

## COURSES FALL SEMESTER 2012

Fall semester from mid-September to end of December or mid-January for some courses.  
Pôle ESG offers several non-degree programs taught in English and in French.

+ If you choose to follow courses in English, you will be registered in one of the following Core Programs. Within each Core Program, you can enroll in select courses only or all of them. You cannot mix Core Programs, but you can add some courses from the Elective Courses list or from the French Courses list if you have some French language knowledge.

+ If you choose to follow courses in French, then you can choose within the list of French courses and create your own program. You can also add some Elective Courses in English.

Be aware that the exams for some courses will take place in January 2013.

The course list form is to be returned before July 1<sup>st</sup> 2012

**Important note:** Please make sure you have completed any required pre-requisite courses, and that your final course choice has been approved by your Academic Advisor at your Home Institution.

Faculty and the Administration reserve the right to open up a session in any required subject matter, regardless of the semester, provided sufficient enrolment; likewise Faculty and the Administration reserve the right to cancel any required subject matter, regardless of the semester, if the enrolment is inadequate.

This list is subject to change.

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## **CORE PROGRAMS IN ENGLISH // BACHELOR LEVEL**

+ Required English level: TOEFL IBT 80 or IELTS 6 for non-native English speakers

### **PSB Level 300 with Management Major**

Level: 3rd year Bachelor

From September 10th to December 14th 2012 (exams included)

	ECTS credits	Length / week	Total length
Entrepreneurship	5	3h	36h
Litigation & Alternate Dispute Resources	5	3h	36h
Supply Chain Management	5	3h	36h

### **PSB Level 300 with Marketing Major**

Level: 3rd year Bachelor

From September 10th to December 14th 2012 (exams included)

	ECTS credits	Length / week	Total length
Consumer Behaviour	5	3h	36h
Marketing Research	5	3h	36h
Principles of Advertising	5	3h	36h

### **PSB Level 300 with Finance Major**

Level: 3rd year Bachelor

From September 10th to December 14th 2012 (exams included)

	ECTS credits	Length / week	Total length
International Finance	5	3h	36h
Principles of Investments	5	3h	36h
Money & Capital Markets	5	3h	36h

## **CORE PROGRAM IN ENGLISH // MASTER LEVEL**

+ Pre-requisites: you must have a 3 year Bachelor or must be in your 4th year of studies in your home university.

+ Required English level: TOEFL IBT 85 or IELTS 6 for non-native English speakers

+ Pre-requisites: you must have a 3 year Bachelor or must be in your 4th year of studies in your home university.

+ Required English level: TOEFL IBT 85 or IELTS 6 for non-native English speakers

### **PSB M.Sc. in International Management**

Level: 1st year Master

From September 24th to December 14th 2012 (exams included)

	ECTS credits	Length / week	Total length
Business Economics in International Trade & Investments	5	3h	36h
Principles of Accounting in International Business	5	3h	36h
Principles of International Marketing	5	3h	36h
Geo Economics and Geo Politics	5	3h	36h
International Finance	5	3h	36h
International Business Law & Taxation			

### PSB International MBA

Level: 1st year Master

From September 24th to December 14th 2012 (exams included)

	ECTS credits	Length / week	Total length
Surveys of Economics	5	3h	36h
Legal Environment of Business	5	3h	36h
Accounting & Financial Reporting	5	3h	36h
Marketing Analysis & Management	5	3h	36h
Advanced Quantitative Analysis for Managers	5	3h	36h
Contemporary Organizations: Theory, Behavior & Leadership Skills	5	3h	36h
Human Resources Management	5	3h	36h

### ESG Management School Master of International Business

Level: 1st year Master

From September 18th to December 14th 2012 (exams included)

	ECTS credits	Length / week	Total length
Management Accounting	5	3	30
International Economics	3	1.5	15
International Trading	3	1.5	15
Approaching foreign markets	3	1.5	15
Financial management	5	3	30
International Business Environment	3	1.5	15
Strategic management	5	3	30
Marketing Management	5	3	30

## ELECTIVE COURSES IN ENGLISH

### Course for International exchange students

From September 14th to December 21st 2012 (exams included)

	ECTS credits	Length / week	Total length
International Marketing	5	3h	30h
Branding for Luxury products	5	3h	30h
Intercultural Management	5	3h	30h
Strategic Management	5	3h	30h

### PSB BBA General Education Requirements

From September 10th to December 14th 2012 (exams included)

	ECTS credits	Length / week	Total length
French Beginner	5	3h	36h
Intermediate French	5	3h	36h
Advanced French & Civilisation	5	3h	36h
Business French	5	3h	36h
Communication Skills	5	3h	36h

Elementary Statistics	5	3h	36h
Financial Accounting	5	3h	36h
Fundamentals of Corporate Finance	5	3h	36h
Human Resources Management	5	3h	36h
International Institutions & Geopolitics	5	3h	36h
Introduction Computer Business	5	3h	36h
Introduction to Finance	5	3h	36h
Introduction to Macroeconomics	5	3h	36h
Managerial Accounting	5	3h	36h
Principles of Management	5	3h	36h
Principles of Marketing	5	3h	36h

### ESGCI courses

**Level: 3rd year Bachelor**

**From October 1st to December 22nd 2012 (exams included)**

	ECTS credits	Length / week	Total length
International marketing	5	3h	33h
Anglo saxon accounting/anglo saxon finance	3	1.5h	16.5h
Negotiation	3	1.5h	16.5h
International law	3	1.5h	16.5h
Intercultural management	3	1.5h	16.5h
Consumer Relationship	3	1.5h	16.5h

**Level: 1st year Master**

**From September 24th to December 15th 2012 (exams included)**

	ECTS credits	Length / week	Total length
Corporate takeover/company set up	5	3h	33h
International event project development	5	3h	33h
ASEAN markets	3	3h	18h
Eastern markets	5	3h	33h

**Level: 2nd year Master**

**From October 08th 2012 to January 12th 2013 (exams included)**

	ECTS credits	Length / week	Total length
Category management	5	3h	33h
Business intelligence	3	3h	18h
Tourism and hospitality management	5	3h	33h
International project management	5	3h	33h
American business trends	5	3h	33h

## COURSES IN FRENCH

+ Required French level: level B2 minimum (European language levels grid):

[http://www.coe.int/T/DG4/Portfolio/?M=/main\\_pages/levels.html](http://www.coe.int/T/DG4/Portfolio/?M=/main_pages/levels.html)

### ESG Management School courses

Level: 2nd year Bachelor

From September 17th 2012 to January 5th 2013 (exams included)

	ECTS credits	Length / week	Total length
Comptabilite approfondie	5	3h	33h
Mathématiques pour gestionnaires II	5	3h	33h
Economie monétaire internationale	5	3h	33h
Comportement organisationnel	5	3h	33h
Marchés financiers (marchés financiers 1 + système bancaire français)	5	3h	33h

Level: 3rd year Bachelor

From September 18th 2012 to January 5th 2013 (exams included)

	ECTS credits	Length / week	Total length
Comptabilite générale	5	3h	33h
Stratégie marketing	5	3h	33h
Géopolitique contemporaine	5	3h	33h
Economie pour managers	5	3h	33h
Mathématiques pour gestionnaires	5	3h	33h
Management	5	3h	33h
Sciences politiques (relations internationales + institutions européennes)	5	3h	33h

Level: 1st year Master

From September 18th to December 15th 2012 (exams included)

	ECTS credits	Length / week	Total length
Contrôle de gestion	5	3h	30h
Stratégie des firmes multinationales	5	3h	30h
Communication et médias	5	3h	30h
Management stratégique (gestion des Ressources Humaines + corporate strategy)	5	3h	30h
Gestion juridique et sociale (droit des sociétés + fiscalité des entreprises)	5	3h	30h

### ESGCI courses

Level: 2nd year Bachelor

From September 24th 2012 to January 5th 2013 (exams included)

	ECTS credits	Length / week	Total length
Communication interne/externe	3	1h30	18h
Strategie de communication globale	3	1h30	18h
Outils de gestion	3	1h30	18h
Economie	3	1h30	18h
Marketing stratégique	3	1h30	18h
Analyse de l'actualité contemporaine	3	1h30	18h

Droit des sociétés	3	1h30	18h
Outils pao	5	3h	36h
Techniques audiovisuelles	5	3h	36h
Methodologie agence de communication	3	1h30	18h
Comptabilite analytique	3	1h30	18h
Commerce international	3	1h30	18h
Techniques quantitatives	3	1h30	18h
Force de vente t1	3	1h30	18h
Economie	3	1h30	18h
Marketing stratégique	3	1h30	18h
Droit des sociétés	3	1h30	18h
Informatique	3	1h30	18h

**Level: 3rd year Bachelor**

**From October 1st to December 22th 2012 (exams included)**

	ECTS credits	Length / week	Total length
Veille marketing et publicitaire	5	3h	33h
Droit de la communication	3	1h30	15h
Nouvelles technologies de l'info communication	5	3h	33h
Planning strategique	5	3h	33h
Comportement du consommateur	5	3h	33h
Strategie des medias	3	1h30	15h
Pao	5	3h	33h
Techniques d'ecritures	3	1h30	15h
Techniques audiovisuelles	5	3h	33h
Geopolitique	3	1h30	16.5h
Communication de crise	3	1h30	16.5h
Marketing operationnel/distribution merchandising	3	1h30	16.5h
Droit de la franchise/droit de la consommation	3	1h30	16.5h
Marketing direct/crm.ecrm	3	1h30	16.5h
Marches financiers/analyse financiere	3	1h30	16.5h
Droit de la communication	3	1h30	16.5h
Comportement du consommateur	3	1h30	16.5h
Digital marketing	3	1h30	16.5h
Echanges et techniques de transferts	3	1h30	16.5h

**Level: 1st year Master**

**From September 24th to December 15th 2012 (exams included)**

	ECTS credits	Length / week	Total length
Marketing de la personnalité	3	1h30	15h
Web marketing	3	1h30	15h
Media planning	3	1h30	15h
Marketing évènementiel	3	1h30	15h
Communication et marketing du luxe	3	1h30	15h
Direction artistique 1	3	1h30	15h
Web marketing	3	3h	18h

**ESGF courses**

**Level: 2nd year Bachelor**

**From September 24th 2012 to January 5th 2013 (exams included)**

	ECTS credits	Length / week	Total length
Comptabilité générale	3	1h30	15h

Droit de l'entreprise	3	1h30	15h
Fiscalité des entreprises 1: imposition des bénéfices	3	1h30	15h
Gestion prévisionnelle et finances	5	3h	30h
Marché des taux	3	1h30	15h
Marché des titres	3	1h30	15h
Marketing fondamental	3	1h30	15h
Probabilités & statistiques inférentielles	3	1h30	15h
Recherche opérationnelle et gestion de production	3	1h30	15h
Techniques de gestion	3	1h30	15h

**Level: 3rd year Bachelor**

**From September 24th to December 15th 2012 (exams included)**

	ECTS credits	Length / week	Total length
Audit, révision et certification des comptes 1	5	3h	30h
Comptabilité approfondie 1	5	3h	30h
Contrôle de gestion	5	3h	30h
Droit des sociétés	5	3h	30h
Environnement financier 1	5	3h	30h
Fiscalité approfondie 1	5	3h	30h
Finance internationale 1	5	3h	30h
Gestion des flux	5	3h	30h
Marchés boursiers 1	5	3h	30h
Mathématiques financières approfondies 1	5	3h	30h
Outils de gestion du patrimoine	5	3h	30h
Systèmes d'information de gestion	5	3h	30h
Techniques de vente de produits financiers	5	3h	30h

For more specific information about our international exchange programs, please contact

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## PROGRAM CHOICE FORM – Fall 2012

NAME:

HOME UNIVERSITY:

EMAIL:

Form to be returned before July 1<sup>st</sup> 2012

\*Please indicate the Program and Courses you want to follow for the FALL semester 2012. (Very important; please be sure to indicate the school and level)

We remind you that:

- If you follow courses in English, you need to choose one Core Program (you cannot mix Core Program courses), then you can add Elective English courses and French courses (you can mix levels, schools, languages).
- If you follow courses in French, you can mix schools and programs, years and levels, specializations, etc. You can also add Elective English courses.

You do not have to fill in all the lines of the board nor is it mandatory to follow all the courses of the core program you select! Feel free to list the ones you want to follow in the grill below.

Please verify that you have the required background for the chosen Program and Courses.

### 1. I want to follow (please choose only ONE option):

#### BACHELOR CORE PROGRAMS

PSB Management major

PSB Marketing major

PSB Finance major

#### MASTER CORE PROGRAMS

PSB M.Sc. International Management

PSB International MBA

ESG Management School - Master of International Business

I want to follow courses in French

### 2. I want to add these Elective Courses and/or French Courses:

Name of course	School	Year of study	ECTS credits
<i>Example : International Negotiation</i>	<i>ESGCI</i>	<i>3rd Bachelor</i>	<i>3</i>