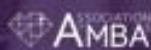


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10:56 SINGAPORE  
10:56 REIMS FR  
16:56 LONDON

# NEOMA

BUSINESS SCHOOL

REIMS · ROUEN · PARIS



## EXCHANGE PROGRAMME COURSE CATALOGUE

PARIS – REIMS - ROUEN  
CAMPUSES

Academic Year 2024-2025

Date of edition: 15/03/2024

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# IMPORTANT ACADEMIC INFORMATION

This is the tentative Exchange Programme Course Catalogue for the 2024-2025 academic year. An updated version will be communicated before the Course Registration.

The catalogue is divided into the following:

- Undergraduate Mix & Match Offer,
- Graduate Mix & Match Offer,
- Undergraduate and/or Graduate Tracks

Each **Mix & Match Offer** contains a variety of courses from our academic programmes. You may choose from a wide selection of Business courses, French Language courses, and e-Learning courses. It is not possible to pick and choose courses from different Mix & Match offers.

E-Learning courses are asynchronous and require students to work independently.

Students must respect the following rules when choosing courses in a **Mix & Match Offer**:

- Business Courses: choose from 1 to 5 courses (+ 1 to 2 substitute courses)
- French Language Courses (FLE): choose from 0 to 3 courses (+ 0 to 2 substitute courses)
- E-Learning Courses: choose from 1 to 2 courses (no substitute needed)

The **Tracks** are specialized sets of courses. They cannot be mixed or modified. You may take one French Language Course with a Track.

**The course registration is based on a first come, first served basis.**

**FALL  
SEMESTER  
2024**

# UNDERGRADUATE MIX & MATCH OFFER

## BUSINESS COURSES

➤ Business Courses: choose from 1 to 5 courses (+ 1 to 2 substitute courses)

Course Title	Year	Programme	ECTS credits	Language of instruction	Campus
Consumer Behavior & Ethical consumerism	2	GBBA	5	English	Reims Rouen
Contrôle de gestion	3	CESEM	6	French	Reims
Comptabilité générale	3	PGE (MIM)	5	French	Rouen Reims
Cross-cultural Management and Intercultural Communication	-	ECH	6	English	Paris Reims Rouen
Developing Business Models for a Sustainable World	3	CESEM	6	English	Reims
Développer des modèles d'entreprises pour un monde durable	3	CESEM	6	French	Reims
Digital innovation & Entrepreneurship	-	ECH	6	English	Paris Reims Rouen
Entrepreneurship	3	GBBA	5	English	Reims Rouen
Finance	3	CESEM	6	English	Reims
Finance d'entreprise	3	CESEM	6	French	Reims
Globalisation et innovation	3	CESEM	6	English	Reims
Globalization and Innovation	3	CESEM	6	English	Reims
Human Resource Management	3	CESEM	6	English	Reims
Human Resource Management	3	GBBA	5	English	Reims Rouen
International Finance – the European Perspective	-	ECH	6	English	Paris
Luxury Marketing	-	ECH	6	English	Paris
Management Accounting and Control	3	GBBA	5	English	Reims Rouen
Management Control	3	CESEM	6	French	Reims
Management des ressources	3	CESEM	6		Reims

humaines				French	
Management stratégique	3	CESEM	6	French	Reims
Managerial Finance	2	GBBA	5	English	Reims Rouen
Managing Impact Innovation	3	GBBA	5	English	Reims Rouen
Marketing stratégique	3	CESEM	6	French	Reims
Operations Management	2	GBBA	5	English	Reims Rouen
Project Management	3	GBBA	5	English	Reims Rouen
Psychology and Organisational Behaviour	2	GBBA	5	English	Reims Rouen
Strategic Management	3	CESEM	6	English	Reims
Strategic management, environment and sustainability	2	GBBA	5	English	Reims Rouen
Strategic Marketing	3	CESEM	6	English	Reims
Strategy and Sustainability	-	ECH	6	English	Paris Reims Rouen

## E-LEARNING COURSES

➤ E-Learning Courses: choose from 1 to 2 courses (no substitute needed)

! E-Learning courses are asynchronous and require students to be well-organized and to work independently.

<b>Course Title</b>	<b>Year</b>	<b>Programme</b>	<b>ECTS credits</b>	<b>Language of instruction</b>	<b>Campus</b>
Business Ethics I	-	E-learning	6	English	Reims Rouen Paris
Change Management & Digital Transformation EL I	-	E-learning	6	English	Reims Rouen Paris
Corporate Financing EL I	-	E-learning	6	English	Reims Rouen Paris
Digital Literacy EL I	-	E-learning	6	English	Reims Rouen Paris
Excel modelling for finance EL I	-	E-learning	6	English	Reims Rouen Paris
International Management EL I	-	E-learning	6	English	Reims Rouen Paris
Leading & Collaborating in a Competitive World EL I	-	E-learning	6	English	Reims Rouen Paris

# FRENCH LANGUAGE COURSES

- French Language Courses (FLE): choose from 0 to 3 courses (+ 0 to 2 substitute courses)
- A minimum number of students must register for each of the French courses to open.

<b>Course Title</b>	<b>Year</b>	<b>Programme</b>	<b>ECTS Credits</b>	<b>Language of Instruction</b>	<b>Campus</b>
Boosting your Employability in France B1+	-	FLE	5	French	Reims Rouen
Découvrir et comprendre la culture française B1-B2	-	FLE	5	French	Reims Rouen
Discovering and Understanding French Culture A1-A2	-	FLE	5	English	Reims Rouen
French for Business B1-B2	-	FLE	5	French	Reims Rouen
French for Business B1	-	FLE	5	French	Reims Rouen
French for Business B2	-	FLE	5	English	Reims Rouen
French for Communication A1	-	FLE	5	French	Reims Rouen Paris
French for Communication A1 Beginner	-	FLE	5	French	Reims Rouen Paris
French for Communication A1-A2	-	FLE	5	English French	Reims Rouen Paris
French for Communication A2	-	FLE	5	English French	Reims Rouen
French for Communication A2 Intermediate	-	FLE	5	English French	Reims Rouen
French for Communication A2-B1	-	FLE	5	English French	Reims Rouen Paris
French for Communication B1	-	FLE	5	English French	Reims Rouen
French for Communication B1-B2	-	FLE	5	English French	Reims Rouen
French for Communication B2	-	FLE	5	English French	Reims Rouen



# GRADUATE MIX & MATCH OFFER

## BUSINESS COURSES

➤ Business Courses: choose from 1 to 5 courses (+ 1 to 2 substitute courses)

Course Title	Year	Programme	ECTS Credits	Language of Instruction	Campus
Advanced Strategic Marketing	4	PGE (MIM)	5	English	Rouen Reims
Advanced Team Management	4	PGE (MIM)	5	English	Rouen Reims
Agile Methods for Project Management	4	TEMA	5	English	Reims
Algorithmic Thinking for Data Analysis	4	PGE (MIM)	5	English	Rouen Reims
Behavioral Finance	4	PGE (MIM)	5	English	Rouen Reims
Business intelligence	5	TEMA	5	English	Reims
Critical thinking & Emerging technologies	5	TEMA	5	English	Reims
Cross-cultural Management and Intercultural Communication	-	ECH	6	English	Paris Rouen Reims
Data Analysis	3	PGE (MIM)	3	English	Rouen Reims
Data Analysis & Business Intelligence	4	GBBA	5	English	Reims Rouen
Database management & SQL	4	TEMA	5	English	Reims
Data Management II	4	CBM	6	English	Rouen Reims
Data Science for Finance	4	PGE (MIM)	5	English	Rouen Reims
Digital innovation & Entrepreneurship	-	ECH	6	English	Paris Rouen Reims
Digital Innovation for Good	4	PGE (MIM)	5	English	Rouen Reims
Digital transformation & Change management	4	TEMA	5	English	Reims
Economic Policy	4	PGE (MIM)	5	English	Rouen

					Reims
ENT - Entrepreneurship Project	4	GBBA	5	English	Reims Rouen
ENT - Intrapreneurship	4	GBBA	5	English	Reims Rouen
Financial Analysis	4	PGE (MIM)	5	English	Rouen Reims
Financial Analysis & Forecasting	4	TEMA	5	English	Reims
Financial Decisions under Uncertainty	4	PGE (MIM)	5	English	Rouen Reims
Global Marketing Dynamics	4	PGE (MIM)	5	English	Rouen Reims
Innovative Brand Marketing	4	PGE (MIM)	5	English	Rouen Reims
International Business Development	4	PGE (MIM)	5	English	Rouen Reims
International Finance – the European Perspective	-	ECH	6	English	Paris
International Management	4	PGE (MIM)	5	English	Rouen Reims
Investments	4	PGE (MIM)	5	English	Rouen Reims
Introduction to Python	4	TEMA	3	English	Reims
Leadership	5	TEMA	5	English	Reims
Leadership and Organization Development	4	GBBA	5	English	Reims Rouen
Leading Change	4	PGE (MIM)	5	English	Rouen Reims
Luxury Marketing	-	ECH	6	English	Paris
Money and Banking	4	PGE (MIM)	5	English	Rouen Reims
Motion design	4	TEMA	3	English	Reims
Optimization Tools for Management	4	PGE (MIM)	5	English	Rouen Reims
Organizations and Careers in the Arts	4	PGE (MIM)	5	English	Rouen Reims
Predictive Analytics with AI & Machine Learning	4	PGE (MIM)	5	English	Rouen Reims
Reporting with IFRS	4	PGE (MIM)	5	English	Rouen Reims
Sales & Business Development	4	TEMA	3	English	Reims
Strategic purchasing	5	TEMA	5	English	Reims
Strategy and Sustainability	-	ECH	6	English	Paris Rouen Reims

Supply Chain Foundations for Turbulent Times	4	PGE (MIM)	5	English	Rouen Reims
The Economics of Culture	4	PGE (MIM)	5	English	Rouen Reims

## E-LEARNING COURSES

➤ E-Learning Courses: choose from 1 to 2 courses (no substitute needed)

! E-Learning courses are asynchronous and require students to be well-organized and to work independently.

<b>Course Title</b>	<b>Year</b>	<b>Programme</b>	<b>ECTS credits</b>	<b>Language of instruction</b>	<b>Campus</b>
Business Ethics EL II	-	E-learning	6	English	Reims Rouen Paris
Corporate Financing EL II	-	E-learning	6	English	Reims Rouen Paris
Corporate Valuation with Excel EL II	-	E-learning	6	English	Reims Rouen Paris
Designing and Managing Organization in a Digital Era EL II	-	E-learning	6	English	Reims Rouen Paris
Excel modelling for finance EL II	-	E-learning	6	English	Reims Rouen Paris
Financial Reporting EL II	-	E-learning	6	English	Reims Rouen Paris
Gestion des ressources humaines environnementales EL II	-	E-learning	6	French	Reims Rouen Paris
International Management EL II	-	E-learning	6	English	Reims Rouen Paris
Leading & Collaborating in a Competitive World EL II	-	E-learning	6	English	Reims Rouen Paris
Manager les ressources humaines EL II	-	E-learning	6	French	Reims Rouen Paris
Markstrat EL II	-	E-learning	6	English	Reims Rouen Paris

## FRENCH LANGUAGE COURSES

- French Language Courses (FLE): choose from 0 to 3 courses (+ 0 to 2 substitute courses)
- A minimum number of students must register for each of the French courses to open.

<b>Course Title</b>	<b>Year</b>	<b>Programme</b>	<b>ECTS credits</b>	<b>Language of instruction</b>	<b>Campus</b>
Boosting your Employability in France B1+	-	FLE	5	French	Reims Rouen
Découvrir et comprendre la culture française B1-B2	-	FLE	5	French	Reims Rouen
Discovering and Understanding French Culture A1-A2	-	FLE	5	English	Reims Rouen
French for Business B1-B2	-	FLE	5	French	Reims Rouen
French for Business B1	-	FLE	5	French	Reims Rouen
French for Business B2	-	FLE	5	English	Reims Rouen
French for Communication A1	-	FLE	5	French	Reims Rouen Paris
French for Communication A1 Beginner	-	FLE	5	French	Reims Rouen Paris
French for Communication A1-A2	-	FLE	5	English French	Reims Rouen Paris
French for Communication A2	-	FLE	5	English French	Reims Rouen
French for Communication A2 Intermediate	-	FLE	5	English French	Reims Rouen
French for Communication A2-B1	-	FLE	5	English French	Reims Rouen Paris
French for Communication B1	-	FLE	5	English French	Reims Rouen
French for Communication B1-B2	-	FLE	5	English French	Reims Rouen
French for Communication B2	-	FLE	5	English French	Reims Rouen

# GRADUATE TRACKS

- The **Tracks** are specialized sets of courses. They cannot be mixed or modified.
- You may take one French Language Course with a Track (see offer above).

## Specialisation: Global Management

Course Title	Year	Programme	ECTS credits	Language of instruction	Campus
Advanced Strategic Toolkit	4	MSc	25	English	Reims
Cross-cultural Agility in Global Business					
International Business: Disruption and Challenges					
International Negotiation Skills					
Service Marketing & Customer Experience Management					

## Specialisation: International Business Development

Course Title	Year	Programme	ECTS credits	Language of Instruction	Campus
(Inter)cultural Theory	4	MSc	30	English	Rouen
Building business relationships					
Buyer Behavior					
International marketing strategy					
Selling in the Digital Age : Digital & Social Selling and the New Paradigms					
Selling strategy					

## Specialisation: Digital Management

<b>Course Title</b>	<b>Year</b>	<b>Programme</b>	<b>ECTS Credits</b>	<b>Language of instruction</b>	<b>Campus</b>
Design Thinking & UX	4	TEMA	20	English	Reims
Digital Communication & Social Media					
Disruptive Marketing					
Experiential Marketing & Customer Centric Culture					

## Specialisation: Digital Transformation

<b>Course Title</b>	<b>Year</b>	<b>Programme</b>	<b>ECTS Credit</b>	<b>Language of instruction</b>	<b>Campus</b>
Data Governance, Privacy and Security	4	TEMA	20	English	Reims
IS Consulting					
Supply Chain Alignment					
Supply Chain Optimization					

**SPRING  
SEMESTER  
2025**



# UNDERGRADUATE MIX & MATCH OFFER

## BUSINESS COURSES

- Business Courses: choose from 1 to 5 courses (+ 1 to 2 substitute courses)
- International Case Study Competition & International Marketing Strategy must be taken together

<b>Course Title</b>	<b>Year</b>	<b>Programme</b>	<b>ECTS credits</b>	<b>Language of instruction</b>	<b>Campus</b>
Brand Marketing	3	CESEM	6	English	Reims
Comptabilité de gestion	3	PGE (MIM)	5	French	Rouen Reims
Corporate Finance	3	PGE (MIM)	3	English	Rouen Reims
Corporate Valuation	3	GBBA	5	English	Rouen Reims
Cost Accounting	3	PGE (MIM)	5	English	Rouen Reims
Cross-cultural Management and Intercultural Communication	-	ECH	6	English	Reims Rouen Paris
CSR 1: Developing business models for a sustainable world	3	GBBA	5	English	Rouen Reims
Data Analysis & Business Intelligence	3	CESEM	6	English	Reims
Digital innovation & Entrepreneurship	-	ECH	6	English	Reims Rouen Paris
Digital Literacy	3	PGE (MIM)	3	English	Rouen Reims
Droit des affaires	3	PGE (MIM)	5	French	Rouen Reims
Economics 2	3	PGE (MIM)	3	English	Rouen Reims
Entrepreneurship	3	CESEM	6	English	Reims
Innovation Management	3	CESEM	6	English	Reims
Financial Data Visualization & Analytics	3	GBBA	5	English	Rouen Reims
International Case Study Competition	3	GBBA	1	English	Rouen Reims
+ International Marketing Strategy	3		4		

International Finance – the European Perspective	-	ECH	6	English	Paris
Leadership and Organization Development	3	CESEM	6	English	Reims
Luxury Marketing	-	ECH	6	English	Paris
Marketing management (EN)	3	PGE (MIM)	5	English	Rouen Reims
Marketing management (FR)	3	PGE (MIM)	5	French	Rouen Reims
Négotiation	3	CESEM	6	French	Reims
Strategic and Digital Marketing Communication	3	GBBA	5	English	Rouen Reims
Strategy and Sustainability	-	ECH	6	English	Reims Rouen Paris
The Digital Organisation	3	GBBA	5	English	Rouen Reims
The Digital Organization	3	CESEM	6	English	Reims
Virtual Database Business	3	GBBA	5	English	Rouen Reims

## E-LEARNING COURSES

➤ E-Learning Courses: choose from 1 to 2 courses (no substitute needed)

! E-Learning courses are asynchronous and require students to be well-organized and to work independently.

<b>Course Title</b>	<b>Year</b>	<b>Programme</b>	<b>ECTS credits</b>	<b>Language of Instruction</b>	<b>Campus</b>
Business Ethics EL I	-	E-learning	6	English	Reims Rouen Paris
Change Management and Digital Transformation EL I	-	E-learning	6	English	Reims Rouen Paris
Corporate Financing EL I	-	E-learning	6	English	Reims Rouen Paris
Data Management EL	-	E-learning	6	English	Reims Rouen Paris
Digital Literacy EL I	-	E-learning	6	English	Reims Rouen Paris
Digital Transformation & Change Management EL	-	E-learning	6	English	Reims Rouen Paris
Excel modelling for finance EL I	-	E-learning	6	English	Reims Rouen Paris
International Management EL I		E-learning	6	English	Reims Rouen Paris
Leading & Collaborating in a Competitive World EL I		E-learning	6	English	Reims Rouen Paris

## FRENCH LANGUAGE COURSES

- French Language Courses (FLE): choose from 0 to 3 courses (+ 0 to 2 substitute courses)
- A minimum number of students must register for each of the French courses to open.

<b>Course Title</b>	<b>Year</b>	<b>Programme</b>	<b>ECTS Credits</b>	<b>Language of Instruction</b>	<b>Campus</b>
Boosting your Employability in France	-	FLE	5	English French	Rouen Reims
Découvrir et comprendre la culture française	-	FLE	5	English French	Rouen Reims
Discovering and Understanding French Culture	-	FLE	5	English French	Rouen Reims
French for Business B1	-	FLE	5	English French	Rouen Reims
French for Business B1-B2	-	FLE	5	English French	Rouen Reims
French for Business B2	-	FLE	5	English French	Rouen Reims
French for Communication A1	-	FLE	5	English French	Reims Rouen Paris
French for Communication A1 Beginner	-	FLE	5	English French	Reims Rouen Paris
French for Communication A1-A2	-	FLE	5	English French	Rouen Reims
French for Communication A2	-	FLE	5	English French	Rouen Reims
French for Communication A2 Intermediate	-	FLE	5	English French	Rouen Reims
French for Communication A2-B1	-	FLE	5	English French	Paris
French for Communication B1	-	FLE	5	English French	Rouen Reims

French for Communication B1-B2	-	FLE	5	English French	Rouen Reims
French for Communication B2	-	FLE	5	English French	Rouen Reims

# UNDERGRADUATE TRACKS

- The **Tracks** are specialized sets of courses. They cannot be mixed or modified.
- You may take one French Language Course with a Track (see offer above).

## Specialisation: Digital Management & Innovation

<b>Course Title</b>	<b>Year</b>	<b>Programme</b>	<b>ECTS Credits</b>	<b>Language of instruction</b>	<b>Campus</b>
Blockchain and Fintech	3	TEMA	23	English	Reims
Companies & Geopolitical Risk					
CSR 1: Developing Business Models for a Sustainable World					
International Marketing Strategy					
Managerial Finance					
Workshop: Theatre and Public Speaking					

# GRADUATE MIX & MATCH OFFER

## BUSINESS COURSES

➤ Business Courses: choose from 1 to 5 courses (+ 1 to 2 substitute courses)

<b>Course Title</b>	<b>Year</b>	<b>Programme</b>	<b>ECTS Credits</b>	<b>Language of Instruction</b>	<b>Campus</b>
Advanced Strategic Marketing	4	PGE (MIM)	5	English	Rouen Reims
Advanced Team Management	4	PGE (MIM)	5	English	Rouen Reims
Algorithmic Thinking for Data Analysis	4	PGE (MIM)	5	English	Rouen Reims
Behavioral Finance	4	PGE (MIM)	5	English	Rouen Reims
Blockchain and Fintech	4	GBBA	5	English	Rouen Reims
Brand Marketing	4	GBBA	5	English	Rouen Reims
Cross-cultural Management and Intercultural Communication	4	ECH	6	English	Reims Rouen Paris
CSR 2 : Implementing sustainable and responsible practices in organizations	4	GBBA	5	English	Rouen Reims
Data Science for Finance	4	PGE (MIM)	5	English	Rouen Reims
Digital Innovation for Good	4	PGE (MIM)	5	English	Rouen Reims
Digital innovation & Entrepreneurship	4	ECH	6	English	Reims Rouen Paris
Economic Policy	4	PGE (MIM)	5	English	Rouen Reims
Financial Analysis	4	PGE (MIM)	5	English	Rouen Reims
Financial Decisions under	4	PGE (MIM)	5	English	Rouen

Uncertainty					Reims
Financial Derivatives and Risk Management	4	GBBA	5	English	Rouen Reims
Global Marketing Dynamics	4	PGE (MIM)	5	English	Rouen Reims
Innovative Brand Marketing	4	PGE (MIM)	5	English	Rouen Reims
International Business Development	4	PGE (MIM)	5	English	Rouen Reims
International Finance – the European Perspective	4	ECH	6	English	Paris
International Management	4	PGE (MIM)	5	English	Rouen Reims
Investments	4	PGE (MIM)	5	English	Rouen Reims
Leadership and Organization Development	4	GBBA	5	English	Rouen Reims
Leading Change	4	PGE (MIM)	5	English	Rouen Reims
Legal Challenges in Sustainability Transitions	4	GBBA	5	English	Rouen Reims
Luxury Marketing	4	ECH	6	English	Paris
Money and Banking	4	PGE (MIM)	5	English	Rouen Reims
MT - Data Analysis & Business Intelligence	4	GBBA	5	English	Rouen Reims
Optimization Tools for Management	4	PGE (MIM)	5	English	Rouen Reims
Organizations and Careers in the Arts	4	PGE (MIM)	5	English	Rouen Reims
Purchasing, Procurement and Supply Chain Management	4	GBBA	5	English	Rouen Reims
Predictive Analytics with AI & Machine Learning	4	PGE (MIM)	5	English	Rouen Reims
Reporting with IFRS	4	PGE (MIM)	5	English	Rouen Reims
Strategy and Sustainability	4	ECH	6	English	Reims Rouen Paris



Supply Chain Foundations for Turbulent Times	4	PGE (MIM)	5	English	Rouen Reims
Sustainability and Ethics in Supply Chain Management	4	GBBA	5	English	Rouen Reims
Technology & Digital Opportunities for Business Development	4	GBBA	5	English	Rouen Reims
The Economics of Culture	4	PGE (MIM)	5	English	Rouen Reims
Web Marketing	4	GBBA	5	English	Rouen Reims

## E-LEARNING COURSES

➤ E-Learning Courses: choose from 1 to 2 courses (no substitute needed)

! E-Learning courses are asynchronous and require students to be well-organized and to work independently.

<b>Course Title</b>	<b>Year</b>	<b>Programme</b>	<b>ECTS credits</b>	<b>Language of instruction</b>	<b>Campus</b>
Business Ethics EL II	-	E-learning	6	English	Reims Rouen Paris
Corporate Financing EL II	-	E-learning	6	English	Reims Rouen Paris
Corporate valuation with Excel EL II	-	E-learning	6	English	Reims Rouen Paris
Data Management II	-	E-learning	6	English	Reims Rouen Paris
Designing and Managing organization in a digital era EL II	-	E-learning	6	English	Reims Rouen Paris
Excel modelling for finance EL II	-	E-learning	6	English	Reims Rouen Paris
Financial reporting EL II	-	E-learning	6	English	Reims Rouen Paris
Gestion des ressources humaines environnementales EL II	-	E-learning	6	French	Reims Rouen Paris
International Management EL II	-	E-learning	6	English	Reims Rouen Paris
Leading & Collaborating in a Competitive World EL II	-	E-learning	6	English	Reims Rouen Paris
Manager les ressources humaines EL II	-	E-learning	6	French	Reims Rouen Paris
Markstrat EL II	-	E-learning	6	English	Reims Rouen Paris

# FRENCH LANGUAGE COURSES

- French Language Courses (FLE): choose from 0 to 3 courses (+ 0 to 2 substitute courses)
- A minimum number of students must register for each of the French courses to open.

<b>Course Title</b>	<b>Year</b>	<b>Programme</b>	<b>ECTS credits</b>	<b>Language of instruction</b>	<b>Campus</b>
Boosting your Employability in France	-	FLE	5	English French	Rouen Reims
Découvrir et comprendre la culture française	-	FLE	5	English French	Rouen Reims
Discovering and Understanding French Culture	-	FLE	5	English French	Rouen Reims
French for Business B1	-	FLE	5	English French	Rouen Reims
French for Business B1-B2	-	FLE	5	English French	Rouen Reims
French for Business B2	-	FLE	5	English French	Rouen Reims
French for Communication A1	-	FLE	5	English French	Rouen Reims Paris
French for Communication A1 Beginner	-	FLE	5	English French	Rouen Reims Paris
French for Communication A1-A2	-	FLE	5	English French	Rouen Reims
French for Communication A2	-	FLE	5	English French	Rouen Reims
French for Communication A2 Intermediate	-	FLE	5	English French	Rouen Reims
French for Communication A2-B1	-	FLE	5	English French	Paris
French for Communication B1	-	FLE	5	English French	Rouen Reims

French for Communication B1-B2	-	FLE	5	English French	Rouen Reims
French for Communication B2	-	FLE	5	English French	Rouen Reims

# GRADUATE TRACKS

- The **Tracks** are specialized sets of courses. They cannot be mixed or modified.
- You may take one French Language Course with a Track (see offer above).

## Specialisation: Global Management

Course Title	Year	Programme	ECTS credits	Language of instruction	Campus
Current Issues in Global Governance	4	MSc	30	English	Reims
Digital markets and society					
International Market Risk Management					
Managerial Accounting					
Smart Operations & Supply Chain Management					
Statistics for Business and Economics					

## Specialisation: International Business Development

Course Title	Year	Programme	ECTS credits	Language of instruction	Campus
Business Insight: Problem Discovery, Diagnostic and Implications	4	MSc	30	English	Rouen
Key Account Management					
Psychology & Techniques of International Negotiations					
Sales Force Management					
Social Responsibility and Ethics					

**SUMMER  
SEMESTER  
2025**

# SUMMER EXCHANGE PROGRAMME

**/!\ Due to its model, none of the above rules apply to the Summer Exchange Programme.**

We offer a short Summer semester programme on a yearly basis during the month of July. It is a flexible programme: your students may choose between one and four weeks of courses for this programme; each course's duration is one week. This allows us to cater to the exact needs of your students, by letting them choose between one, two, three or four courses according to their wishes.

It is an exchange programme: your students will not have to pay for the courses, only the mobility costs themselves (transportation, accommodation, food, social programme during their time there); each course will be worth 6 ECTS credits.

<b>Course Title</b>	<b>Year</b>	<b>Programme</b>	<b>ECTS credits</b>	<b>Language of instruction</b>	<b>Campus</b>
Strategy & Sustainability	-	ECH	6	English	Paris
Cross-cultural management 1 – Intercultural communication	-	ECH	6	English	Paris
Luxury Marketing	-	ECH	6	English	Paris
International Finance: the European perspective	-	ECH	6	English	Paris