

LIST OF COURSES 2nd Year of Master

BORDEAUX CAMPUS – MASTER IN MANAGEMENT 2021 – 2022

FALL SEMESTER 2021

GENERAL TRACK / ELECTIVE COURSES

Course title	Taught in	Field of Study	ECTS credits
- Corporate strategy in the digital age	English	STRATEGY	5 ECTS
- Corporate Governance	English	STRATEGY	5 ECTS
- International financial system	English	FINANCE	5 ECTS
- States & corporations in the world economy	English	MANAGEMENT	5 ECTS
- Big Data & quantitative methods	English	FINANCE	5 ECTS
- International business environment	English	MANAGEMENT	5 ECTS
- Luxury marketing 1: The world of luxury	English	MARKETING	5 ECTS
- Cultural Branding : du Brand content à la brand culture	French	MARKETING	5 ECTS
- Conception et gestion de la supply chain	French	OPS	5 ECTS

Course title	Taught in	ECTS credits
MARKETING TRACK	English	30 ECTS
- Strategic Brand Thinking	English	5 ECTS
- Critical Thinking & Consumer Culture	English	5 ECTS
- Insights & Big Data	English	5 ECTS
- Price & Retail Strategy	English	5 ECTS
- Luxury marketing 1: The world of luxury	English	5 ECTS
- Corporate strategy in the digital age	English	5 ECTS
SUSTAINABILITY TRACK	English	30 ECTS
- Sustainable Strategy in the Digital Age	English	5 ECTS
- Sustainable Value Chains and Circular Economy - An Innovation Perspective	English	5 ECTS
- Sustainable Marketing	English	5 ECTS
- Sustainable Entrepreneurship and Innovation	English	5 ECTS
- Sustainable Transformation in Healthcare	English	5 ECTS
- International business environment	English	5 ECTS
CORPORATE AND MARKET FINANCE TRACK	English	30 ECTS
- Asset valuation & Portfolio Management 2	English	5 ECTS
- Options Futures & Other Derivatives	English	5 ECTS
- Business Ethics, Professional standards & Finance regulation	English	5 ECTS
- Financial innovation (crowdfunding, Crypto money, Blockchain, CDS-CDO)	English	5 ECTS
- Corporate Finance 2	English	5 ECTS
- Fundamentals of Computer Programming	English	5 ECTS

Be careful this is an advanced level track and we advise you to have already studied finance courses before.

SPRING SEMESTER 2022

ELECTIVE COURSES

Course title	Taught in	Field of Study	ECTS credits
- Family Business	English		5 ECTS
- Cross cultural management- level II	English	MANAGEMENT	5 ECTS
- International business environment	English		5 ECTS
- Investment Banking	English	FINANCE	5 ECTS
- Ingénierie financière	French		5 ECTS
- Consulting in process management and performance improvement	English	OPS - MOSI	5 ECTS
- Advanced project management: risk approach	English		5 ECTS
- Consumer culture	English		5 ECTS
- Wine marketing	English	MARKETING	5 ECTS
- Luxury in Asia	English		5 ECTS
- Marketing Digital	French		5 ECTS

FALL SEMESTER 2021

GENERAL TRACK / ELECTIVE COURSES

Course title	Taught in	Field of Study	ECTS credits
- International financial system	English	FINANCE	5 ECTS
- Function product manager	English	MARKETING	5 ECTS
- B to B marketing	English	MARKETING	5 ECTS
- Customer relationship management, implementation and application	English	MARKETING	5 ECTS
- Strategic customer management	English	MARKETING	5 ECTS
- Luxury Brand and Customer's Experience	English	MARKETING	5 ECTS
- International Relations of the Environment and Sustainable Development	English	STRATEGY	5 ECTS
- Cross-Cultural Business & Political Negotiations	English	STRATEGY	5 ECTS

Course title	Taught in	ECTS credits
MARKETING TRACK	English	30 ECTS
- Strategic Brand Thinking	English	5 ECTS
- Critical Thinking & Consumer Culture	English	5 ECTS
- Insights & Big Data	English	5 ECTS
- Price & Retail Strategy	English	5 ECTS
- Luxury Brand and Customer's Experience	English	5 ECTS
- Strategic customer management	English	5 ECTS
BUSINESS DEVELOPMENT & PERFORMANCE TRACK	English	30 ECTS
- Negotiation	English	5 ECTS
- International Business Development	English	5 ECTS
- Trade marketing & In store performance	English	5 ECTS
- Digital Growth & Lead generation	English	5 ECTS
- B to B marketing	English	5 ECTS
- Cross-Cultural Business & Political Negotiations	English	5 ECTS

Please note that the list of courses might still be subject to change

SPRING SEMESTER 2022

ELECTIVE COURSES

Course title	Taught in	Field of Study	ECTS credits
- Change Management	English	MANAGEMENT	5 ECTS
- Brand, cultures and marketing strategy	English	MARKETING	5 ECTS
- Digital marketing	English		5 ECTS
- Sales Management	English		5 ECTS
- International Marketing	English		5 ECTS
- Financial Globalization and Geopolitics	English	STRATEGY	5 ECTS
- International trade policy and business strategy	English		5 ECTS
- Communicating corporate strategy	English		5 ECTS
- Geopolitical Risk and Business	English		5 ECTS