

Annex I – Course Listing

IBS Business School
Paris – Bordeaux - Chambéry

- **Fall Semester: September - December**

Admittance: Upperclassmen or first year master students may be admitted to this program.

Core Courses are taught both in French and in English. The student can choose his language of study.

- **Contemporary Challenges – 5 ECTS**
Course includes: introduction to geopolitics; institutional and political concepts as well as news analysis
- **Foreign Languages and Personal Development – 5 ECTS**
Course includes: French culture and language courses as well as E -reputation and professional networks
- **Legal Environment for Business – 5 ECTS**
Course includes: Diversity of corporate contracts, criminal law, tax law and social law
- **Marketing and Development – 5 ECTS**
Course includes: Marketing of services, strategic marketing and IDIC (IBS Digital Innovation Challenges)
- **Principles of Management and Finance – 5 ECTS**
Course includes: introduction to financial management, corporate finance and risk management and investment decision methods

Electives: During the fall semester students must select one elective. Certain electives may not be offered on all three campuses.

(EN) = Course taught in English / (FR) = Course taught in French

- **Strategic Marketing (EN) – 5 ECTS**
Course includes: Strategic marketing, international marketing and marketing trends
- **International Trade (EN) – 5 ECTS**
Course includes: International relations, purchasing and trade export
- **Préparation TOEFL (FR) – 5 ECTS**
Contenu du cours : Production écrite et production orale, La Cité Des Langues Online, Coaching
- **Préparation TOEIC (FR) – 5 ECTS**
Contenu du cours : Entraînement TOLPC en ligne, Entraînement TOLPC en ligne, Coaching + La Cité Des Langues Online
- **Introduction aux problématiques RH (FR) – 5 ECTS**
Contenu du cours : Introduction à la gestion des ressources humaines, Gestion des RH appliquées, Psychologie du travail
- **Comportement du consommateur (FR) – 5 ECTS**
Contenu du cours : Psychologie de la consommation, Approches culturelles de la consommation, Sémiologie
- **Comptabilité et contrôle (FR) – 5 ECTS**
Contenu du cours : Comptabilité approfondie, Management des coûts, Etude de cas
- **Théorie et pratiques financières (FR) – 5 ECTS**
Contenu du cours : Théorie financière, Gestion de trésorerie, Application VBA pour la finance
- **Environnement économique et financier (FR) – 5 ECTS**
Contenu du cours : Analyse de la conjoncture économique, Economie financière et Globalisation et risques pays

➤ **Spring Semester: January - April**

Admittance: Upperclassmen or first year master students may be admitted to this program.

Core Courses are taught both in French and in English. The student can choose his language of study.

➤ **Research Methodologies – 5 ECTS**

Course includes: quantitative and qualitative analysis along with methodologies of writing a graduate thesis dissertation methods

➤ **Ethics and Corporate Governance Management and Finance – 5 ECTS**

Course includes: Introduction to financial control, corporate finance and risk and investment decisions business ethics, norms and institutions of CSR and corporate governance

➤ **Principles of Economics Economy – 5 ECTS**

Course includes: International economics, and finance and regulations, economic growth, and sustainable development; and business intelligence

➤ **Information Systems Management – 5 ECTS**

Course includes: Setting up and managing an IT project, information systems and value creation within the company; information systems and corporate control IT and value creation within the company and IT - the driving force behind corporations

Electives: During the fall semester students must select two elective. Certain electives may not be offered on all three campuses.

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➤ **Innovative Marketing (EN) – 5 ECTS**

Course includes: Designing a marketing plan, web marketing integrating social media, marketing and campaigns

➤ **Purchasing and Supply Chain Management (EN) – 5 ECTS**

Course includes: Operation and logistics management, international business planning, trade regulations and negotiations

➤ **Corporate and International Finance (EN) – 5 ECTS**

Course includes: Corporate finance, banking and international finance

➤ **Luxury Business Management (EN) – 5 ECTS**

Course includes: Understanding the business challenges in the luxury industry, consumer behavior with luxury goods and strategic management of luxury businesses

➤ **International Business Environment (EN) – 5 ECTS**

Course includes: Doing business abroad, global finance and e-marketing

➤ **Languages and Personal Development (EN) – 5 ECTS**

Course includes: French culture and language courses

➤ **Wine and spirits management (EN) – 5 ECTS**

Course includes: Wine and spirits markets, international wine economics and oenology

➤ **Fundamentals of Tourism & Hospitality Management (EN) – 5 ECTS**

Course includes: Introduction to specifics of tourism, tourism marketing and hospitality business game

➤ **Marketing digital (FR) – 5 ECTS**

Contenu du cours : E-commerce, Traffic management and Community management

➤ **Sports, Sportifs & Evènements (FR) – 5 ECTS**

Contenu du cours : Histoire du sport, Marketing du sport et des athlètes et Sport et gestion de projet

➤ **Culture de la communication (FR) – 5 ECTS**

Contenu du cours : Conduite de campagne de A à Z, Histoire de la publicité et Analyse stratégique de campagne

➤ **Marketing opérationnel (FR) – 5 ECTS**

Contenu du cours : Gestion des équipes commerciales, Merchandising et Category management

- **Comptabilité Audit Contrôle (FR) – 5 ECTS**
Contenu du cours : Comptabilité approfondie, Audit et révision des comptes et Contrôle budgétaire
- **Gestion financière (FR) – 5 ECTS**
Contenu du cours : Corporate finance, Mathématiques financières et Banque et marchés financiers
- **Gestion des ressources humaines appliquées (FR) – 5 ECTS**
Contenu du cours : Recrutement et intégration, Rémunération et gestion de la paie et Contrôle de gestion social (Excel avancé appliqué aux RH)
- **Entrepreneuriat (FR) – 5 ECTS**
Contenu du cours : Accompagnement-coaching entrepreneurial, Vision et posture entrepreneuriale et Lean start up

Graduate Level Courses

- **Fall Semester: September - December**

Admittance: Only Master students can take this program.

Core Courses are taught both in French and in English. The student can choose his language of study.

- **Management – 5 ECTS**
Course includes: Organizational theory, Skills management and Change management
- **Ethics and Corporate Governance Management and Finance – 5 ECTS**
Course includes: Strategic management, Strategy 360 and Crisis night

Specialization (Major): Students must choose a specialization track to follow.

(EN) = Course taught in English / (FR) = Course taught in French

Supply Chain & Purchasing (EN) – 20 ECTS – Paris, Bordeaux and Chambéry campuses

Supply chain aims to control all the logistics flows of the company. This concept integrates all the actors in the flow chain, from suppliers to customers. The procurement function acquires goods and / or services for internal users of a company. Students will learn how to find the best price, deadlines, quality and services required for a business and its customers.

Luxury Brand Management (EN) – 20 ECTS – Paris campus

This major provides a divers and interdisciplinary approach to the global luxury industry. Professionals involved in the sector must learn how to adapt to an international environment as well as possess an acute knowledge of this complex and demanding market. This major is built to develop these skills in coherence and connection with the luxury sector.

Wine and Spirits Management (EN) – 20 ECTS – Bordeaux campus

The objective of this major is to train students in all aspects of the wine and spirit industry focusing on management, marketing, sales, finance, logistics and oenology. Students will learn to discern the different segments of the global wine market and how to define an appropriate marketing strategies for this sector.

Sports Management and Events (EN) – 20 ECTS – Chambéry campus

This major offers students with academic as well as professional knowledge in sports management focusing on the key dimensions of management of major international sporting events. After the program, students will be able to participate in the construction and management of complex projects and build a marketing strategy around the sporting event.

Tourism & Hospitality Management (EN) – 20 ECTS – Chambéry campus

Tourism accounts for 9% of global employment. This specialization is for students wanting to acquire skills related to marketing innovation, digital communication and the development of new tourism products and services for luxury tourism.

International Business (EN) – 20 ECTS – Paris and Bordeaux campuses

This major allows students to study issues related to the globalization of the economy. Student will acquire the theoretical and practical tools essential to the understanding of emerging issues of trade, business and international relations.

Strategic Marketing & Innovation (EN in Paris) or (FR in Bordeaux) – 20 ECTS

This major aims to train marketing professionals with strong importance on analytics and creativity. Students will obtain an in-depth understanding in digital literacy, knowledge of various tools used for decision making, understanding and anticipating market developments in order to adjust the definition and implementation of an appropriate strategy.

Corporate Finance (EN in Paris) or (FR in Bordeaux) – 20 ECTS

This major exposes students to the various problems within the field of finance as defined by companies. It aims to train future decision-makers in the functions of financial analysis, financial engineering and financial management.

Finance Audit Contrôle (FR) – 20 ECTS – Paris, Bordeaux et Chambéry campus

Contenu du cours : Comptabilité approfondie, Audit et contrôle interne, Contrôle de gestion et pilotage de la performance et Finance approfondie

Entrepreneuriat – Intrapreneuriat (FR) – 20 ECTS – Paris campus

Contenu du cours : Entreprendre dans le digital, Finance pour entrepreneurs, Modélisation-idéation entrepreneuriale et Entreprendre autrement

Management et Métiers de la Responsabilité Sociale et Solidaire (FR) – 20 ECTS – Bordeaux

Contenu du cours : Management humain, Management de l'environnement, Pilotage et outils de la RSE et Acteurs et pratiques durables

Etudes et Conseil (FR) – 20 ECTS – Paris campus

Contenu du cours : Gestion de projet d'études, Méthodologie, Business intelligence et Diagnostic et décision

Distribution et E-commerce (FR) – 20 ECTS – Bordeaux campus

Contenu du cours : Stratégie et politique marketing du distributeur, E-commerce et cross canal, Promotion des ventes et merchandising et Environnement de la distribution

Marketing Opérationnel et CRM (FR) – 20 ECTS – Paris, Bordeaux et Chambéry campus

Contenu du cours : CRM, Vente et négociation, Marketing sectoriel et Marketing digital

Ingénieur d'Affaires (FR) – 20 ECTS – Paris et Bordeaux campus

Contenu du cours : Négociation complexe, Marchés complexes, Construction d'une offre commerciale et Négociation internationale

Marketing et Communication Business to Business (FR) – 20 ECTS – Paris campus

Contenu du cours : Communication B to B, Négociation vente en B to B, Marketing B to B, et CRM en B to B

Communication et Médias Interactifs (FR) – 20 ECTS – Paris campus

Contenu du cours : Communication digitale, Stratégie de communication, Communications sectorielles et Communication 360

Marketing des Services et CRM (FR) – 20 ECTS – Paris et Bordeaux campus

Contenu du cours : Marketing et management des services, Communication appliquée aux services, Datamining et CRM et service relation client

Communication et Stratégie Digitale (FR) – 20 ECTS – Paris et Bordeaux campus

Contenu du cours : Management de projet, Social media management, Web data et Stratégie design et mise en situation

RH et Management des Talents (FR) – 20 ECTS – Bordeaux campus

Contenu du cours : Gestion et développement des compétences, Communication RH, Gestion et développement des talents et Gestion des ressources humaines appliquée

Comptabilité-Contrôle-Audit (FR) – 20 ECTS – Chambéry campus

Contenu du cours : Stratégie financière internationale, Audit financier et comptable, Modifications organisationnelles et contrôle de gestion, Gouvernance et audit des systèmes d'information et Économie internationale et globalisation Gouvernance et contrôle de gestion

Annex II – Course Listing

INSEEC School of Communication

Sup de Pub – Paris, Bordeaux and Lyon

➤ **Fall Semester: August - January**

Admittance: Upperclassmen or first year master students may be admitted to this program.

Language: Both programs are taught 100% in English

Core Courses

- **Geopolitics – 3 ECTS**
- **Advertising English & TOEIC preparation or French Language courses – 2 ECTS**
- **Advertising Competitions – 10 ECTS**

Elective Courses in English

- **Luxury Brand Communication and Marketing – 15 ECTS – Paris campus only**
This course is made up of several lectures and will focus on the following points
themes introduction to luxury, luxury marketing strategies, luxury products and counterfeits, luxury brand management, luxury marketing and CRM, worldwide luxury clientele, luxury communication and sponsoring, event managing and PR, image coaching, Lux 10, the art of selling in luxury, merchandising strategy, luxury e-reputation & news medias, luxury e-business, sustainable luxury, luxury resume preparations

During the semester, several industries are studied including, fashion, fashion accessories, watchmaking, design and well-being, but also the food sector (wines and champagne etc.) A large part of teaching focuses with industry of Luxury Hotels.

- **International Brand Strategy and Marketing – 15 ECTS – Paris campus only**
This course is made up of several lectures and will focus on the following points
brand management, international campaign, international marketing, marketing research, account planning, E-business, social media, the art of pitching, trendspotting, media strategy, PR strategy, comparative media literacy, communication in Europe and sales management.

This program is appropriate for students in their final year of undergraduate studies or the first year of their master's program. This program is the emblematic profession in consultancies and leads to the professions of advertising manager, group leader, or strategic planner. The strategic manager handles one or several budgets amounting to several million euros.

- For students wishing to follow courses in French, please visit our website. We offer programs in: **Communication d'Entreprise et Relations Publiques, Direction Artistique et Création Publicitaire, Etudes Marketing, CRM et Data Management, Marketing Digital, Web Management & Réseaux Sociaux, Marketing Événementiel et Communication Culturelle, Marketing, Communication et Management du Luxe, Planning Stratégique, Stratégies Digitales et Brand Content et Stratégies Médias et Planning Digital**