

Courses for INCOMING
students
PARIS 23-24



Available
programmes
(PARIS
campus):

UNDERGRADUATE COURSES :

YEAR 1	BBA 1 (Fall + Spring) or American Track – Free movers (Fall + Spring)
YEAR 2	BBA 2 (Fall + Spring)
YEAR 3	BBA 3 with Optional Certificate (Fall + Spring) or Main Track PGE 3 (Fall)
Master courses	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 (2 ECTS) 23L_FLE_009_BBA1_FA
- MOOC 1 (2 ECTS) 23U_ICT_018_BBA1_FA
- International Seminar (2 ECTS) 23U_LOG_024_BBA1_FA

FALL SEMESTER:

- **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 2ND 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

3RD 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 (2 ECTS)**
23L_FLE_005_BBA3_FA/SP

NEW!
BBA₃ CERTIFICATES :

**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

**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 3) in
PARIS
3RD 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