

Courses for INCOMING  
students  
PARIS 23-24



Available  
programmes  
(PARIS  
campus):

## UNDERGRADUATE COURSES :

<b>YEAR 1</b>	BBA 1 (Fall + Spring) or American Track – Free movers ( Fall + Spring )
<b>YEAR 2</b>	BBA 2 (Fall + Spring )
<b>YEAR 3</b>	BBA 3 with Optional Certificate ( Fall + Spring ) or Main Track PGE 3 ( Fall )
<b>Master courses</b>	PGE 4 (Master courses for Free movers Only)

## FALL SEMESTER :

- Introduction to Organisations (3 ECTS) 23U\_GRH\_015\_BBA1\_FA
- FA Principles of Marketing (3 ECTS) 23U\_MKG\_053\_BBA1\_FA
- Introduction to Cross Cultural Communications (3 ECTS)  
23U\_GRH\_029\_BBA1\_FA
- Accounting Principles (3 ECTS) 23U\_CPT\_006\_BBA1\_FA
- Financial Mathematics (3 ECTS) 23U\_ECO\_019\_BBA1\_FA
- Introduction to Business Law (3 ECTS) 23U\_DRT\_004\_BBA1\_FA
- Microeconomics (3 ECTS) 23U\_ECO\_025\_BBA1\_FA
- Business IT Tools (3 ECTS) 23U\_ICT\_001\_BBA1\_FA
- Academic Writing (3 ECTS) 23U\_CUG\_026\_BBA1\_FA
- French as a Foreign Language (2 ECTS) 23L\_FLE\_008\_BBA1\_FA
- FIVE (1 ECT) 23U\_DPP\_029\_BBA1\_FA



## BBA1 in PARIS 1ST YEAR:



## SPRING SEMESTER :

- Mix Marketing & Communication (3 ECTS)  
23U\_MKG\_023\_BBA1\_FA
- Economic Conditions (3 ECTS ) 23U\_ECO\_009\_BBA1\_FA
- Introduction to Management (3 ECTS) 23U\_ENT\_035\_BBA1\_FA
- Introduction to Statistics (3 ECTS) 23U\_ECO\_002\_BBA1\_FA
- Comparative Contracts Law (3 ECTS) 23U\_DRT\_037\_BBA1\_FA
- Research Methods I (2 ECTS) 23U\_ECO\_027\_BBA1\_FA
- Business IT Tools II (TOSA level 2) (3 ECTS)  
23U\_ICT\_002\_BBA1\_FA
- Introduction to Geopolitics (3 ECTS) 23U\_CUG\_028\_BBA1\_FA
- French Culture & Civilisation (5 ECTS) 23U\_CUG\_039\_BBA1\_FA
- French as a Foreign Language (2ECTS) 23L\_FLE\_009\_BBA1\_FA
- MOOC 1 (2 ETCS) 23U\_ICT\_018\_BBA1\_FA
- International Seminar (2 ECTS) 23U\_LOG\_024\_BBA1\_FA

## FALL SEMSESTER:

- **Principles of Marketing (3 ECTS)**  
23\_MKG\_053\_PGE1\_FA
- **Sales Techniques (3 ECTS)**  
23\_VTE\_017\_PGE1\_FA
- **Accounting Principles (3 ECTS)**  
23U\_CPT\_017\_PGE1\_FA
- **Financial Mathematics (3 ECTS)**  
23U\_ECO\_019\_PGE1\_FA
- **Written and Oral Communication (2 ECTS)**  
23\_CUG\_008\_PGE1\_FA
- **The foundations of Ethics (1 ECT)**  
23U\_CUG\_004\_PGE1\_FA
- **English (3 ECTS)**  
23L\_ANG\_004\_PGE1\_FA
- **IT Tools (2 ECTS)**  
23U\_ICT\_014\_PGE1\_FA



## AMERICAN TRACK in PARIS 1st YEAR (FREEMOVERS ONLY)



## SPRING SEMESTER:

- **Mix Marketing & Communication (3 ECTS)**  
23U\_MKG\_023\_PGE1\_FA
- **Economic Conditions (3 ECTS)**  
23U\_ECO\_009\_PGE1\_FA
- **Introduction to Business Law (3 ECTS)**  
23U\_DRT\_004\_PGE1\_FA
- **Introduction to Statistics (3 ECTS)**  
23U\_ECO\_002\_PGE1\_FA
- **Introduction to Management (3 ECTS)**  
23U\_ENT\_006\_PGE1\_FA
- **Financial Accounting (3 ECTS)**  
23U\_CPT\_003\_PGE1\_FA
- **Anglais So2 (2 ECTS)**  
23L\_ANG\_005\_PGE1\_FA

## FALL SEMESTER:

- Financial Accounting (3 ECTS) 23U\_CPT\_003\_BBA2\_FA
- Cross-cultural Management (3 ECTS)  
23U\_GRH\_031\_BBA2\_FA
- International Economics (3 ECTS)  
23U\_ECO\_026\_BBA2\_FA
- Market Research (3 ECTS) 23U\_MKG\_005\_BBA2\_FA
- Human Resources Management (3 ECTS)  
23U\_GRH\_010\_BBA2\_FA
- International Trade (3 ECTS) 23U\_LOG\_022\_BBA2\_FA
- Advanced statistics (3 ECTS) 23U\_ECO\_028\_BBA2\_FA
- Business IT Tools III (1 ECTS) 23U\_ICT\_003\_BBA2\_FA
- Geopolitical future (3 ECTS) 23U\_CUG\_029\_BBA2\_FA
- Academic Presentations (3 ECTS)  
23U\_CUG\_027\_BBA2\_FA
- French as a Foreign Language (2 ECTS)  
23L\_FLE\_008\_BBA2\_FA



## BBA2 in PARIS 2<sup>ND</sup> YEAR:



## SPRING SEMESTER:

- Financial Analysis (3 ECTS) 23U\_FIN\_001\_BBA2\_FA
- International Business Environment (3 ECTS)  
23U\_LOG\_056\_BBA2\_FA
- International Negotiation (3 ECTS) 23U\_LOG\_057\_BBA2\_FA
- Innovation and Digital Marketing (3 ECTS)  
23U\_MKG\_069\_BBA2\_FA
- Using Social Media in Business (3 ECTS)  
23U\_MKG\_070\_BBA2\_FA
- Research Methods II (3 ECTS) 23U\_ECO\_029\_BBA2\_FA
- Introduction to Operations and Supply Chain (3 ECTS)  
23U\_LOG\_001\_BBA2\_FA
- French as a Foreign Language (2 ECTS)  
23L\_FLE\_009\_BBA2\_FA
- French Culture & Civilisation (5 ECTS)  
23U\_CUG\_039\_BBA2\_FA
- Project (5 ECTS) 23U\_DPP\_036\_BBA2\_FA
- MOOC 2 (2 ECTS) 23U\_ICT\_020\_BBA2\_FA

## FALL and SPRING :

- **Business Ethics and Corporate Social Responsibility (6 ECTS)**  
23U\_GRH\_035\_BBA3\_FA/SP
- **Sustainable Supply Chain Management (6 ECTS)**  
23U\_LOG\_061\_BBA3\_FA/SP
- **Strategic Marketing Planning (6 ECTS)**  
23U\_MKG\_074\_BBA3\_FA/SP
- **Business Strategy (6 ECTS)**  
23U\_ENT\_010\_BBA3\_FA/SP
- **Marketing Tourism (6 ECTS)**  
23U\_MKG\_073\_BBA3\_FA/SP
- **Treasury and International Risk Management (6 ECTS)** 23U\_FIN\_005\_BBA3\_FA/SP
- **Data Analysis for Business Management (6 ECTS)**  
23U\_ECO\_004\_BBA3\_FA/SP
- **Advertising and Promotion (6 ECTS)**  
23U\_MKG\_075\_BBA3\_FA/SP



## BBA3 in PARIS

### 3<sup>RD</sup> YEAR:

BBA3 Courses are the same for the fall and spring semester

**+the new BBA3  
certificates  
( see next slide...)**

- **International HR Management (6 ECTS)**  
23U\_GRH\_034\_BBA3\_FA/SP
- **Family Entrepreneurship (6 ECTS)**  
23U\_ENT\_021\_BBA3\_FA/SP
- **Innovation & Lean Startup for Entrepreneurs (6 ECTS)** 23U\_ENT\_022\_BBA3\_FA/SP
- **Luxury Brand Management & Environment (6 ECTS)** 23U\_MKG\_020\_BBA3\_FA/SP
- **Luxury: Innovation, Sustainable Development and Quality (6 ECTS)** 23U\_MKG\_016\_BBA3\_FA/SP
- **Financial Management (6 ECTS)**  
23U\_FIN\_006\_BBA3\_FA/SP
- **Geopolitics (6 ECTS)** 23U\_CUG\_032\_BBA3\_FA/SP
- **French as a Foreign Language (6 ECTS)**  
23L\_FLE\_005\_BBA3\_FA/SP

### CERTIFICATE IN GENERAL MARKETING : 30 ECTS total

- Business Ethics and Corporate Social Responsibility
- International HR Management
- Business Strategy
- Financial Management
- Data Analysis for Business Management

### CERTIFICATE IN MARKETING MANAGEMENT : 30 ECTS total

- Business Ethics and Corporate Social Responsibility
- Strategic Marketing Planning
- Business Strategy
- Marketing Tourism
- Advertising and Promotion

### CERTIFICATE IN FINANCIAL MANAGEMENT : 30 ECTS total

- Business Ethics and Corporate Social Responsibility
- Data Analysis for Business Management
- Business Strategy
- Treasury and International Risk Management
- Financial Management

## **NEW!** **BBA<sub>3</sub> CERTIFICATES :**

### CERTIFICATE IN ENTREPRENEURSHIP: 30 ECTS total

- Business Ethics and Corporate Social Responsibility
- Strategic Marketing Planning
- Business Strategy
- Family Entrepreneurship
- Innovation & Lean Startup for Entrepreneurs

### CERTIFICATE IN LUXURY MANAGEMENT : 30 ECTS total

- Business Ethics and Corporate Social Responsibility
- Strategic Marketing Planning
- Business Strategy
- Luxury Brand Management & Environment
- Luxury: Innovation, sustainable development and quality

# MAIN TRACK (PGE<sub>3</sub>) in PARIS 3<sup>RD</sup> YEAR :

## FALL SEMESTER ONLY :

- Marketing Strategy and the Mix (3 ECTS) 23U\_MKG\_033\_PGE3\_FA
- Financial analysis (3 ECTS) 23U\_FIN\_001\_PGE3\_FA
- Accounting and controlling (3 ECTS) 23U\_CPT\_013\_PGE3\_FA
- Business operations and processes (3 ECTS) 23U\_LOG\_001\_PGE3\_FA
- Human resources management (3 ECTS) 23U\_GRH\_010\_PGE3\_FA
- International trade (3 ECTS) 23U\_LOG\_022\_PGE3\_FA
- Statistics (3 ECTS) 23U\_ECO\_011\_PGE3\_FA
- Serious Game (2 ECTS) 23U\_ENT\_002\_PGE3\_FA
- French Culture & Civilisation (5 ECTS) 23U\_CUG\_039\_PGE3\_FA
- French as a Foreign Language (2 ECTS) 23L\_FLE\_001\_PGE3\_FA



## FALL SEMESTER:

- **Strategic Management (4 ECTS)**  
23M\_ENT\_001\_PGE4\_FA
- **International Business (4 ECTS)**  
23M\_LOG\_029\_PGE4\_FA
- **Intercultural Management (4 ECTS)**  
23M\_GRH\_026\_PGE4\_FA
- **Marketing Analytics (4 ECTS)**  
23M\_MKG\_010\_PGE4\_FA



## MASTER LEVEL COURSES IN PARIS PGE 4 (FREEMOVERS ONLY):



## SPRING SEMESTER:

- **Financial Management for International Business (4 ECTS)**  
23M\_FIN\_005\_PGE4\_FA
- **International Economics (4 ECTS)**  
ECTS) 23M\_ECO\_010\_PGE4\_FA
- **International Business Law (4 ECTS)**  
ECTS) 23M\_DRT\_009\_PGE4\_FA