E-L-MRS #6	Geopolitical risk and Business	English	STRATEGY
PGE-M5-MKT-202-E-L-MRS #6	Luxury fashion Marketing in global markets	English	MARKETING
PGE-M5-MKT-208-E-L-MRS #6	Strategy and luxury	English	MARKETING
PGE-M5-STR-225-E-L-MRS #6	Strategic behavior and gaming	English	STRATEGY
PGE-M5-FIN-221-F-L-MRS #6	Impact des investissements et performance extra-financière	French	FINANCE
PGE-M5-FIN-001-F-L-MRS #6	Finance d'entreprise	French	FINANCE
PGE-M5-STR-222-F-L-MRS #6	Management participatif et réseaux d'innovation sociale	French	STRATEGY
PGE-M5-STR-226-F-L-MRS #6	Innovation stratégique et nouvelles dynamiques concurrentielles	French	STRATEGY
WEEK 4 COURSES (March 26- 31) - courses taught in 1 week, final exam included			
PGE-M5-MKT-007-E-L-MRS #6	Digital marketing	English	MARKETING
PGE-M5-MKT-001-E-L-MRS #6	Consumer behavior	English	MARKETING
PGE-M5-MGT-009-E-L-MRS #6	Project Management	English	MANAGEMENT
PGE-M5-STR-209-E-L-MRS #4	Financial globalization and geopolitics	English	STRATEGY
PGE-M5-STR-234-F-L-MRS #6	Guerre ou intelligence économique ?	French	STRATEGY
PGE-M5-ECO-206-F-L-MRS #6	Organisation économique et stratégie des firmes	French	ECONOMICS

Cycle 7: April 3 - April 28 (final exam included)

Course code	Course title	Taught in	Field of study
MORNING COURSES			
PGE-M5-MGT-218-E-L-MRS #7	Creating and sustaining a successful enterprise	English	MANAGEMENT
PGE-M5-STR-223-E-L-MRS #7	Sustainable development and social responsibility	English	STRATEGY
PGE-M5-FIN-210-F-L-MRS #7	Capital investissement	French	FINANCE
PGE-M5-ACC-207-F-L-MRS #7	Pilotage de la performance	French	ACCOUNTING
AFTERNOON COURSES			
PGE-M5-MKT-006-E-L-MRS #7	Marketing strategy and planning	English	MARKETING
PGE-M5-MKT-207-E-L-MRS #8	Culture consumption and marketing	English	MARKETING
PGE-M5-MGT-210-E-L-MRS #7	Climate change and business	English	MANAGEMENT
PGE-M5-FIN-010-F-L-MRS #7	Ingénierie financière	French	FINANCE

Cycle 8: May 14 - June 2 (final exam included)

Course code	Course title	Taught in	Field of study
MORNING COURSES			
PGE-M5-LAW-201-E-L-MRS #8	International business law in global context	English	STRATEGY
PGE-M5-FIN-222-F-L-MRS #8	Financement bancaire et régulations	French	FINANCE
AFTERNOON COURSES			
PGE-M5-MGT-213-E-B-MRS #8	Starting knowledge management	English	MANAGEMENT
PGE-M5-FIN-218-F-L-MRS #8	Responsabilité sociétale des PME	French	FINANCE
PGE-M5-MKT-219-F-L-MRS #8	Innover dans les services	French	MARKETING
PGE-M5-FIN-219-F-L-MRS #8	Evaluation d'entreprise	French	FINANCE

Please note that other courses will be added later