



# LIST OF COURSES FOR INCOMING EXCHANGE STUDENTS

**SPRING 2025**

*22/11/2024*

**MASTER - PARIS**



**IESEG**  
SCHOOL OF MANAGEMENT

EMPOWERING CHANGEMAKERS FOR A BETTER SOCIETY

# SPRING 2025

## Exchange students

Syllabi and more details on courses offered to incoming exchange students can be found on: <https://www.ieseg.fr/en/international/study-at-ieseg-in-exchange/course-list/>

All courses offered through the Exchange Program are within the 5-year Grande Ecole Program (PGE).

In Fall 2020, we launched our [redesigned Grande Ecole Program](#) (PGE), and we implemented the last changes in 2022/2023 on the curriculum of the Bachelor cycle of the Program.

From now, incoming exchange students at bachelor level will choose courses from the [6<sup>th</sup> semester](#) of our Bachelor cycle, [taught BOTH in Fall and Spring semesters](#), which is aimed at acquiring a holistic international experience. They will share classes with IÉSEG students, spending a significant amount of time with subjects of international, social, and cultural importance. The semester will be partly made up of electives.

### What should students keep in mind for their course selection?

- Credits
  - A regular semester load is 30 ECTS credits (European Credit Transfer System), and we accept a minimum of 20 ECTS from incoming exchange students. Students should make sure they know how many credits they need to validate.
  - In case students need less than 20 ECTS, we request official emails from Home University Coordinators.
  - Courses vary from 2 to 6 ECTS, so students should take between 8 and 12 courses to reach 30 ECTS.
- Format
  - EXT: Extensive (semester long course) / INT: Intensive (1-week course)
- Course availability
  - Bachelor students have access to Bachelor courses only (our Bachelor cycle is 3 years).
  - Students with a Bachelor in 4 years at their home university coming to IESEG during their fourth year will choose between either our Bachelor OR Master-level courses. These offers cannot be mixed.
  - Master students have access to Master courses only.
- Bachelor level courses
  - Incoming Bachelor exchange students will have access to Core Courses (CC) and Electives courses (OE) from the 6<sup>th</sup> semester of our Bachelor cycle, taught both in Fall and Spring semesters.
  - Students will be required to rank their preferred courses.
  - Courses will be assigned according to course availability while respecting the students' preferences as much as possible.
  - For some universities, the transfer of credits will be facilitated if students take 6 ECTS credit courses (equivalent to 3 credits in the USA and Canada). In this case, students should choose in priority these 6 ECTS courses in your list.
- Master level courses
  - The Master cycle of the PGE is a Master in Management, with 7 majors and 11 specializations.
  - Incoming exchange students have access to the same Core Courses and Specialization Core Courses as IÉSEG students.
  - Incoming Master exchange students will be required to choose between 2 options:
    - Option 1 : Compulsory core Courses (CC)+ Compulsory courses (SCC) depending on the chosen specialization
    - Option 2: Compulsory core Courses (CC) + International Electives (IE)
  - Courses will be assigned according to course availability while respecting the students' preferences as much as possible.

- French language Courses /Bachelor & Master level students
  - FLE (Français Langue Etrangère) courses are 2 ECTS.
  - They are available to all incoming exchange students, and not mandatory.
  - Registered students will receive details for an online language test, which will be used to enroll them in FLE courses.
  - The FLE elective course BIEN PRONONCER LE FRANCAIS 0521 is available to Level 1 and Level 2 students only.
  - The course ATELIER INTERCULTUREL DE CONVERSATION 3318 is available to Level 3 students only.
  - The FLE elective course PRÉPARATION AU DELF B1 ET B2 0520 is available to Level 4 students only.
  - There are no Business courses taught in French.
  
- “Track” or “Field” of studies

TRACK NAME	TRACK
Audit, Control, Accounting	ACC
CSR and Sustainability	CSRS
Personal Development / People Competencies	DEV
Economics	ECO
Entrepreneurship	ENT
Finance	FIN
General Management & Strategy Consulting	GMSC
Human Ressources Management	HRM
International Economy	IBE
Innovation and Entrepreneurship	INNO/ENT
Intercultural competences	ITC
French as a Foreign Language	LAN_FRE
Law	LAW
Management of Information Systems	MIS
Marketing	MKT
Negotiation	NEG
Operations Management	OPS
Quantitative Methods	QMS
Strategy and Sustainability	STS

### Online course registration

**Exchange students will register for their course preferences online prior to their arrival in France.** The students will receive further information regarding the course registration by email as soon as the semester start gets closer. Students should be careful about announced deadlines.

## Double Degree Exchange students:

Please note the Majors from our **Master in Management (PGE)** (Lille & Paris):

DEPARTMENT	TRACK	MASTER - MAJORS	MAJOR CODE
MARKETING & SALES	MKT	Marketing	MKT
NEGOTIATION	NEG	International Negotiation and Sales	NEG
INNOVATION, ENTREPRENEURSHIP and INFORMATION SYSTEMS	ENT	Innovation & Entrepreneurship	IENT
OPERATIONS MANAGEMENT	OPS	Operations & Supply Chain Management	OPS
FINANCE	FIN	Finance	FIN
ACCOUNTING	ACC	Financial Management and Control	ACC
PEOPLE, ORGANIZATIONS AND NEGOTIATION	HRM	General Management & Strategic Consulting	GMSC

There are no Majors at Bachelor level.

Double Degree students coming through exchange agreements at IÉSEG will be considered as regular IÉSEG degree-seeking students (bachelor and master level).

When required by the Program, these students will choose courses through tools and processes used for regular Grande Ecole Program or Bachelor in International Business degree-seeking students, not through the exchange program tools.

Double Degree students will receive further information regarding the course registration by email as soon as the semester start gets closer. Students should be careful about announced deadlines.

## MASTER - Paris Campus

Course Title	Code	Track	Type	Format	ECTS
BUSINESS GAME MASTER PGE 3771	3771	IDP	CC	INT	2
PERSONAL DATA PROTECTION & MANAGEMENT 3774	3774	LAW	CC	EXT	2
DATA VISUALIZATION 3773	3773	MIS	CC	EXT	2
NO-CODE & GENERATIVE AI 3770	3770	MIS	CC	EXT	2
CAREER PROGRAM MASTER PGE 3772	3772	PRO	CC	INT	2
MANAGING FIRM CONSTRAINTS WITH ACCOUNTING DECISIONS TECHNIQUES 2081	2081	ACC	IE	INT	2
GAME THEORY 3964	3964	ECO	IE	INT	2
BUSINESS MODEL DEVELOPMENT IN NEW VENTURES 3781	3781	ENT	IE	INT	2
ALTERNATIVE INVESTMENTS (INT) 3778	3778	FIN	IE	INT	2
BANKING & FINANCIAL INTERMEDIARIES 3780	3780	FIN	IE	INT	2
B CORP CERTIFICATION: TOWARD SUSTAINABLE TRANSFORMATION 3779	3779	GMSC	IE	INT	2
GEOPOLITICS OF BUSINESS 3785	3785	IBE	IE	INT	2
STORY TELLING FOR LEADERS 1947	1947	ITC	IE	INT	2
SUSTAINABILITY AND INFORMATION SYSTEMS 3784	3784	MIS	IE	INT	2
CROSS CULTURAL MARKETING (INT) 1164	1164	MKT	IE	INT	2
SERVICE FAILURE AND RECOVERY IN BUSINESS 3787	3787	MKT	IE	INT	2
INTERNATIONAL CONFLICT MANAGEMENT AND PEACE BUILDING 2095	2095	NEG	IE	INT	2
SUPPLY CHAIN DEVELOPMENT 2231	2231	OPS	IE	INT	2
CLIMATE LAB 3782	3782	STS	IE	INT	2
ADVANCED FINANCIAL ENGINEERING 3667	3667	ACC	SCC	EXT	3
CASH MANAGEMENT & FINANCIAL ENGINEERING 3669	3669	ACC	SCC	EXT	3
CURRENT ISSUES IN ACCOUNTING & MANAGEMENT CONTROL 3671	3671	ACC	SCC	EXT	3
ERP 3666	3666	ACC	SCC	EXT	3
FIRM VALUATION 3668	3668	ACC	SCC	EXT	3
SUSTAINABLE ACCOUNTING, REPORTING & ETHICS 3670	3670	ACC	SCC	EXT	3
ADVANCED BUSINESS LAW 3714	3714	ENT	SCC	EXT	3
CONSULTING ENTREPRENEURIAL SOCIAL - CREENSO 3715	3715	ENT	SCC	EXT	3
ENTREPRENEURIAL SELLING 3716	3716	ENT	SCC	EXT	3
INCLUSIVE ENTREPRENEURSHIP 3717	3717	ENT	SCC	EXT	3
INTELLECTUAL PROPERTY & OPENNESS: USING LEGAL TOOLS TO ENHANCE INNOVATION, CRE	3718	ENT	SCC	EXT	3
THE ENTREPRENEURIAL EXPERIENCE II 3719	3719	ENT	SCC	EXT	3
ADVANCED CORPORATE FINANCE 3684	3684	FIN	SCC	EXT	3
ADVANCED FINANCIAL STATEMENT ANALYSIS 3685	3685	FIN	SCC	EXT	3
ADVANCED RISK MANAGEMENT 3679	3679	FIN	SCC	EXT	3
ALTERNATIVE INVESTMENTS 3680	3680	FIN	SCC	EXT	3
COMPUTER-BASED PROBLEM SOLVING IN ARM 3682	3682	FIN	SCC	EXT	3
COMPUTER-BASED PROBLEM SOLVING IN CIB 3695	3695	FIN	SCC	EXT	3
COMPUTER-BASED PROBLEM SOLVING IN CORPORATE FINANCE 3689	3689	FIN	SCC	EXT	3
CORPORATE GOVERNANCE 3688	3688	FIN	SCC	EXT	3
ENTREPRENEURIAL FINANCE 3687	3687	FIN	SCC	EXT	3
FINANCIAL ENGINEERING 3681	3681	FIN	SCC	EXT	3
FINANCIAL INTERMEDIARIES 3691	3691	FIN	SCC	EXT	3
M&AS AND CORPORATE RESTRUCTURING 3694	3694	FIN	SCC	EXT	3
MACRO-ECONOMIC ENVIRONMENT & MONETARY POLICY 3690	3690	FIN	SCC	EXT	3
MULTI-ASSET PORTFOLIO MANAGEMENT 3678	3678	FIN	SCC	EXT	3
MULTINATIONAL FINANCIAL MANAGEMENT 3686	3686	FIN	SCC	EXT	3
REGULATION AND COMPLIANCE 3693	3693	FIN	SCC	EXT	3
REPORTING FOR BANKS 3692	3692	FIN	SCC	EXT	3
TRADING & EXCHANGES 3683	3683	FIN	SCC	EXT	3
CONSULTING SKILLS 3703	3703	GMSC	SCC	EXT	3
CONTRACT MANAGEMENT 3704	3704	GMSC	SCC	EXT	3
FINANCE FOR CONSULTING 3705	3705	GMSC	SCC	EXT	3
INTERNATIONAL BUSINESS DEVELOPMENT 3702	3702	GMSC	SCC	EXT	3
IS PROJECT MANAGEMENT 3706	3706	GMSC	SCC	EXT	3
WRITING AN EFFECTIVE BUSINESS CASE 3707	3707	GMSC	SCC	EXT	3
BUSINESS DEVELOPMENT IN B2B SALES 3738	3738	MKT	SCC	EXT	3
CROSS-CULTURAL MARKETING 3732	3732	MKT	SCC	EXT	3
DIGITAL BRANDING 3726	3726	MKT	SCC	EXT	3
DIGITAL COMMUNICATION 3727	3727	MKT	SCC	EXT	3
DIGITAL CONTENT 3728	3728	MKT	SCC	EXT	3
DIGITAL DESIGN & OPTIMIZATION 3729	3729	MKT	SCC	EXT	3
E-COMMERCE 3730	3730	MKT	SCC	EXT	3
INTERNAL CUSTOMER MANAGEMENT 3739	3739	MKT	SCC	EXT	3
INTERNATIONAL BRAND MANAGEMENT 3733	3733	MKT	SCC	EXT	3
INTERNATIONAL MARKETING COMMUNICATION 3734	3734	MKT	SCC	EXT	3
INTERNATIONAL MARKETING FOR SUSTAINABILITY 3735	3735	MKT	SCC	EXT	3
INTERNATIONAL RETAIL & OMNICHANNEL 3736	3736	MKT	SCC	EXT	3
KEY ACCOUNT MANAGEMENT 3740	3740	MKT	SCC	EXT	3
PLATFORM STRATEGY 3731	3731	MKT	SCC	EXT	3
PRODUCT INNOVATION FOR INTERNATIONAL MARKETS 3737	3737	MKT	SCC	EXT	3
PROFESSIONAL SELLING & INTERNATIONAL RELATIONS MANAGEMENT 3741	3741	MKT	SCC	EXT	3
PURCHASING STRATEGY 3742	3742	MKT	SCC	EXT	3
SERVICE MANAGEMENT 3743	3743	MKT	SCC	EXT	3
CONTRACT LAW AND NEGOTIATION 3750	3750	NEG	SCC	EXT	3
DIPLOMATIC NEGOTIATIONS AND SUSTAINABLE DEVELOPMENT 3751	3751	NEG	SCC	EXT	3
LABOR NEGOTIATION 3752	3752	NEG	SCC	EXT	3
NEGOTIATIONS IN M & A 3753	3753	NEG	SCC	EXT	3
TEAM MANAGEMENT 3754	3754	NEG	SCC	EXT	3
VALUE-BASED NEGOTIATION 3755	3755	NEG	SCC	EXT	3
AGILE PROJECT MANAGEMENT 3767	3767	OPS	SCC	EXT	3
DECISION MAKING UNDER UNCERTAINTY 3763	3763	OPS	SCC	EXT	3
ENTERPRISE RESOURCE PLANNING WITH SAP 3766	3766	OPS	SCC	EXT	3
LEAN SIX SIGMA GREEN BELT CERTIFICATION 3768	3768	OPS	SCC	EXT	3
PRODUCTION PLANNING AND CONTROL 3765	3765	OPS	SCC	EXT	3
SUPPLY CHAIN OPERATIONS 3762	3762	OPS	SCC	EXT	3
SUSTAINABLE OPERATIONS 3764	3764	OPS	SCC	EXT	3

## French language courses - Lille and Paris

Course Title	Code	Campus	Type	Format	Track	Language	ECTS
FRANCAIS LANGUE ETRANGERE (NIVEAU 1) 3457	3457	L	OC	EXT	LAN_FRE	FRE	2
FRANCAIS LANGUE ETRANGERE (NIVEAU 2) 3458	3458	L	OC	EXT	LAN_FRE	FRE	2
FRANCAIS LANGUE ETRANGERE (NIVEAU 3) 3459	3459	L	OC	EXT	LAN_FRE	FRE	2
FRANCAIS LANGUE ETRANGERE (NIVEAU 4) 3460	3460	L	OC	EXT	LAN_FRE	FRE	2
BIEN PRONONCER LE FRANCAIS 0521 (LEVEL 1 OR 2 ONLY)	0521	L	OC	EXT	LAN_FRE	FRE	1
PREPARATION AU DELF B1 ET B2 0520 (LEVEL 4 ONLY)	0520	L	OC	EXT	LAN_FRE	FRE	2
ATELIER INTERCULTUREL DE CONVERSATION 3318 (LEVEL 3 ONLY)	3318	L	OC	EXT	LAN_FRE	FRE	2
FRANCAIS LANGUE ETRANGERE (NIVEAU 1) 3457	3457	P	OC	EXT	LAN_FRE	FRE	2
FRANCAIS LANGUE ETRANGERE (NIVEAU 2) 3458	3458	P	OC	EXT	LAN_FRE	FRE	2
FRANCAIS LANGUE ETRANGERE (NIVEAU 3) 3459	3459	P	OC	EXT	LAN_FRE	FRE	2
FRANCAIS LANGUE ETRANGERE (NIVEAU 4) 3460	3460	P	OC	EXT	LAN_FRE	FRE	2
BIEN PRONONCER LE FRANCAIS 0521 (LEVEL 1 OR 2 ONLY)	0521	P	OC	EXT	LAN_FRE	FRE	1
PREPARATION AU DELF B1 ET B2 0520 (LEVEL 4 ONLY)	0520	P	OC	EXT	LAN_FRE	FRE	2
ATELIER INTERCULTUREL DE CONVERSATION 3318 (LEVEL 3 ONLY)	3318	P	OC	EXT	LAN_FRE	FRE	2

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The course BIEN PRONONCER LE FRANCAIS 0521 is available to Level 1 and Level 2 students only.

The course ATELIER INTERCULTUREL DE CONVERSATION 3318 is available to Level 3 students only.

The course PRÉPARATION AU DELF B1 ET B2 0520 is available to Level 4 students only.

**MASTER LEVEL**

DEPARTMENT	TRACK	MASTER - MAJORS	MAJOR CODE
MARKETING & SALES	MKT	Marketing	MKT
NEGOTIATION	NEG	International Negotiation and Sales	NEG
INNOVATION, ENTREPRENEURSHIP and INFORMATION SYSTEMS	ENT	Entrepreneurship	IENT
OPERATIONS MANAGEMENT	OPS	Operations & Supply Chain Management	OPS
FINANCE	FIN	Finance	FIN
ACCOUNTING	ACC	Financial Management and Control	ACC
PEOPLE, ORGANIZATIONS AND NEGOTIATION	HRM	General Management & Strategy Consulting	GMSC

**TRACKS IN GENERAL:**

TRACK NAME	TRACK
Audit, Control, Accounting	ACC
CSR and Sustainability	CSRS
Personal Development / People Competencies	DEV
Economics	ECO
Entrepreneurship	ENT
Finance	FIN
General Management & Strategy Consulting	GMSC
Human Ressources Management	HRM
International Economy	IBE
Innovation and Entrepreneurship	INNO/ENT
Intercultural competences	ITC
French as a Foreign Language	LAN_FRE
Law	LAW
Management of Information Systems	MIS
Marketing	MKT
Negotiation	NEG
Operations Management	OPS
Quantitative Methods	QMS
Strategy and Sustainability	STS