

The academic year of the Programme Grande Ecole "Master in Management" is divided into 2 semesters, from **early September** to **early May**.

The **Fall semester** is divided into parts

- For the first part, students will have to select **elective courses**.
- For the second part, students will have to select a **Major of 4 or 5 courses** for the remainder of the semester.

### FALL SEMESTER

#### ELECTIVE COURSES September 7th to 18th

Course code	Course title	Taught in	Field of study	ECTS credits
<b>September 7th to 11th</b>				
PGE-M5-MGT-609-E-L-BOD-M1-M2	Project Management	English*	MANAGEMENT	5 ECTS
<b>September 14th to 18th</b>				
PGE-M5-MGT-014-E-L-BOD-M1-M2	Going Global : Expat Training	English*	MANAGEMENT	5 ECTS
<b>During the semester</b>				
Not available yet	French language for international students (Beginner / Elementary / Intermediate / Advanced)			5 ECTS

#### MAJORS starting on September 21st

Course code	Course title	Taught in	ECTS credits
<b>MAJOR INTERNATIONAL BUSINESS / GEOPOLITICS</b>			
PGE-M5-STR-259-E-L-MRS M1	Regional Business Environment in Latin America	English	5 ECTS
PGE-M5-STR-207-E-L-MRS M1	Introduction to international Business	English	5 ECTS
PGE-M5-STR-212-E-L-MRS M1	Geopolitics and the World of Business	English	5 ECTS
PGE-M5-STR-213-E-L-MRS M1	International Trade Policy and Business Strategy	English	5 ECTS
<b>MAJOR BRAND &amp; LUXURY MANAGEMENT</b>			
PGE-M5-MKT-203-E-L-MRS M1	Tribal Marketing and Brand communities	English	5 ECTS
PGE-M5-MKT-202-E-L-MRS M1	Luxury Fashion Marketing in global Markets	English	5 ECTS
PGE-M5-MKT-207-E-L-MRS M1	Culture Consumption and Marketing	English	5 ECTS
PGE-M5-MKT-201-E-L-MRS M1	International Brand Management	English	5 ECTS
<b>MAJOR MARKETING</b>			
PGE-M5-MKT-001-E-L-MRS M1	Consumer behavior	English	4 ECTS
PGE-M5-MKT-007-E-L-MRS M1	Digital Marketing	English	4 ECTS
PGE-M5-MKT-025-E-L-MRS M1	Brand and Communication	English	4 ECTS
PGE-M5-MKT-026-E-L-MRS M1	Data Analysis	English	4 ECTS
PGE-M5-MKT-027-E-L-MRS M1	Sales and Negotiation	English	4 ECTS
<b>MAJOR FINANCE</b>			
PGE-M5-FIN-001-E-L-MRS M1	Corporate finance	English	4 ECTS
PGE-M5-FIN-002-E-L-MRS M1	Asset & Portfolio Management	English	4 ECTS
PGE-M5-ACC-002-E-L-MRS M1	Audit, Internal Control & Enterprise Risk Management	English	4 ECTS
PGE-M5-ACC-003-E-L-MRS M1	Accounting Management	English	4 ECTS
PGE-M5-FIN-009-E-L-MRS M1	International Financial System	English	4 ECTS
<b>MAJOR MARKETING DIGITAL</b>			
PGE-M5-MKT-250-F-L-MRS M1	Social media et marketing de contenu	French	4 ECTS
PGE-M5-MKT-248-F-L-MRS M1	Introduction au développement Web (by Le Wagon)	French	4 ECTS
PGE-M5-MKT-247-F-L-MRS M1	Stratégie marketing digital	French	4 ECTS
PGE-M5-MKT-251-F-L-MRS M1	Analytics et Data Visualisation	French	4 ECTS
PGE-M5-MKT-249-F-L-MRS M1	SEO et SEA	French	4 ECTS
<b>MAJOR MARKETING</b>			
PGE-M5-MKT-001-F-L-MRS M1	Comportement du consommateur	French	4 ECTS
PGE-M5-MKT-007-F-L-MRS M1	Marketing Digital	French	4 ECTS
PGE-M5-MKT-025-F-L-MRS M1	Marque et communication	French	4 ECTS
PGE-M5-MKT-026-F-L-MRS M1	Analyse de données	French	4 ECTS
PGE-M5-MKT-027-F-L-MRS M1	Ventes et négociation commerciales	French	4 ECTS
<b>MAJOR FINANCE</b>			
PGE-M5-ACC-002-F-L-MRS M1	Audit, contrôle interne et gestion des risques d'entreprise	French	4 ECTS
PGE-M5-FIN-002-F-L-MRS M1	Gestion d'actifs et de portefeuilles	French	4 ECTS
PGE-M5-ACC-003-F-L-MRS M1	Contrôle de gestion	French	4 ECTS
PGE-M5-FIN-001-F-L-MRS M1	Finance d'entreprise	French	4 ECTS
PGE-M5-FIN-009-F-L-MRS M1	Système financier international	French	4 ECTS
<b>MAJOR MANAGEMENT ORGANISATIONNEL</b>			
PGE-M5-OPS-007-E-L-MRS M1	Supply Chain Fundamentals	French	4 ECTS
PGE-M5-OPS-008-E-L-MRS M1	Maritime Supply Chain Fundamentals	French	4 ECTS
PGE-M5-OPS-009-E-L-MRS M1	Business Analytics	French	4 ECTS
PGE-M5-OPS-010-F-L-MRS M1	Fondamentaux des Achats	French	4 ECTS
PGE-M5-OPS-011-F-L-MRS M1	Fondamentaux des SI	French	4 ECTS
<b>MAJOR SUSTAINABLE MANAGEMENT</b>			
PGE-M5-STR-252-E-L-MRS M1	Business and sustainability/ Understanding and preventing organizational corruption	French	5 ECTS
PGE-M5-HRM-007-E-L-MRS M1	Change Management	French	5 ECTS
PGE-M5-HRM-003-F-L-MRS M1	Management des hommes et des équipes	French	5 ECTS
PGE-M5-STR-265-F-L-MRS M1	Management du bien commun et des organisations sociales et solidaires	French	5 ECTS
<b>MAJOR ENTREPRENEURSHIP</b>			
PGE-M5-MGT-027-F-L-MRS M1	Start-up, de l'idée au Business Plan	French	5 ECTS
PGE-M5-MGT-028-F-L-MRS M1	La startup et ses contrats	French	5 ECTS
PGE-M5-MGT-029-F-L-MRS M1	Start-up, recherche et actions pratiques	French	5 ECTS
PGE-M5-FIN-016-F-L-MRS M1	Financement et développement de la Startup	French	5 ECTS

The academic year of the Programme Grande Ecole "Master in Management" is divided into 2 semesters, from early September to early May.

The Fall semester is divided into two parts:

- One week Electif courses taught in September and December.
- Then a list of elective courses taught between October and December.

**FALL SEMESTER September 9th - December 20th**

ONE WEEK ELECTIVE COURSES				
Course code	Course title	Taught in	Field of study	ECTS credits
<b>September 7th to 11th</b>				
PGE-M5-MGT-609-E-L-BOD-M1-M2	Project Management	English*	MANAGEMENT	5 ECTS
<b>September 14th to 18th</b>				
PGE-M5-MGT-014-E-L-BOD-M1-M2	Going Global : Expat Training	English*	MANAGEMENT	5 ECTS
<b>December 2020</b>				
PGE-M5-MKT-005-F-L-MRS M2	Marketing responsable et développement durable	French	MARKETING	5 ECTS
PGE-M5-MKT-225-F-L-MRS M2	Négociation globale	French	MARKETING	5 ECTS
PGE-M5-MGT-011-F-L-MRS M2	Le leadership autrement : le parcours du héros	French	MANAGEMENT	5 ECTS

ELECTIVE COURSES starting in September				
Course code	Course title	Taught in	Field of study	ECTS credits
PGE-M5-FIN-009-E-L-MRS M2	International financial system	English	FINANCE	5 ECTS
PGE-M5-FIN-008-E-L-MRS M2	PO Finance : Risk Management and Derivatives	English*	FINANCE	5 ECTS
PGE-M5-ACC-206-F-L-MRS M2	Coûts et prise de décisions managériales	French	FINANCE	5 ECTS
PGE-M5-FIN-010-F-L-MRS M2	PO Finance : Ingénierie financière	French*	FINANCE	5 ECTS
PGE-M5-FIN-218-F-L-MRS M2	PO Finance : Responsabilité sociétale des PME	French*	FINANCE	5 ECTS
PGE-M5-FIN-210-F-L-MRS M2	PO Finance : Capital investissement	French*	FINANCE	5 ECTS
PGE-M5-OPS-012-E-L-MRS M2	Project Management	English	MANAGEMENT	5 ECTS
PGE-M5-MGT-216-F-L-MRS M2	Business development et management des ventes	French	MANAGEMENT	5 ECTS
PGE-M5-HRM-205-E-L-MRS M2	PO HR and CM : Freedom@work: embodied leadership and organizational liberation	English*	HR	5 ECTS
PGE-M5-HRM-007-E-L-MRS M2	PO HR and CM : Change Management	English*	HR	5 ECTS
PGE-M5-HRM-006-E-L-MRS M2	PO HR and CM : International Human Resources Management	English*	HR	5 ECTS
PGE-M5-HRM-005-F-L-MRS M2	PO HR and CM : Gestion des conflits	French*	HR	5 ECTS
PGE-M5-MKT-007-E-L-MRS M2	Digital Marketing	English	MARKETING	5 ECTS
PGE-M5-MKT-221-E-L-MRS M2	Customer Relationship Management, Implementation and Application	English	MARKETING	5 ECTS
PGE-M5-MKT-223-E-L-MRS M2	Strategic Customer Management	English	MARKETING	5 ECTS
PGE-M5-MKT-018-E-L-MRS M2	Sales Management	English	MARKETING	5 ECTS
PGE-M5-MKT-214-E-L-MRS M2	PO Marketing : International Marketing	English*	MARKETING	5 ECTS
PGE-M5-MKT-215-E-L-MRS M2	PO Marketing : B to B Marketing	English*	MARKETING	5 ECTS
PGE-M5-MKT-008-E-L-MRS M2	PO Marketing : Function Product Manager	English*	MARKETING	5 ECTS
PGE-M5-MKT-230-E-L-MRS M2	PO Brand : Luxury Brand and Customer's Experience	English*	MARKETING	5 ECTS
PGE-M5-MKT-210-E-L-MRS M2	PO Brand : Luxury Brand Research	English*	MARKETING	5 ECTS
PGE-M5-MKT-205-E-L-MRS M2	PO Brand : Luxury Goods and Cosmetic Marketing	English*	MARKETING	5 ECTS
PGE-M5-MKT-208-E-L-MRS M2	PO Brand : Luxury, Merchandising and digital Strategies	English*	MARKETING	5 ECTS
PGE-M5-MKT-007-F-L-MRS M2	PO Marketing : Marketing Digital	French*	MARKETING	5 ECTS
PGE-M5-STR-213-E-L-MRS M2	International Trade Policy and Business Strategy	English	STRATEGY	5 ECTS
PGE-M5-STR-218-E-L-MRS M2	Communicating Corporate Strategy	English	STRATEGY	5 ECTS
PGE-M5-STR-219-E-F-MRS M2	Cases in international CSR	English	STRATEGY	5 ECTS
PGE-M5-STR-233-E-L-MRS M2	PO GEOSTR : Regional Business Environment in Southern Mediterranean	English*	STRATEGY	5 ECTS
PGE-M5-STR-242-E-L-MRS M2	PO GEOSTR : Regional Business Environment in Asia (China & India)	English*	STRATEGY	5 ECTS
PGE-M5-STR-253-E-L-MRS M2	PO GEOSTR : Cross-Cultural Business & Political Negotiations	English*	STRATEGY	5 ECTS
PGE-M5-STR-211-E-L-MRS M2	PO GEOSTR : International Relations of the Environment and Sustainable Development	English*	STRATEGY	5 ECTS
PGE-M5-STR-222-F-L-MRS M2	Management Participatif et réseaux d'innovation sociale	French	STRATEGY	5 ECTS
Not available yet	French language for international students (Beginner / Elementary / Intermediate / Advanced)			5 ECTS

\* Courses with limited availability