





**PROGRAMME BACHELOR 1**  
**ANNEE ACADEMIQUE 2023-2024**



SEMESTRE	DOMAINE D'ETUDE	COURS	HEURES FACE A FACE	E-LEARNING ou TRAVAIL PERSONNEL	ECTS	
SEMESTRE 1	<i>MANAGEMENT &amp; STRATEGIE</i>	Grands enjeux contemporains	30	NA	4	
		Introduction au droit	15	NA	2	
	<i>FINANCE</i>	Méthode quantitative d'aide à la décision - MQAD1	30	NA	4	
		Initiation à la comptabilité	30	NA	4	
	<i>MARKETING</i>	Techniques de vente +Mission Innovation Marketing	30	NA	4	
	<i>LANGUES &amp; SOFT SKILLS</i>	Soft Skills I : Conscience de soi & Team building	30	NA	4	
		English 1	20	10	2	
		Chinois 1	15	NA	2	
		LV3 - Option - Bonus	0	20	2	
		Atelier 'Efficacité professionnelle & Carrière'	8	10	2	
		Méthodes de travail efficaces 1	15	NA	2	
		Développement personnel (Bonus) - Vie associative	NA	NA	2	
	<b>TOTAL SEMESTRE 1 (hors bonus)</b>			<b>223</b>		<b>30</b>
	SEMESTRE 2	<i>FINANCE</i>	Comptabilité analytique	30	NA	4
Méthodes quantitatives d'aide à la décision 2 - MQAD2			30	NA	4	
<i>MARKETING</i>		Etudes et recherche marketing + Challenge	30	NA	4	
<i>MANAGEMENT &amp; STRATEGIE</i>		Droit des affaires	15	NA	2	
		Introduction à l'économie	30	NA	4	
<i>LANGUES &amp; SOFT SKILLS</i>		English 2	20	10	2	
		Chinois 2	15	NA	2	
		LV3 - Option - Bonus	NA	20	2	
		Méthodes de travail efficaces	15	NA	2	
		Atelier 'Efficacité professionnelle & Carrière'	8	10	1	
Développement personnel (Bonus) - Vie associative		NA	NA	2		
<i>RELATIONS ENTREPRISES</i>		Stage+Rapport/Passeport Compétences (6 à 8 semaines)	NA	NA	5	
<b>TOTAL SEMESTRE 2 (hors bonus)</b>			<b>193</b>		<b>30</b>	

**YEAR 1- BACHELOR PROGRAMME -  
ACADEMIC YEAR 2023-2024**


SEMESTER	FIELD OF STUDY	SUBJECTS	FACE TO FACE	E-LEARNING	ECTS	
FALL SEMESTER 1	<i>MANAGEMENT &amp; STRATEGY</i>	Global contemporary issues	30	NA	4	
		Introduction to Law	15	NA	2	
	<i>FINANCE</i>	Quantitative decision support methods I - QDSM1	30	NA	4	
		Introduction to accounting	30	NA	4	
	<i>MARKETING</i>	Sales techniques & sales assignment	30	NA	4	
	<i>LANGUAGES &amp; SOFT SKILLS</i>	English 1 or French as a Foreign Language 1	20	10	2	
		Chinese 1	15	NA	2	
		3rd Foreign language - Option - Bonus	0	15	2	
		Soft Skills I : Self-Consciousness & Team building	30	NA	4	
		Career workshops & professional projects	8	10	2	
		Efficient working methods	15	NA	2	
		Student associations	NA	NA	2	
	<b>TOTAL SEMESTER 1 (Bonuses excluded)</b>			<b>223</b>		<b>30</b>
	WINTER SEMESTER 2	<i>FINANCE</i>	Managerial accounting	30	NA	4
Quantitative Decision Support Methods 2 -QDSM2			30	NA	4	
<i>MARKETING</i>		Marketing studies and research	30	NA	4	
<i>MANAGEMENT &amp; STRATEGY</i>		Business Law	15	NA	2	
		Principles of Economics	30	NA	4	
<i>LANGUAGES &amp; SOFT SKILLS</i>		English 2 or French as a Foreign Language 2	20	10	2	
		Chinese 2	15	NA	2	
		Efficient working methods 2	15	NA	2	
		Career workshops & professional projects	8	NA	1	
		Associative life - Bonus	NA	NA	2	
<i>HARD SKILLS</i>		Internship / Competences Passport (6 à 8 weeks )	NA	NA	5	
<b>TOTAL SEMESTER 2 (Bonuses excluded)</b>			<b>193</b>		<b>30</b>	

**PROGRAMME BACHELOR 2**  
**ANNEE ACADEMIQUE 2023-2024**



SEMESTRE	DOMAINE D'ETUDE	COURS	HEURES FACE A FACE	E-LEARNING ou TRAVAIL PERSONNEL	ECTS
SEMESTRE 3	<b>MANAGEMENT &amp; STRATEGIE</b>	Initiation à la recherche	20	10	4
		Business plan & création d'entreprise	30	NA	4
	<b>ENTREPRENEURIAT &amp; TRANSFORMATION DIGITALE</b>	Environnement, transition écologique & RSE	15	NA	2
		Statistiques (Partie mathématique de MQAD3)	15	NA	2
	<b>FINANCE</b>	Analyse financière	30	NA	4
	<b>MARKETING</b>	Marketing stratégique	30	NA	4
	<b>LANGUES &amp; SOFT SKILLS</b>	English 3	20	30	2
		Chinois 3	15	NA	2
		LV3 - Option - Bonus	NA	10	2
		Soft Skills 2 : Connexion aux autres & communication	30	NA	4
		Atelier 'Efficacité professionnelle & carrière'	8	NA	1
		Méthodes de travail efficaces	12	NA	1
		Développement personnel (Bonus) - Vie associative	N/A	NA	2
	<b>TOTAL SEMESTRE 3 (hors bonus)</b>			<b>225</b>	
SEMESTRE 4	<b>SEMESTRE D'ECHANGE OU EDC CAMPUS BARCELONE</b>				<b>30</b>
	<b>TOTAL SEMESTRES 3+4 (hors bonus)</b>				<b>60</b>





SEMESTER	FIELD OF STUDY	SUBJECTS	FACE TO FACE	E-LEARNING	ECTS
FALL SEMESTER 3	MANAGEMENT & STRATEGY	Statistics (Maths part - MQAD3)	15	NA	2
		Initiation to research	20	10	2
		Business Plan & business creation	30	NA	4
		Sustainability and ecological transition	15	NA	4
	FINANCE	Audit	30	NA	4
	MARKETING	Strategic marketing	30	NA	4
	LANGUAGES & SOFT SKILLS	English 3 or French as a Foreign language 3	20	10	2
		Chinese 3	15	NA	2
		3rd Foreign language - Option - Bonus	15	NA	2
		Soft Skills 2: Connection to others and communication	30	NA	4
		Efficient Working Methods	12	NA	1
		Career workshops & professional projects	8	NA	1
		Associative life - Bonus	NA	NA	2
	<b>TOTAL SEMESTER 3 (Bonuses excluded)</b>			<b>225</b>	
WINTER SEMESTER 4	FINANCE	Control and cost analysis	30	NA	4
	MARKETING	Operational marketing	30	NA	4
	MANAGEMENT & STRATEGY	Probability (Maths part - MQAD4)	15	NA	2
		Doing business in Europea	30	NA	4
		Human Resource Management	30	NA	4
	ENTREPRENEURSHIP & DIGITAL TRANSFORMATION	Digital Transformation	15	NA	2
	LANGUAGES & SOFT SKILLS	English 4 or French as a Foreign language 4	20	10	2
		Chinese 4	15	6	2
		3rd Foreign language - Option - Bonus	20	6	2
		Career workshops & professional projects	8	NA	1
		Associative life - Bonus	NA	NA	2
Internship / Competences Passport (8 à 12 weeks )		NA	NA	5	
<b>TOTAL SEMESTER 4 (Bonuses excluded)</b>			<b>193</b>		<b>30</b>

**YEAR 3- BACHELOR PROGRAMME**  
**MAJOR- LUXURY MANAGEMENT**  
**ACADEMIC YEAR 2023-2024**



SEMESTER	FIELD OF STUDY	SUBJECTS	FACE TO FACE	E-LEARNING	ECTS	
FALL SEMESTER 5	<b>MANAGEMENT &amp; STRATEGY</b>	Marketing law	15	NA	2	
		Knowledge & challenges of the luxury industry	30	NA	4	
	<b>MARKETING</b>	Management of the sales force in luxury	30	NA	4	
		Digital marketing in Luxury	30	NA	4	
		Luxury retail management	15	NA	2	
		International development strategy in Luxury	15	NA	2	
		English 5 or French as a foreign language 5	20	10	4	
	<b>LANGUAGES &amp; SOFT SKILLS</b>	Chinese 5	16	NA	2	
		3rd Foreign language - Option - Bonus	NA	20	2	
		Soft Skills	30	NA	4	
		Career workshops & professional projects	15	NA	2	
		Associative life - Bonus	NA	NA	2	
	<b>TOTAL SEMESTER 5 (Bonuses excluded)</b>			216		<b>30</b>
	WINTER SEMESTER 6	<b>INTERNSHIP (6 months) + Bachelor Thesis</b>				<b>30</b>
		<b>TOTAL SEMESTER 6</b>				<b>30</b>

**YEAR 3- BACHELOR PROGRAMME**  
**MAJOR- INTERNATIONAL BUSINESS DEVELOPEMENT**  
**ACADEMIC YEAR 2023-2024**



SEMESTER	FIELD OF STUDY	SUBJECTS	FACE TO FACE	E-LEARNING	ECTS	
FALL SEMESTER 5	<b>MANAGEMENT &amp; STRATEGY</b>	International business law	15	NA	2	
	<b>MARKETING</b>	Management of large international accounts	15	NA	2	
		Sales negotiation & engineering	30	NA	4	
	<b>ENTREPRENEURSHIP &amp; DIGITAL TRANSFORMATION</b>	New business models	15	NA	2	
		International business development & Business assignment	30	NA	4	
	<b>FINANCE, MANAGEMENT &amp; DECISION SUPPORT</b>	Managing a profit center	30	NA	4	
		Soft skills	30	NA	4	
		English 5 or French as a foreign language 5	20	10	4	
	<b>LANGUAGES &amp; SOFT SKILLS</b>	Chinese 5	16	NA	2	
		3rd Foreign language - Option - Bonus	NA	20	2	
		Career workshops & professional projects	15	N/A	0	
		Associative life - Bonus	NA	N/A	0	
	<b>TOTAL SEMESTER 5 (Bonuses excluded)</b>			<b>216</b>		<b>30</b>
	WINTER SEMESTER 6	<b>INTERNSHIP (6 months) + Bachelor Thesis</b>				<b>30</b>
<b>TOTAL SEMESTER 6</b>				<b>60</b>		



**PROGRAMME BACHELOR 3**  
**SPECIALISATION MARKETING DIGITAL & MANAGEMENT COMMERCIAL**  
Format Alternance  
ANNEE ACADEMIQUE 2023-2024



SEMESTRE	DOMAINE D'ETUDE	COURS	HEURES FACE A FACE	E-LEARNING	ECTS
SEMESTRE 5	MARKETING	Management de la relation client (CRM & Big Data)	28	NA	4
		Stratégie de communication (multicanal)	28	NA	4
		Outils de création Web	28	NA	4
		Négociation avancée + Hackaton négociation	28	NA	4
		Story telling & UX	28	NA	4
	FINANCE	Analyse financière	21	NA	2
	LANGUES & SOFT SKILLS	Soft skills : Business Game	21	NA	2
		English 5	21	10	2
		Chinois 5	16	NA	1
		LV3 - Option - Bonus	NA	20	2
		Atelier Efficacité professionnelle & carrière	6	3	1
		Tutorat mémoire professionnel	20	10	2
	<b>TOTAL SEMESTRE 5 (hors bonus)</b>			<b>245</b>	
SEMESTRE 6	MARKETING	Management des grands comptes	28	NA	4
		Communication digitale: social marketing, community management & E-reputation	28	NA	4
		Hackaton création DNVB	14	NA	2
		Référencement, SEO & Web analytics	14	NA	2
		Business development à l'international	28	NA	4
		Management commercial: plan d'actions commerciales & management des équipes	28	NA	4
	LANGUES & SOFT SKILLS	Mémoire professionnel	28	NA	6
		Soft skills	21	NA	2
		English 6	21	6	1
		Chinois 6	16	NA	1
		LV3 - Option - Bonus	21	20	2
<b>TOTAL SEMESTRE 6 (hors bonus)</b>			<b>226</b>		<b>30</b>