

The academic year of the Programme Grande Ecole ("Master in Management") is divided into **8 Cycles**, from mid-September to early June.

1 Cycle = 4 Weeks = possibility to take **1 or 2 courses** per cycle

1 course = 5 ECTS credits = 30 hours (Management courses) or 45 hours (French language course)

Students willing to take 2 courses in one cycle must make sure to take:

- Cycles 1, 2, 4, 5, 7, 8: 1 morning class + 1 afternoon class **or** 1 morning class + 1 evening class **or** 1 afternoon class + 1 evening class in the same cycle so that the timetables do not overlap

- Cycles 3, 6: **1 course per week** with a limit of **2 courses** (example: 1 course in Week 1 + 1 course in Week 2, or 1 course in Week 1 + 1 course in Week 4, etc.)

Online core courses: Only open to double degree students, they do not appear on the list here below. More information will be sent directly to the students concerned.

Course syllabi: www.campusvirtuel.net > select the English flag at the top right hand corner > do not log in, instead click on: "Net Syllabus (Public Access)" to the left > Select the academic year and the semester; School: Marseille;
Training: ESC; **Level:** ESC Bachelor or ESC Master or ESC Master 1 or ESC Master 2 (in case the 2017-2018 syllabi are not available yet, you may refer to the 2016-2017 academic year knowing that they may be subject to slight changes)

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| Cycle 1: September 18 - October 14 (final exam included) | | | |
|--|---|-----------|----------------|
| Course code | Course title | Taught in | Field of study |
| MORNING COURSES | | | |
| PGE-M5-STR-219-E-F-MRS #1 | Cases in international CSR | English | STRATEGY |
| PGE-M5-MGT-218-E-L-MRS #1 | Creating and sustaining a successful enterprise | English | MANAGEMENT |
| PGE-M5-HRM-002-E-L-MRS #1 | Cross cultural management | English | HRM |
| PGE-M5-HRM-006-E-L-MRS #1 | International Human Resource Management | English | HRM |
| PGE-M5-ACC-206-F-L-MRS #1 | Coût et prise décision managériale | French | ACCOUNTING |
| AFTERNOON COURSES | | | |
| EXC-M4-LNG-004-F-L-MRS #1 | French language for international students (Basic / Medium / Proficient) | | |
| PGE-M5-STR-218-E-L-MRS #1 | Communicating corporate strategy | English | STRATEGY |
| PGE-M5-FIN-217-F-L-MRS #1 | Management financier de projets PME PMI | French | FINANCE |
| PGE-M5-HRM-003-F-L-MRS #1 | Management des hommes et des équipes | French | HRM |
| PGE-M5-ACC-205-F-L-MRS #1 | Audit, contrôle interne et gestion des risques d'entreprise | French | ACCOUNTING |
| PGE-M5-MGT-214-F-B-MRS #1 | Management et langage | French | MANAGEMENT |
| PGE-M5-MKT-221-E-L-MRS #1 | Customer Relationship Management, Implementation and Application | English | MARKETING |
| EVENING COURSES | | | |
| PGE-M5-MKT-206-E-L-MRS #1 | Jewellery marketing | English | MARKETING |
| Cycle 2: October 16 - November 18 (final exam included) | | | |
| Course code | Course title | Taught in | Field of study |
| MORNING COURSES | | | |
| PGE-M5-MKT-004-E-L-MRS #2 | Services Marketing | English | MARKETING |
| PGE-M5-HRM-001-E-L-MRS #2 | Leadership EN | English | HRM |
| PGE-M5-HRM-006-E-L-MRS #2 | International human resources management | English | HRM |
| PGE-M5-MKT-214-E-L-MRS #2 | International marketing | English | MARKETING |
| PGE-M5-MKT-201-E-L-MRS #2 | International brand management | English | MARKETING |
| PGE-M5-STR-224-E-L-MRS #2 | Corporate global strategy and country risk | English | STRATEGY |
| PGE-M5-FIN-002-F-L-MRS #2 | Gestion d'actifs et de portefeuilles | French | FINANCE |
| PGE-M5-MKT-224-E-L-MRS #2 | Purchasing Marketing | English | MARKETING |
| AFTERNOON COURSES | | | |
| EXC-M4-LNG-004-F-L-MRS #2 | French language for international students (Basic / Medium / Proficient) | | |
| PGE-M5-MGT-213-E-B-MRS #2 | Starting knowledge management | English | MANAGEMENT |
| PGE-M5-MGT-221-E-L-MRS #2 | Asian management | English | MANAGEMENT |
| PGE-M5-STR-211-E-L-MRS #2 | International relations of the environment, natural resources and sustainable | English | STRATEGY |
| PGE-M5-STR-207-E-L-MRS #2 | Introduction to international business | English | STRATEGY |
| PGE-M5-STR-224-E-L-MRS #8 | Corporate global strategy and country risk | English | STRATEGY |
| PGE-M5-HRM-001-F-L-MRS #2 | Leadership FR | French | HRM |
| PGE-M5-STR-211-E-L-MRS #2 | International relations of the environment and sustainable development | English | STRATEGY |
| PGE-M5-STR-237-E-L-MRS #2 | B to B marketing in health | English | STRATEGY |
| Cycle 3: November 20 - December 16 (final exam included) | | | |
| Course code | Course title | Taught in | Field of study |
| WEEK 1 COURSES (November 20-25) courses taught in 1 week, final exam included | | | |
| PGE-M5-STR-204-E-L-MRS #3 | Strategy and performance in health organization | English | STRATEGY |
| PGE-M5-ECO-203-E-L-MRS #3 | Regional Business Environment : Asia (China & India) | English | ECONOMICS |
| PGE-M5-MKT-204-E-L-MRS #3 | Experiential marketing | English | MARKETING |
| PGE-M5-MGT-009-E-L-MRS #3 | Project management | English | MANAGEMENT |
| PGE-M5-MKT-221-E-L-MRS #3 | Customer Relationship Management, Implementation and Application | English | MARKETING |
| PGE-M5-STR-230-F-L-MRS #3 | Stratégie de croissance | French | STRATEGY |
| PGE-M5-MGT-011-F-L-MRS #3 | le leadership autrement : le parcours du héros | French | MANAGEMENT |
| WEEK 2 COURSES (November 27- December 02) - courses taught in 1 week, final exam included | | | |
| PGE-M5-MKT-001-E-L-MRS #3 | Consumer behavior | English | MARKETING |
| PGE-M5-MKT-003-E-L-MRS #3 | Brand Management | English | MARKETING |
| PGE-M5-MKT-005-E-L-MRS #1 | Sustainable marketing | English | MARKETING |
| PGE-M5-HRM-006-E-L-MRS #3 | HRM policies and practices | English | HRM |
| PGE-M5-HRM-007-E-L-MRS #3 | Change management | English | HRM |
| PGE-M5-MKT-209-E-L-MRS #3 | Street marketing | English | MARKETING |
| PGE-M5-STR-212-E-L-MRS #3 | Geopolitics and world of business | English | STRATEGY |
| PGE-M5-FIN-216-F-L-MRS #3 | Actuariat de l'assurance vie et retraite | French | FINANCE |
| PGE-M5-STR-234-F-L-MRS #3 | Guerre ou intelligence économique ? | French | STRATEGY |
| PGE-M5-STR-234-F-L-MRS #3 | Management commercial | French | STRATEGY |
| PGE-M5-STR-242-E-L-MRS #3 | Regional business environment in Asia (China & India) | English | STRATEGY |
| PGE-M5-MGT-222-C-L-MRS #3 | Chinese Track : International Management & Chinese MNCs | Chinese | MANAGEMENT |
| WEEK 3 COURSES (December 04-09) - courses taught in 1 week, final exam included | | | |
| PGE-M5-FIN-009-E-L-MRS #3 | International financial system | English | FINANCE |
| PGE-M5-STR-227-E-L-MRS #3 | Managing knowledge in organization | English | STRATEGY |
| PGE-M5-MKT-215-E-L-MRS #3 | B to B marketing 1/2 | English | MARKETING |
| PGE-M5-MKT-215-E-L-MRS #3 | B to B marketing 2/2 | English | MARKETING |
| PGE-M5-HRM-205-E-L-MRS #3 | Yoga and embodied leadership | English | HRM |
| PGE-M5-STR-233-E-L-MRS #3 | Regional Business Environment in Southern Mediterranean | English | STRATEGY |
| PGE-M5-STR-238-E-L-MRS #3 | E-health and integrated services | English | STRATEGY |
| PGE-M5-FIN-001-F-L-MRS #3 | Finance d'entreprise | French | FINANCE |
| PGE-M5-MKT-008-F-L-MRS #3 | Fonction chef de produit | French | MARKETING |
| Cycle 4: January 15 - February 3 (final exam included) | | | |
| Course code | Course title | Taught in | Field of study |
| MORNING COURSES | | | |
| PGE-M5-HRM-004-E-L-MRS #4 | HRM policies and practices | English | HRM |
| PGE-M5-FIN-212-E-L-MRS #4 | International macroeconomics | English | FINANCE |
| PGE-M5-FIN-001-F-L-MRS #4 | Gestion d'actifs et de portefeuilles | French | FINANCE |
| PGE-M5-HRM-005-F-L-MRS #4 | Gestion des conflits | French | HRM |
| PGE-M5-ACC-207-F-L-MRS #4 | Pilotage de la performance | French | ACCOUNTING |
| AFTERNOON COURSES | | | |
| EXC-M4-LNG-004-F-L-MRS #4 | French language for international students (Basic / Medium / Proficient) | | |
| PGE-M5-MKT-205-E-L-MRS #4 | luxury and cosmetic marketing | English | MARKETING |
| PGE-M5-FIN-213-E-L-MRS #4 | Financial information and decision | English | FINANCE |
| PGE-M5-MKT-007-F-L-MRS #4 | Marketing digital | French | MARKETING |
| PGE-M5-ACC-001-F-L-MRS #4 | Droit des ressources humaines | French | ACCOUNTING |
| PGE-M5-STR-240-E-L-MRS #4 | Innovating organizations and new business model in health sector | English | STRATEGY |
| EVENING COURSES | | | |
| PGE-M5-MKT-202-E-L-MRS #4 | Luxury fashion Marketing in global markets | English | MARKETING |

| Cycle 5: February 5 - March 3 (final exam included) | | | |
|---|--|-----------|----------------|
| Course code | Course title | Taught in | Field of study |
| MORNING COURSES | | | |
| PGE-M5-HRM-002-E-L-MRS #5 | Cross cultural management | English | HRM |
| PGE-M5-STR-213-E-L-MRS #5 | International Trade Policy and Business Strategy | English | STRATEGY |
| PGE-M5-STR-203-E-L-MRS #5 | Ethics and sustainable development in health | English | STRATEGY |
| PGE-M5-STR-235-E-L-MRS #5 | Connected objects and artificial intelligence | English | STRATEGY |
| PGE-M5-STR-208-E-L-MRS #5 | Competitive Intelligence | English | STRATEGY |
| PGE-M5-MKT-003-F-L-MRS #5 | Management de la marque | French | MARKETING |
| PGE-M5-HRM-001-F-L-MRS #5 | Leadership FR | French | HRM |
| PGE-M5-ACC-206-F-L-MRS #5 | Coût et prise décision managériale | French | ACCOUNTING |
| AFTERNOON COURSES | | | |
| EXC-M4-LNG-004-F-MRS #5 | French language for international students (Basic / Medium / Proficient) | | |
| PGE-M5-FIN-211-E-L-MRS #5 | Finance and social entrepreneurship | English | FINANCE |
| PGE-M5-STR-212-E-L-MRS #5 | Geopolitics and world of business | English | STRATEGY |
| PGE-M5-STR-239-E-L-MRS #4 | Entrepreneurship in health | English | STRATEGY |
| PGE-M5-MKT-201-E-B-MRS #5 | International brand management | English | MARKETING |
| PGE-M5-MKT-227-F-L-MRS #5 | Créativité et vidéo | French | MARKETING |
| PGE-M5-MKT-009-F-L-MRS #5 | Communication marketing intégré | French | MARKETING |
| PGE-M5-MKT-203-F-L-MRS #5 | Marketing tribal et communautés de marques | French | MARKETING |
| PGE-M5-ACC-205-F-L-MRS #5 | Audit, contrôle interne et gestion des risques d'entreprise | French | ACCOUNTING |
| EVENING COURSES | | | |
| PGE-M5-MKT-223-E-L-MRS #5 | Strategic Customer Management | English | MARKETING |
| PGE-M5-STR-218-E-L-MRS #5 | Communicating corporate strategy | English | STRATEGY |
| PGE-M5-MKT-005-F-L-MRS #5 | Marketing responsable et développement durable | French | MARKETING |

| Cycle 6: March 5 - March 31 (final exam included) | | | |
|---|--|-----------|----------------|
| Course code | Course title | Taught in | Field of study |
| WEEK 1 COURSES (March 5-10) - courses taught in 1 week, final exam included | | | |
| PGE-M5-MKT-206-E-L-MRS #6 | Tribal Marketing and brand communities | English | MARKETING |
| PGE-M5-MKT-210-E-L-MRS #6 | Luxury brand research | English | MARKETING |
| PGE-M5-STR-210-E-L-MRS #6 | Strategic business relationship | English | STRATEGY |
| PGE-M5-STR-207-E-L-MRS #6 | Introduction to international business | English | STRATEGY |
| PGE-M5-FIN-007-E-L-MRS #6 | International accounting and consolidated statements | English | FINANCE |
| PGE-M5-STR-229-E-L-MRS #6 | From business model to business plan | English | STRATEGY |
| PGE-M5-HRM-011-F-L-MRS #6 | E-RH | French | HRM |
| PGE-M5-ECO-205-F-L-MRS #1 | Economie sociale et solidaire, coopératives et autres formes de propriétés | French | ECONOMICS |
| PGE-M5-MKT-226-F-L-MRS #6 | Management commercial | French | MARKETING |
| WEEK 2 COURSES (March 12-17) - courses taught in 1 week, final exam included | | | |
| PGE-M5-MKT-003-E-L-MRS #6 | Brand Management | English | MARKETING |
| PGE-M5-FIN-008-E-L-MRS #6 | Risk management and derivatives | English | FINANCE |
| PGE-M5-HRM-204-E-L-MRS #6 | Human resources management in MENA | English | HRM |
| PGE-M5-STR-232-E-L-MRS #6 | Geopolitical risk and Business | English | STRATEGY |
| PGE-M5-MKT-202-E-L-MRS #6 | Luxury fashion Marketing in global markets | English | MARKETING |
| PGE-M5-MKT-208-E-L-MRS #6 | Strategy and luxury | English | MARKETING |
| PGE-M5-STR-225-E-L-MRS #6 | Strategic behavior and gaming | English | STRATEGY |
| PGE-M5-MKT-212-E-L-MRS #6 | Marketing and communication in health | English | STRATEGY |
| PGE-M5-FIN-221-F-L-MRS #6 | Impact des investissements et performance extra-financière | French | FINANCE |
| PGE-M5-FIN-001-F-L-MRS #6 | Finance d'entreprise | French | FINANCE |
| PGE-M5-STR-222-F-L-MRS #6 | Management participatif et réseaux d'innovation sociale | French | STRATEGY |
| PGE-M5-STR-226-F-L-MRS #6 | Innovation stratégique et nouvelles dynamiques concurrentielles | French | STRATEGY |
| WEEK 4 COURSES (March 26- 31) - courses taught in 1 week, final exam included | | | |
| PGE-M5-MKT-007-E-L-MRS #6 | Digital marketing | English | MARKETING |
| PGE-M5-MKT-001-E-L-MRS #6 | Consumer behavior | English | MARKETING |
| PGE-M5-MGT-009-E-L-MRS #6 | Project Management | English | MANAGEMENT |
| PGE-M5-STR-209-E-L-MRS #4 | Financial globalization and geopolitics | English | STRATEGY |
| PGE-M5-STR-234-F-L-MRS #6 | Guerre ou intelligence économique ? | French | STRATEGY |
| PGE-M5-ECO-206-F-L-MRS #6 | Organisation économique et stratégie des firmes | French | ECONOMICS |

| Cycle 7: April 3 - April 28 (final exam included) | | | |
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| Course code | Course title | Taught in | Field of study |
| MORNING COURSES | | | |
| PGE-M5-FIN-210-F-L-MRS #7 | Capital investissement | French | FINANCE |
| PGE-M5-ACC-207-F-L-MRS #7 | Pilotage de la performance | French | ACCOUNTING |
| AFTERNOON COURSES | | | |
| PGE-M5-MKT-006-E-L-MRS #7 | Marketing strategy and planning | English | MARKETING |
| PGE-M5-MGT-210-E-L-MRS #7 | Climate change and business | English | MANAGEMENT |
| PGE-M5-FIN-010-F-L-MRS #7 | Management des hommes et des équipes | French | FINANCE |
| PGE-M5-FIN-010-F-L-MRS #7 | Ingénierie financière | French | FINANCE |
| PGE-M5-HRM-206-C-L-MRS #7 | Chinese Track : International Human Resource Management | Chinese | MANAGEMENT |

| Cycle 8: May 14 - June 2 (final exam included) | | | |
|--|--|-----------|----------------|
| Course code | Course title | Taught in | Field of study |
| MORNING COURSES | | | |
| PGE-M5-LAW-201-E-L-MRS #8 | International business law in global context | English | STRATEGY |
| PGE-M5-FIN-006-E-L-MRS #8 | Ethical Finance and ISR | English | FINANCE |
| PGE-M5-FIN-222-F-L-MRS #8 | Financement bancaire et régulations | French | FINANCE |
| AFTERNOON COURSES | | | |
| PGE-M5-MGT-213-E-B-MRS #8 | Starting knowledge management | English | MANAGEMENT |
| PGE-M5-MKT-207-E-L-MRS #8 | Culture consumption and marketing | English | MARKETING |
| PGE-M5-FIN-218-F-L-MRS #8 | Responsabilité sociétale des PME | French | FINANCE |
| PGE-M5-MKT-219-F-L-MRS #8 | Innover dans les services | French | MARKETING |
| PGE-M5-FIN-219-F-L-MRS #8 | Evaluation d'entreprise | French | FINANCE |

Please note that other courses will be added later