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BUSINESS SCHOOL

REIMS • ROUEN • PARIS



COURSE CATALOGUE

Reims Campus

FALL SEMESTER 2023

INTRODUCTION

This is the tentative Fall 2023 Exchange Program Course Catalogue. An updated version will be communicated before the Course Registration.

The catalogue is divided into the following:

- Undergraduate Mix & Match Offer,
- Graduate Mix & Match Offer,
- Graduate Tracks

Each **Mix & Match Offer** contains a variety of courses from our [CESEM](#), [GBBA](#), [TEMA](#) and [MIM](#) programs. You may choose from a wide selection of Business courses, French Language courses, and e-Learning courses. Students must respect the following rules when choosing courses in a Mix & Match Offer :

- Business Courses : choose from 1 to 5 courses (+ 1 to 2 substitute courses)
- French Language Courses (FLE) : choose from 0 to 3 courses (+ 0 to 2 substitute courses)
- E-Learning Courses : choose from 1 to 2 courses (no substitute needed)

The **Graduate Tracks** are specialized sets of courses from our [TEMA](#) and [MSc](#) programs. They can not be mixed or modified. You may take one French Language Course with a Graduate Track.

[Click here to check out our course descriptions!](#)

The **course registration** will be based on a first come, first served basis. It will take place from:

Monday, June 19, 1:00 pm French time - Thursday, June 22, 1:00 pm French time

[Skip to the end of the catalogue for semester dates!](#)



UNDERGRADUATE MIX & MATCH OFFER

BUSINESS COURSES

- Business Courses : choose from 1 to 5 courses (+ 1 to 2 substitute courses)

Course Title	Year	Program	ECTS credits	Language of instruction
Managerial Finance	2	GBBA	5	EN
Operations Management	2	GBBA	5	EN
Psychology and Organisational Behaviour	2	GBBA	5	EN
Strategic Management	2	GBBA	5	EN
Contrôle de gestion	3	CESEM	6	FR
Ethics & Social Responsibility	3	CESEM	6	EN
Ethique et responsabilité sociale	3	CESEM	6	FR
Finance d'entreprise	3	CESEM	6	FR
Fundamentals of Finance	3	CESEM	6	EN
Globalisation et innovation	3	CESEM	6	FR
Globalization and Innovation	3	CESEM	6	EN
Human Resource Management	3	CESEM	6	EN
Management Accounting and Control	3	CESEM	6	EN
Management des ressources humaines	3	CESEM	6	FR
Management stratégique	3	CESEM	6	FR
Marketing stratégique	3	CESEM	6	EN
Strategic Management	3	CESEM	6	EN
Strategic Marketing	3	CESEM	6	FR
Entrepreneurship	3	GBBA	5	EN
Human Resource Management	3	GBBA	5	EN
Management Accounting and Control	3	GBBA	5	EN
Project Management	3	GBBA	5	EN
The Social Impact of Globalisation and Innovation	3	GBBA	5	EN
Comptabilité générale	3	MiM	5	FR
Data Analysis	3	MiM	3	EN
Droit des affaires	3	MiM	5	FR
Economics 1	3	MiM	5	EN
Entrepreneuriat	3	MiM	3	FR
Entrepreneurship	3	MiM	3	EN
Humanités et Management	3	MiM	3	FR
Marketing management (EN)	3	MiM	5	EN
Marketing management (FR)	3	MiM	5	FR
Cross-cultural Management and Intercultural Communication	-	EXCHANGE	6	EN
Digital innovation & Entrepreneurship	-	EXCHANGE	6	EN
International Finance – the European Perspective	-	EXCHANGE	6	EN
Luxury Marketing	-	EXCHANGE	6	EN
Strategy and Sustainability	-	EXCHANGE	6	EN

FRENCH LANGUAGE COURSES

- French Language Courses (FLE) : choose from 0 to 3 courses (+ 0 to 2 substitute courses)

Course Title	ECTS credits	Language of instruction
FL - Découvrir et comprendre la culture française	5	FR
FL - Discovering and Understanding French Culture	5	EN
FL - French for Business (B1, B2)	5	FR
FL - French for Communication (Beginners, A1, A2)	5	EN / FR

E-LEARNING COURSES

- E-Learning Courses : choose from 1 to 2 courses (no substitute needed)

Course Title	Program	ECTS credits	Language of instruction
Business Ethics I	E-learning	6	EN
Change Management & Digital Transformation I	E-learning	6	EN
Digital Literacy I	E-learning	6	EN
Excel modelling for finance I	E-learning	6	EN
International Management I	E-learning	6	EN
Leading & Collaborating in a Competitive World I	E-learning	6	EN

[Click here to check out our course descriptions!](#)

GRADUATE MIX & MATCH OFFER

BUSINESS COURSES

- Business Courses : choose from 1 to 5 courses (+ 1 to 2 substitute courses)

Course Title	Year	Program	ECTS credits	Language of instruction
ENT - Data Analysis & Business Intelligence	4	GBBA	5	EN
ENT - Entrepreneurship Project	4	GBBA	5	EN
ENT - Intrapreneurship and Project Management	4	GBBA	5	EN
ENT - Leadership and Organization Development	4	GBBA	5	EN
ENT - Public Speaking & Advanced English Writing	4	GBBA	2	EN
Advanced Team Management	4	MiM	5	EN
Behavioral Finance	4	MiM	5	EN
Brand Management and Story Telling	4	MiM	5	EN
Data Management EL	4	MiM	5	EN
Data Science for Finance	4	MiM	5	EN
Digital Transformation & Change Management EL	4	MiM	5	EN
Economic Policy	4	MiM	5	EN
Financial Decisions under Uncertainty	4	MiM	5	EN
Forecasting and Decision Making	4	MiM	5	EN
Global Marketing	4	MiM	5	EN
Innovation Management	4	MiM	5	EN
International Management	4	MiM	5	EN
International Trade	4	MiM	5	EN
Investments	4	MiM	5	EN
Leading Change	4	MiM	5	EN
Money and Banking	4	MiM	5	EN
Operations research	4	MiM	5	EN
Programming with R	4	MiM	5	EN
Strategic Marketing	4	MiM	5	EN
Supply Chain Management	4	MiM	5	EN
Cross-cultural Management and Intercultural Communication	-	EXCHANGE	6	EN
Digital innovation & Entrepreneurship	-	EXCHANGE	6	EN
International Finance – the European Perspective	-	EXCHANGE	6	EN
Luxury Marketing	-	EXCHANGE	6	EN
Strategy and Sustainability	-	EXCHANGE	6	EN

FRENCH LANGUAGE COURSES

- French Language Courses (FLE) : choose from 0 to 3 courses (+ 0 to 2 substitute courses)

Course Title	ECTS credits	Language of instruction
FL - Découvrir et comprendre la culture française	5	FR
FL - Discovering and Understanding French Culture	5	EN
FL - French for Business (B1, B2)	5	FR
FL - French for Communication (Beginners, A1, A2)	5	EN / FR

E-LEARNING COURSES

- E-Learning Courses : choose from 1 to 2 courses (no substitute needed)

Course Title	Program	ECTS credits	Language of instruction
Business Ethics II Mc Graw Hill	E-learning	6	EN
Corporate valuation with Excel II	E-learning	6	EN
Designing and Managing organization in a digital era II	E-learning	6	EN
Excel modelling for finance II	E-learning	6	EN
Financial reporting II	E-learning	6	EN
Gestion des ressources humaines environnementales II	E-learning	6	EN
Gestion durable des ressources humaines II (Manager les ressources humaines)	E-learning	6	EN
International Management II	E-learning	6	EN
Leading & Collaborating in a Competitive World II Mc Graw Hill	E-learning	6	EN
Long-term & short-term financing II	E-learning	6	EN
Markstrat II	E-learning	6	EN

[Click here to check out our course descriptions!](#)

GRADUATE TRACKS

Graduate Tracks can not be mixed or modified. You may take one French Language Course with a Graduate Track.

TEMA Intermediate Track	Year	Program	ECTS credits	Language of instruction
Data management	4	TEMA	35	EN
Digital Transformation & Change management				
Financial Analysis & Forecasting				
IT Project Management				
Sales & Business Development				
<i>+ choose one of the following specialization</i>				
<u>Digital Marketing Specialization :</u>				
Digital Communication & social Media				
Experiential Marketing & - Customer Centric Culture				
<u>Digital Technology Specialization :</u>				
IS Consulting				
Supply Chain Optimization				

TEMA Advanced Track	Year	Program	ECTS credits	Language of instruction
Businss Intelligence & Analytics	5	TEMA	35	EN
Critical thinking in a Digital Era				
Leadership				
Personal Branding for Career Management				
Strategic Purchasing				
<i>+ choose one of the following specializations</i>				
<u>Specialization Digital Marketing</u>				
Design thinking & UX				
Disruptive Marketing				
<u>Specialization Digital Technology</u>				
Digital Governance				
Supply Chain Alignment				

Specialization: Global Management	Year	Program	ECTS credits	Language of instruction
Advances Strategic Toolkit	5	MSc Global Management	30	EN
Cross-cultural Agility in Global Business				
International business : Disruption and Challenges				
International Negotiation Skills				
Personal Branding for Career Management				
Service Marketing & Customer Experience Management				

Specialization: International Finance	Year	Program	ECTS credits	Language of instruction
Financial Data Analytics & Programming	5	MSc International Finance	30	EN
Financial Engineering & Derivatives I, II				
Financial Modeling & Valuation				
FinTech & DeFi				
International Finance Simulation				
Sustainable Finance				

Specialization: Marketing	Year	Program	ECTS credits	Language of instruction
Consumer behavior & insights	5	MSc Marketing	30	EN
Creative Design and Innovation				
Digital Marketing & Communication				
Ethics & Sustainability				
Global and connected Marketing				
Market Intelligence & Data Science				

FRENCH LANGUAGE COURSES

- French Language Courses (FLE) : choose from 0 to 1 courses (+ 0 to 1 substitute courses) along with a Graduate Track

Course Title	ECTS credits	Language of instruction
FL - Découvrir et comprendre la culture française	5	FR
FL - Discovering and Understanding French Culture	5	EN
FL - French for Business (B1, B2)	5	FR
FL - French for Communication (Beginners, A1, A2)	5	EN / FR

[Click here to check out our course descriptions!](#)

FALL 2023 SEMESTER DATES

FALL UNDERGRADUATE MIX & MATCH OFFER

Program / Year	IWD International Welcome Day	Semester Dates (exams included)	Break	Mid-Term Exams	Final Exams	Resit Exams (If Applicable)
CESEM Y3	09/09	11/09/2023 - 20/12/2023	29/10/2023		09-20/12/2023	04-06/03/2024
GBBA Y2		07/09/2023 - 20/12/2023		26-27/10/2023		12-13/02/2024
GBBA Y3		05/09/2023 - 20/12/2023	05/11/2023	13-15/03/2024		
EXCHANGE PROGRAM		11/09/2023 - 06/12/2023		05-06/12/2023	01-02/02/2024	
MIM Y3		04/09/2023 - 20/12/2023	29/10/2023 - 01/11/2023	02-03/11/2023	11-20/12/2023	21-23/02/2024

FALL GRADUATE MIX & MATCH OFFER

Program / Year	IWD International Welcome Day	Semester Dates (exams included)	Break	Mid-Term Exams	Final Exams	Resit Exams (If Applicable)
GBBA Y4	09/09	05/09/2023 - 20/12/2023	29/10/2023 - 05/11/2023		11-20/12/2023	18-19/03/2024
MIM Y4		08/09/2023 - 20/12/2023	01-05/11/2023	30-31/10/2023	16/10/2023+ 09-20/12/2023	31/05/2024 - 11/06/2024
EXCHANGE PROGRAM		11/09/2023 - 06/12/2023	29/10/2023 - 05/11/2023		05-06/12/2023	01-02/02/2024

GRADUATE TRACKS

Program / Year	IWD International Welcome Day	Semester Dates (exams included)	Break	Mid-Term Exams	Final Exams	Resit Exams (If Applicable)
TEMA Intermediate Track	09/09	04/09/2023 - 15/12/2023	29/10/2023 - 05/11/2023		13/10/2023 + 17/11/2023 + 15/12/2023	12-13/02/2024
TEMA Advanced Track		11/09/2023 - 15/12/2023	29/10/2023 - 05/11/2023		29/09/2023 + 27/10/2023 + 04/12/2023	08-09/01/2024
Specialization: Global Management	30/09	02/10/2023 - 20/12/2023			11-14/11/2023 12-20/12/2023	05-07/02/2024
Specialization: International Finance						
Specialization: Marketing						

FRENCH LANGUAGE COURSES (FLE)

Program / Year	IWD International Welcome Day	Semester Dates (exams included)	Break	Mid-Term Exams	Final Exams	Resit Exams (If Applicable)
French Language Courses	09/09	18/09/2023 - 20/12/2023			12-14/12/2023	15-22/03/2024