

**MGE Master in Management  
Management Courses Pre-Master (MGE1) - Semester 1**

Name of Course	ECTS credits
<b>Core Courses Semester 1</b>	
Business Game	3
Principles of Economy	6
Strategy and CSR	6
HRM & Legal Framework	6
Introduction to social sciences	6
English for Working and Studying abroad	3
French Language Courses	2
<b>TOTAL MANAGEMENT CREDITS S1</b>	<b>32</b>

Beginning of semester (provisionnal dates)	09/09/2020
End of semester (provisionnal dates)	20/12/2020

**Management Courses Pre-Master (MGE1) - Semester 2**

Name of Course	ECTS credits
<b>Core Courses Semester 2</b>	
Financial accounting and international standards	6
Principles of Marketing	3
Statistics for Business	3
Corporate Tax Law	3
Business Computing with Excel	3
CSR Objectives	2
Business English	2
Professional communication	2
Personal Development Project	2
French Language Courses	2
<b>TOTAL MANAGEMENT CREDITS S2</b>	<b>28</b>

Beginning of semester (provisionnal dates)	13/02/2021
End of semester (provisionnal dates)	15/05/2021

**MGE Master in Management  
Management Courses M1 (MGE2) - Semester 1**

Name of Course	ECTS credits
<b>Core Courses Semester 1</b>	
Market Survey	3
Project Management	3
Supply Chain Management	3
Strategic Management	3
Financial Management	6
Information System Management and Web Development	6
Leadership & Management	3
English for Business Sectors	3
French Language Courses	2
<b>TOTAL MANAGEMENT CREDITS S1</b>	<b>32</b>

Beginning of semester (provisionnal dates)	09/09/2020
End of semester (provisionnal dates)	20/12/2020

**Management Courses M1 (MGE2) - Semester 2**

Name of Course	ECTS credits
<b>Core Courses Semester 2</b>	
Cost and Budgeting Management	3
Strategic Marketing	6
Business Ethics & RSE	3
<b>Management elective (5)</b>	15
French Language Courses	2
<b>Management Electives (1 course in each field)</b>	
<b>Data and Digital:</b> e-commerce & Business Analytics <b>or</b> Artificial intelligence and decision <b>or</b> Data driven planning and management <b>or</b> Sustainability and digitalisation	3
<b>Humanities:</b> Organisational Sociology <b>or</b> Social entrepreneurship	3
<b>Innovation:</b> Audit techniques <b>or</b> Agile management <b>or</b> Entrepreneurship and innovation management <b>or</b> Design to cost	3
<b>Global Perspectives:</b> Financial Markets <b>or</b> Cross cultural management <b>or</b> Global geopolitical Perspectives <b>or</b> Working with Latin America (in Spanish)	3
<b>Research:</b> Research projects in Marketing <b>or</b> Research projects in SCM <b>or</b> Project research on strategic management and entrepreneurship	3
<b>TOTAL MANAGEMENT CREDITS S2</b>	<b>30</b>

Beginning of semester (provisionnal dates)	13/01/2021
End of semester (provisionnal dates)	30/04/2021

**MGE Master in Management**  
**Management Courses M2 (MGE3) - Semester 1**

Name of Course	ECTS credits
<b>Core Courses</b>	
Business Game 2 (in French or in English)	6
EXCEL Advanced	3
Geopolitics (in French or in English)	3
Doing business in France (in English)	2
French language or Complementary Business Module	2
Master Dissertation (only for double degree students)	15
Executive Internship (only for double degree students)	9
<b>In English</b>	
<b>Brand Marketing Specialization</b>	
Brand Management	3
Global, sales, retail and e-commerce	3
Crosscultural customer relationship	3
Innovation Marketing	3
Communication and Advertising	3
Digital Marketing	3
Dashboard and Reporting	3
<b>International Corporate Finance Specialization</b>	
Quantitative Methods with Excel	3
Portfolio Management	3
Equity and debt financing	3
Mergers & Acquisitions	3
Corporate governance and Ethics	3
Certification CFA	0
Global economics : systems & regulations	3
Financial Analysis and reporting	3

Beginning of semester (provisionnal dates)	09/09/2020
End of semester + Internship and Dissertation (provisionnal dates)	31/01/2021

## Master of Sciences M2

### Msc 2nd year

Name of Course	ECTS credits	
<b>Core Courses</b>		
Master Dissertation (only for double degree students)	12	
Executive Internship (only for double degree students)	3	
<b>International Business Management</b>		
International Transports, Logistics and Duties	6	
Internationalization Strategy, Geopolitical Risk and Project Management	6	
Innovation, Digital Marketing & Data Mining	6	
International Legal issues and negotiation	6	
International Customer Experience	6	
International Accounting and Financing	6	
Entrepreneurship & Intrapreneurship	6	
<b>Global Luxury and Fashion Management</b>		
Strategic Luxury Brand Management & Marketing	6	Taught in Cognac, France and Florence, Italy
Storytelling, IA and Digital Communication for Luxury	6	
Handcrafting, Operations and Packaging in Luxury	6	
Sales, Retailing and Visual Merchandising in Luxury	6	
Trade Mark Law	3	
Personal Branding	3	
"Made In" Luxury Marketing	6	
Innovation, Ethics and Sustainability in the Luxury and Fashion Industry	6	
International Luxury Markets and Consumer Behavior	6	

Beginning of semester (provisionnal dates)	21/09/2020
End of semester + Internship and dissertation (provisionnal dates)	20/01/2021