

1871

EN

NORMANDIE
BUSINESS SCHOOL

COURSE OFFER EXCHANGE & FREE MOVERS STUDENTS 2026-2027



Important information to keep in mind when choosing **courses**

PROGRAMMES OPEN FOR EXCHANGE STUDENTS

EM Normandie offers 4 major programmes:

- Master in Management - **M I M**
- Bachelor in Management - **BM**
- Bachelor in International Business Administration - **IBBA**
- Master of Science (**MSc**)

- **Master in Management** consists of 5 years of studies: 3 years undergraduate (U1, U2, U3) + 2 years of graduate (M1, M2). Starting from the 1st year of graduate studies (M1) students choose tracks which are equivalent to specializations.
- **Bachelor in Management** consists of 3 years of undergraduate studies (BM1, BM2, BM3)
- **Bachelor in International Business Administration** consists of 4 years of undergraduate studies (IBBA1, IBBA2, IBBA3, IBBA4).
- **Master of Science** consist of 2 years studies : with a 1st year (MSc Y1 - page 35) of common-core courses followed by a 2nd year of specialization in a specific field.

FRENCH FOREIGN LANGUAGE COURSE

We offer all students enrolled in an English-taught programme the opportunity to take French language classes (not available on our international campuses).

Students must include this course in their Learning Agreement.

COURSE VALIDATION REQUIREMENTS

1. EM Normandie requires students to complete a minimum of 15 ECTS credits per semester in **business courses only**. Language courses are **not included** in this requirement (English and FLE indicated in **blue** on each page). However, EM Normandie recommends that students take the full course load offered in their selected semester programme for the best student experience.
2. Students **cannot mix courses** from different semesters, different specialisations, different campuses and/or different levels of study. All courses must be chosen within the same programme.
3. A two-week **add/drop period** will be available starting from the first day of classes.
4. Please note that all courses listed in a student's Learning Agreement will appear on the transcript **with both a grade and the corresponding ECTS credits**.

COURSES & EXAMS AT EM NORMANDIE

1. Each course is validated by obtaining **ECTS credits** (European Credit Transfer System). For details on the grading system, please refer to the Welcome Guide.
2. Courses may be scheduled in intensive blocks (for example, a course delivered over a single week). **All business courses are taught in person**; language courses may occasionally be delivered online.
3. All examinations (continuous assessment or final exams) and resits take place **in person on campus**. EM Normandie does not organise any resits online. Resit dates will be communicated to students at the beginning of each semester by their Academic Director.
4. Students requiring **specific accommodations** for their courses must speak with their EM Normandie coordinator and the Wellness Department during the application process.

Important information to keep in mind when choosing a **campus**

VISAS & IMMIGRATION

Dear students! As much as we want to welcome you on all of our campuses unfortunately there are immigration restrictions depending on your nationality and the country of the EM Normandy campus over which we have no control. Please check carefully before you choose your campus.

French campuses (Paris, Caen, Le Havre) :

- European students: no visa required.
- Non-European students: visa required (short or long term)

Our government has a [unique website](#) for all visa requests.

Please note that some programmes in France extend for less than 90 days which means students will have a short-term visa with stricter conditions. The length of programmes is indicated on each page of this document with a specific logo.

Oxford campus:

Since the Brexit, the UK government has decided to divide citizens in two lists:

Non-visa nationals: EU, EEA & Swiss citizens can study in the UK for a short period (less than 6 months) without a visa.

Visa nationals: students from countries on [this list](#) will have to obtain a « Standard Visitor Visa » (cost of 120£)

Please check you students' eligibility on [the government website](#) and let us know if you have any questions/doubts.

Dublin campus:

- European students: no visa required, students can come for a semester or a full year.
- Non-European students: visa required, students can only come for the spring semester.
 - Exempted nationalities: students can be exempt from a visa if their country appears on [this list](#).
 - Remaining nationalities: students will need to apply for [a visa short-term C](#) only for the dates they are physically in Ireland (the beginning of the semester will be online as the duration of courses is more than 90 days)

Dubai campus:

Once accepted, students will be contacted by our Dubai staff to start the visa process. The visa cost is 7500 AED + 5% VAT for a 1 year visa and 6000 AED + 5% VAT for a semester. It includes health insurance and the residence permit. A medical test will be done upon arrival by the authorities (blood test and x ray). If the student does not pass the test, their visa will be revoked.

Undergraduate Level Courses



ENGLISH

UNDERGRADUATE PROGRAMMES – Year 2/3

Caen campus (6-7)

Dubai campus (8-9)

Dublin campus (10-12)

Le Havre campus (13-14)

Oxford campus (15-17)

Paris campus (18-21)

FRENCH

UNDERGRADUATE PROGRAMMES – Year 2/3

Caen campus (43-44)

Le Havre campus (45-46)

Paris campus (47-49)

Graduate Level Courses



GRADUATE PROGRAMMES – Year 4/5

Caen campus (23-24)

Dubai Campus (25)

Dublin (26)

Le Havre campus (27-31)

Oxford campus (32-33)

Paris campus (34-41)

GRADUATE PROGRAMMES – Year 4/5

Caen campus (51- 52)

Le Havre campus (53-55)

Paris campus (56)

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UNDERGRADUATE ENGLISH



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CAEN CAMPUS

FALL SEMESTER

Course title	Credits
INTERNATIONAL FINANCE	5
THE FUTURE OF GLOBALIZATION	5
SERVICES MARKETING	5
THE ART OF PUBLIC SPEAKING	5
CULTURAL INTELLIGENCE IN PRACTICE	5
SUSTAINABLE OPERATIONS MANAGEMENT SIMULATION	5
AGILE MANAGEMENT	5
ENGLISH	5
FRENCH AS A FOREIGN LANGUAGE	5

SPRING SEMESTER

Course title	Credits
FINANCIAL ANALYSIS	5
INTRODUCTION TO TAXATION	5
INTERNATIONAL ECONOMIC POLICY	5
MARKET RESEARCH	5
HACKATHON DDPS	5
BUSINESS ETHICS	5
FUNDAMENTALS OF INFORMATION SYSTEMS	5
OPERATION MANAGEMENT	5
IDEATION & INNOVATION	5
ENGLISH	5
FRENCH AS A FOREIGN LANGUAGE	5



CAEN CAMPUS

FALL SEMESTER

Course title	Credits
ALTERNATIVE ECONOMY	5
APPLIED ECONOMY	5
CONSUMER BEHAVIOUR	5
COST CONTROL	5
ORGANIZATIONAL BEHAVIOUR AND MANAGEMENT	5
RESPONSIBLE PROJECT	5
STRATEGY	5
ENGLISH	5
FRENCH AS A FOREIGN LANGUAGE	5
<i>Electives (possibility to choose 1) :</i>	
ANTHROPOLOGY	5
LAW AND ECONOMICS	5

SPRING SEMESTER

Course title	Credits
CASH AND RISK MANAGEMENT	5
GEOPOLITICS	5
E-COMMERCE MANAGEMENT	5
INTERNATIONAL LOGISTICS	5
TECH FOR BUSINESS : DIGITAL INFLUENCE	5
TECH FOR BUSINESS : AGILE MANAGEMENT	5
FRENCH AS A FOREIGN LANGUAGE	5



DUBAI CAMPUS

The opening of the programme will be dependent on the geopolitical context

FALL SEMESTER

Course title	Credits
NO COURSES OFFERED	

SPRING SEMESTER

Course title	Credits
CASH AND RISK MANAGEMENT	5
GEOPOLITICS	5
E-COMMERCE MANAGEMENT	5
INTERNATIONAL LOGISTICS	5
TECH FOR BUSINESS : DIGITAL INFLUENCE	5
TECH FOR BUSINESS : AGILE MANAGEMENT	5
FRENCH AS A FOREIGN LANGUAGE	5
ENGLISH	5

**NEW**

DUBAI CAMPUS

The opening of the programme will be dependent on the geopolitical context

FALL SEMESTER

Course title	Credit
INTERNATIONAL BUSINESS STRATEGY	5
GEOPOLITICS	5
MULTICULTURAL MANAGEMENT	5
ADVERTISING AND/OR CUSTOMER RELATIONSHIP MANAGEMENT	5
BUSINESS GAME	5
DATA VISUALISATION WITH THE TABLEAU TOOL	5
ENGLISH	5

SPRING SEMESTER

Course title	Credit
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NO COURSES OFFERED



DUBLIN CAMPUS

FALL SEMESTER

Course title	Credits
NO COURSES OFFERED	

SPRING SEMESTER

Course title	Credits
FINANCIAL ANALYSIS	5
INTRODUCTION TO TAXATION	5
INTERNATIONAL ECONOMIC POLICY	5
MARKET RESEARCH	5
HACKATHON DERS	5
BUSINESS ETHICS	5
FUNDAMENTALS OF INFORMATION SYSTEMS	5
OPERATION MANAGEMENT	5
IDEATION & INNOVATION	5
REINFORCED ENGLISH	5



DUBLIN CAMPUS

FALL SEMESTER

Course title	Credits
ALTERNATIVE ECONOMY	5
APPLIED ECONOMY	5
CONSUMER BEHAVIOUR	5
COST CONTROL	5
ORGANIZATIONAL BEHAVIOUR AND MANAGEMENT	5
RESPONSIBLE PROJECT	5
STRATEGY	5
ENGLISH	5

SPRING SEMESTER

Course title	Credits
CASH AND RISK MANAGEMENT	5
GEOPOLITICS	5
E-COMMERCE MANAGEMENT	5
INTERNATIONAL LOGISTICS	5
TECH FOR BUSINESS : DIGITAL INFLUENCE	5
TECH FOR BUSINESS : AGILE MANAGEMENT	5
ENGLISH	5



LE HAVRE CAMPUS



FALL SEMESTER

Course title	Credits
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PRINCIPLES OF CORPORATE STRATEGY	5
EMSTARTUPPER	5
FINANCIAL ANALYSIS	5
OPERATIONS MANAGEMENT	5
MARKET STUDIES	5
WORKING IN MULTICULTURAL, DIVERSE, AND INCLUSIVE TEAMS	5
FRENCH AS A FOREIGN LANGUAGE	5

SPRING SEMESTER

Course title	Credits
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NO COURSES OFFERED



LE HAVRE CAMPUS

FALL SEMESTER

Course title	Credits
RESEARCH METHODOLOGY	5
INTERNET OF THINGS AND BLOCKCHAIN	5
MARKETING MANAGEMENT	5
INTERNATIONAL FINANCE	5
GEOPOLITICS	5
MULTICULTURAL MANAGEMENT	5
FRENCH AS A FOREIGN LANGUAGE	5

SPRING SEMESTER

Course title	Credits
BUSINESS GAME	5
<u>Concentration Option 1*:</u>	
SERVICE INDUSTRIES: Services Marketing	5
SERVICE INDUSTRIES: Tourism and Hospitality Services	5
SERVICE INDUSTRIES: Financial and Gaming Services	5
<u>Concentration Option 2*:</u>	
DIGITAL BUSINESS: Digital Marketing Applications	5
DIGITAL BUSINESS: Internet Law and Cybersecurity	5
DIGITAL BUSINESS: e-Commerce operations	5
<u>Concentration Option 3**:</u>	
LOGISTICS: Multimodal Transportation	5
LOGISTICS: Logistics 4.0	5
LOGISTICS: Port Management	5
FRENCH AS A FOREIGN LANGUAGE	5

******Options cannot be mixed (one to choose among the 3)**

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OXFORD CAMPUS

FALL SEMESTER

Course title	Credits
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NO COURSES OFFERED

SPRING SEMESTER

Course title	Credits
FINANCIAL ANALYSIS	5
INTRODUCTION TO TAXATION	5
INTERNATIONAL ECONOMIC POLICY	5
MARKET RESEARCH	5
HACKATHON DDRS	5
BUSINESS ETHICS	5
FUNDAMENTALS OF INFORMATION SYSTEMS	5
OPERATION MANAGEMENT	5
IDEATION & INNOVATION	5
ENGLISH	5



OXFORD CAMPUS

FALL SEMESTER	
Course title	Credits
ALTERNATIVE ECONOMY	5
APPLIED ECONOMY	5
CONSUMER BEHAVIOUR	5
COST CONTROL	5
ORGANIZATIONAL BEHAVIOUR AND MANAGEMENT	5
RESPONSIBLE PROJECT	5
STRATEGY	5
ENGLISH	5
<i>Electives (possibility to choose 1) :</i>	
BUSINESS IN POST-BREXIT EUROPE	5
UNDERSTANDING CLIMATE CHANGE	5

SPRING SEMESTER	
Course title	Credits
CASH AND RISK MANAGEMENT	5
GEOPOLITICS	5
E-COMMERCE MANAGEMENT	5
INTERNATIONAL LOGISTICS	5
TECH FOR BUSINESS : DIGITAL INFLUENCE	5
TECH FOR BUSINESS : AGILE MANAGEMENT	5
ENGLISH	5



OXFORD CAMPUS

FALL SEMESTER

Course title	Credit
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NO COURSES OFFERED

SPRING SEMESTER

Course title	Credit
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DIGITAL MARKETING	5
MERCHANDISING AND CATEGORY MANAGEMENT	5
BANKING AND INTERNATIONAL PAYMENTS	5
LOGISTICS 4.0	5
ECONOMIC POLICIES AND SUSTAINABLE DEVELOPMENT	5
RESEARCH SEMINAR	5



PARIS CAMPUS

FALL SEMESTER

Course title	Credits
NO COURSES OFFERED	

SPRING SEMESTER

Course title	Credits
FINANCIAL ANALYSIS	5
INTRODUCTION TO TAXATION	5
INTERNATIONAL ECONOMIC POLICY	5
MARKET RESEARCH	5
HACKATHON DDPS	5
BUSINESS ETHICS	5
FUNDAMENTALS OF INFORMATION SYSTEMS	5
OPERATIONS MANAGEMENT	5
IDEATION & INNOVATION	5
ENGLISH	5
FRENCH AS A FOREIGN LANGUAGE	5



PARIS CAMPUS

FALL SEMESTER

Course title	Credits
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ALTERNATIVE ECONOMY	5
APPLIED ECONOMY	5
CONSUMER BEHAVIOUR	5
COST CONTROL	5
ORGANIZATIONAL BEHAVIOR AND MANAGEMENT	5
RESPONSIBLE PROJECT	5
STRATEGY	5
ENGLISH	5
FRENCH AS A FOREIGN LANGUAGE	5

SPRING SEMESTER

Course title	Credits
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NO COURSES OFFERED

Electives (possibility to choose 1) :

FINANCE INVESTMENT CASH FLOW	5
ENTERTAINMENT MARKETING	5
COMPARATIVE STRATEGIC THINKING	5
UNDERSTANDING CLIMATE CHANGE	5



PARIS CAMPUS

NEW**FALL SEMESTER**

Course title	Credits
INTERCULTURAL MANAGEMENT	5
FUNDAMENTALS OF MARKETING	5
INTRODUCTION TO ECONOMICS	5
ACCOUNTING	5
EXCEL AND INTRODUCTION TO AI	5
FRENCH AS A FOREIGN LANGUAGE	5

SPRING SEMESTER

Course title	Credits
COMPANIES AND SUSTAINABLE DEVELOPMENT OBJECTIVES : SULITEST PREPARATION	5
CONSUMER BEHAVIOUR	5
CURRENT GEOPOLITICS	5
INTERNATIONAL MARKETING	5
INTRODUCTION TO QUANTITATIVE TECHNIQUES	5
LEGAL SYSTEMS AROUND THE WORLD	5
FRENCH AS A FOREIGN LANGUAGE	5



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FALL SEMESTER

Course title	Credit
STRATEGIC MARKETING	5
STRATEGIC MANAGEMENT	5
NEW PRODUCT DEVELOPMENT	5
MULTIMODAL TRANSPORTATION	5
TOTAL QUALITY MANAGEMENT	5
BUSINESS SEMINAR 2	5
FRENCH AS A FOREIGN LANGUAGE	5

SPRING SEMESTER

Course title

NO COURSES OFFERED

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CAEN CAMPUS



FALL SEMESTER

Course title	Credits
MARKETING MANAGEMENT	5
INTERNATIONAL OPERATIONS MANAGEMENT	5
CROSS-CULTURAL MANAGEMENT	5
INTERNATIONAL BUSINESS NEGOTIATION	5
INTERNATIONAL MARKET RESEARCH	5
INTERNATIONAL HUMAN RESOURCES MANAGEMENT	5
BUSINESS CHALLENGE	5
RESEARCH METHODOLOGY	5
FRENCH AS A FOREIGN LANGUAGE	5

SPRING SEMESTER

Course title	Credits
E COMMERCE WEBMARKETING AND MOBILE MARKETING	5
INTERNATIONAL FINANCE	5
INTERNATIONAL DEVELOPMENT IN PRACTICE	5
INTERNATIONAL BUSINESS DEVELOPMENT	5
NEW TRENDS IN MARKETING	5
BRAND AND SERVICES MARKETING	5
FRENCH AS A FOREIGN LANGUAGE	5



DUBAI CAMPUS

The opening of the programme will be dependent on the geopolitical context

FALL SEMESTER

Course title	Credits
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NO COURSES OFFERED

SPRING SEMESTER

Course title	Credits
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DIGITAL MARKETING	5
BUSINESS GAME (DO YOUR BUSINESS PLAN!)	5
COMPETING IN EMERGING ECONOMIES	5
ORGANIZATIONAL DEVELOPMENT & CHANGE	5
DOING BUSINESS IN A CHANGING WORLD	5



LE HAVRE CAMPUS



FALL SEMESTER	
Course title	Credits
CHANGE MANAGEMENT FOR SUSTAINABILITY	5
GEOECONOMICS	5
DATA ANALYSIS QUANTITATIVE	5
DATA ANALYSIS QUALITATIVE	5
COLLABORATIVE LEADERSHIP AND NEGOTIATION	5
HRM FOR MANAGER	5
RELATIONSHIP MARKETING	5
PERFORMANCE MANAGEMENT	5
INTERNATIONAL BUSINESS LAW	5
SUSTAINABLE AND ETHICAL BUSINESS STRATEGY	5
FRENCH AS A FOREIGN LANGUAGE	5
ENGLISH	5

SPRING SEMESTER	
Course title	Credits
BUSINESS GAME DDERS	5
RESEARCH METHODOLOGY	5
THE ECONOMICS OF CULTURE	5
BRAND MANAGEMENT	5
CROSS CULTURAL MARKETING	5
NEW PRODUCT DEVELOPMENT	5
PRICING	5
CHANNEL MANAGEMENT	5
FRENCH AS A FOREIGN LANGUAGE	5
ENGLISH	5



LE HAVRE CAMPUS



FALL SEMESTER

Course title	Credits
CHANGE MANAGEMENT FOR SUSTAINABILITY	5
GEOECONOMICS	5
DATA ANALYSIS QUANTITATIVE	5
DATA ANALYSIS QUALITATIVE	5
COLLABORATIVE LEADERSHIP AND NEGOTIATION	5
HRM FOR MANAGER	5
RELATIONSHIP MARKETING	5
PERFORMANCE MANAGEMENT	5
INTERNATIONAL BUSINESS LAW	5
SUSTAINABLE AND ETHICAL BUSINESS STRATEGY	5
FRENCH AS A FOREIGN LANGUAGE	5
ENGLISH	5

SPRING SEMESTER

Course title	Credits
BUSINESS GAME DDRS	5
RESEARCH METHODOLOGY	5
SAP: DIGITAL ENTERPRISE OPERATIONS	5
OPERATIONS & TRANSPORT NETWORKS	5
GLOBAL SUPPLY CHAIN OPERATIONS	5
SUPPLY CHAIN OPTIMIZATION	5
INTRODUCTION TO PROGRAMMING AND DATA ANALYTICS	5
FRENCH AS A FOREIGN LANGUAGE	5
ENGLISH	5



LE HAVRE CAMPUS



FALL SEMESTER

Course title	Credits
INTEGRATED SUPPLY CHAIN MANAGEMENT	5
OPERATION & QUALITY MANAGEMENT	5
STRATEGIC PROCUREMENT	5
SUSTAINABILITY in SCM	5
SUPPLY CHAIN PERFORMANCE	5
SUPPLY CHAIN ANALYTICS	5
RESEARCH METHODOLOGY	5
FRENCH AS A FOREIGN LANGUAGE	5

SPRING SEMESTER

Course title	Credits
INTERNATIONAL LOGISTICS	5
EFFECTIVE TRANSPORT OPERATIONS	5
PORT ECONOMICS & PERFORMANCE	5
STRATEGIC SHIPPING MANAGEMENT	5
MARITIME INNOVATIONS & DIGITAL TRANSFORMATION	5
BUSINESS CHALLENGE & SIMULATIONS 1	5
FRENCH AS A FOREIGN LANGUAGE	5
ENGLISH	5



LE HAVRE CAMPUS



FALL SEMESTER

Course title	Credits
INTEGRATED SUPPLY CHAIN MANAGEMENT	5
OPERATION & QUALITY MANAGEMENT	5
STRATEGIC PROCUREMENT	5
SUSTAINABILITY in SCM	5
SUPPLY CHAIN ANALYTICS	5
RESEARCH METHODOLOGY	5
FRENCH AS A FOREIGN LANGUAGE	5

SPRING SEMESTER

Course title	Credits
TRANSPORT MANAGEMENT	5
FACILITY LOCATIONS & CUSTOMER CARE	5
DEMAND PLANNING	5
SUPPLY & PRODUCTION SYSTEMS	5
SUPPLY CHAIN INNOVATIONS	5
FRENCH AS A FOREIGN LANGUAGE	5
ENGLISH	5



OXFORD CAMPUS

FALL SEMESTER

Course title	Credits
CHANGE MANAGEMENT FOR SUSTAINABILITY	5
GEOECONOMICS	5
DATA ANALYSIS QUANTITATIVE	5
DATA ANALYSIS QUALITATIVE	5
COLLABORATIVE LEADERSHIP AND NEGOTIATION	5
HRM FOR MANAGER	5
RELATIONSHIP MARKETING	5
PERFORMANCE MANAGEMENT	5
INTERNATIONAL BUSINESS LAW	5
SUSTAINABLE AND ETHICAL BUSINESS STRATEGY	5
ENGLISH	5

SPRING SEMESTER

Course title	Credits
NO COURSES OFFERED	



OXFORD CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
GLOBAL FINANCIAL MARKETS & BANKING SYSTEMS	5		
QUANTITATIVE FINANCE & FINANCIAL MODELLING	5	CONSULTING PROJECT: LEADERSHIP, NEGOTIATION, PROJECT MANAGEMENT (CHALLENGE)	5
ADVANCED CORPORATE FINANCE & FINANCIAL DECISION	5	DATA SCIENCE AND ARTIFICIAL INTELLIGENCE IN FINANCE	5
INVESTMENT STRATEGIES AND PORTFOLIO MANAGEMENT	5	AUDIT AND OPERATIONAL RISK MANAGEMENT	5
BANKING REGULATIONS AND COMPLIANCE	5	DIGITAL ASSETS: BUSINESS AND REGULATORY IMPACTS	5
TAX AND LEGAL ASPECTS IN BANKING	5	ETHICS, CORPORATE GOVERNANCE, AND RESPONSIBLE BANKING	5
RESEARCH METHODOLOGY	5	FINANCIAL TECHNOLOGY & INNOVATIONS IN DIGITAL FINANCE	5



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FALL SEMESTER

Course title	Credits
INTRODUCTION TO FINANCE	5
CROSS CULTURAL MANAGEMENT	5
INTERNATIONAL TRADE, BUSINESS & LOGISTICS	5
HR MANAGEMENT	5
INNOVATION & BUSINESS INTELLIGENCE	5
RESEARCH METHODS	5
FRENCH AS A FOREIGN LANGUAGE	5

SPRING SEMESTER

Course title	Credits
BUSINESS GAME (DO YOUR BUSINESS PLAN)	5
DIGITAL MARKETING	5
ORGANIZATIONAL DEVELOPMENT & CHANGE	5
DOING BUSINESS IN A CHANGING WORLD	5
COMPETING IN EMERGING ECONOMIES	5
FRENCH AS A FOREIGN LANGUAGE	5



PARIS CAMPUS



FALL SEMESTER	
Course title	Credits
INTERNATIONAL BUSINESS LAW	5
PERFORMANCE MANAGEMENT	5
GEOECONOMICS	5
SUSTAINABLE AND ETHICAL BUSINESS STRATEGY	5
DATA ANALYSIS QUANTITATIVE	5
RELATIONSHIP MARKETING	5
HRM FOR MANAGER	5
COLLABORATIVE LEADERSHIP AND NEGOTIATION	5
CHANGE MANAGEMENT FOR SUSTAINABILITY	5
DATA ANALYSIS QUALITATIVE	5
REINFORCED ENGLISH	5
FRENCH AS A FOREIGN LANGUAGE	5

SPRING SEMESTER	
Course title	Credits
BUSINESS GAME DDPS	5
RESEARCH METHODOLOGY	5
SAP: DIGITAL ENTERPRISE OPERATIONS	5
BUSINESS INTELLIGENCE	5
DIGITAL TRANSFORMATION & INDUSTRY 4.0	5
DIGITAL NEGOTIATION & CONFLICT MANAGEMENT	5
CONFERENCE ON DIGITTABLES OF INNOVATION	5
AI AND ENTREPRENEURSHIP HACKATHON	5
REINFORCED ENGLISH	5
FRENCH AS A FOREIGN LANGUAGE	5



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FALL SEMESTER	
Course title	Credits
CHANGE MANAGEMENT FOR SUSTAINABILITY	5
GEOECONOMICS	5
DATA ANALYSIS QUANTITATIVE	5
DATA ANALYSIS QUALITATIVE	5
COLLABORATIVE LEADERSHIP AND NEGOTIATION	5
HRM FOR MANAGER	5
RELATIONSHIP MARKETING	5
PERFORMANCE MANAGEMENT	5
INTERNATIONAL BUSINESS LAW	5
SUSTAINABLE AND ETHICAL BUSINESS STRATEGY	5
REINFORCED ENGLISH	5
FRENCH AS A FOREIGN LANGUAGE	5

SPRING SEMESTER	
Course title	Credits
BUSINESS GAME CSR	5
RESEARCH METHODOLOGY	5
EUROPEAN COMPETITION LAW	5
FINANCIAL MARKETS	5
FINANCIAL MANAGEMENT	5
CASH AND RISK MANAGEMENT	5
ENTREPREURIAL FINANCE	5
SUSTAINABLE FINANCE	5
REINFORCED ENGLISH	5
FRENCH AS A FOREIGN LANGUAGE	5



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FALL SEMESTER

Course title	Credits
ADVANCED FINANCIAL ANALYSIS, VALUATION & CORPORATE STRATEGIES	5
STRATEGIC CORPORATE REPORTING & IFRS CONSOLIDATION	5
INVESTMENT & FINANCING STRATEGY	5
CORPORATE STRATEGY, M&A, PE, LBO & RESTRUCTURING FOR PERFORMANCE	5
BUSINESS INTELLIGENCE & STRATEGIC ANALYSIS	5
DIGITAL, DATA, & AI TRANSFORMATION STRATEGY	5
AGILE PROJECT MANAGEMENT & PYTHON CODE FOR FINANCE	5
RESEARCH METHODOLOGY	5
FRENCH AS A FOREIGN LANGUAGE	5

SPRING SEMESTER

Course title	Credits
DATA DRIVEN BUSINESS MODELS, STRATEGIC DECISION MAKING & DECISION SCIENCE	5
STRATEGIC FORECASTING & PREDICTIVE ANALYSIS FOR FINANCIAL PERFORMANCE	5
DATA DRIVEN RISK & RESILIENCE MANAGEMENT	5
ESG, DATA ETHICS & BLOCKCHAIN FOR STRATEGIC FINANCE	5
BUSINESS INTELLIGENCE & DASHBOARDS FOR STRATEGIC INSIGHT (POWER BI/COPILOT..)	5
CONSULTING PROJECT (CHALLENGE)	5
FRENCH AS A FOREIGN LANGUAGE	5
REINFORCED ENGLISH	5



PARIS CAMPUS



FALL SEMESTER

Course title	Credits
CHALLENGE WITH LIVING HERITAGE FRENCH COMPANIES	5
DIGITAL MARKETING STRATEGY IN LUXURY	5
ROBOT & HUMAN INFLUENCE MARKETING AND D-TO-C TRENDS IN LUXURY	5
WEB DEVELOPMENT, E-COMMERCE AND TRAFIC ACTIVATION IN LUXURY	5
OMNICHANNEL RETAIL AND MERCHANDISING IN BEAUTY	5
RESEARCH METHODOLOGY	5
FRENCH AS A FOREIGN LANGUAGE	5

SPRING SEMESTER

Course title	Credits
BRAND MANAGEMENT AND HERITAGE IN LUXURY	5
BRAND CONTENT & LUXURY COMMUNICATION	5
DIGITAL PERFORMANCE IN LUXURY	5
EXPERIENTIAL LUXURY	5
COMPARATIVE STRATEGIES IN LUXURY	5
LEGAL AND ETHICS IN LUXURY	5
FRENCH AS A FOREIGN LANGUAGE	5
REINFORCED ENGLISH	5



PARIS CAMPUS



FALL SEMESTER

Course title	Credits
EVENT MANAGEMENT 1 : EVENT MANAGEMENT AS A COMPLEX PROJECT	5
EVENT MANAGEMENT 2 : ADVANCED PROFICIENCY IN EVENT MANAGEMENT	5
ENGAGEMENT 1 : DESIGN THINKING (USER APPROACH)	5
CORPORATE CREATIVITY LEADERSHIP (ORGANIZATION APPROACH)	5
MEETING STRATEGIES FOR SOCIAL TRANSFORMATION	5
MEETING STRATEGIES FOR SOCIAL TRANSFORMATION (LEARNING EXPEDITION)	5
RESEARCH METHODOLOGY	5
FRENCH AS A FOREIGN LANGUAGE	5

SPRING SEMESTER

Course title	Credits
DIGITAL SOCIAL EXPERIENCE	5
LIVE SOCIAL EXPERIENCE	5
INNOVATIVE SOCIAL EXPERIENCE	5
EVENT SUSTAINABILITY	5
EXPERIENCE & EVENT PERFORMANCE	5
BUSINESS CHALLENGE	
FRENCH AS A FOREIGN LANGUAGE	5
REINFORCED ENGLISH	5



PARIS CAMPUS



FALL SEMESTER

Course title	Credits
BUSINESS ANALYTICS FOR SUSTAINABLE BUSINESS	5
CONSULTING SKILLS	
SUSTAINABILITY AS A BUSINESS	5
IMPACT INVESTING AND SOCIAL ENTREPRENEURSHIP	5
CORPORATE GOVERNANCE AND BUSINESS ETHICS	5
SUSTAINABLE SUPPLY CHAINS	5
GLOBAL STRATEGY	5
RESEARCH METHODOLOGY	5
FRENCH AS A FOREIGN LANGUAGE	5

SPRING SEMESTER

Course title	Credits
TECHNOLOGICAL INNOVATION AND SUSTAINABILITY	5
RESPONSIBLE LEADERSHIP	5
BUSINESS ANALYTICS FOR SUSTAINABILITY	5
CREATIVITY AND SOCIAL INNOVATION	5
LEARNING EXPEDITION 2	5
AGILE PROJECT MANAGEMENT	5
FRENCH AS A FOREIGN LANGUAGE	5

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NORMANDIE
BUSINESS SCHOOL

UNDERGRADUATE FRENCH



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CAEN CAMPUS

FALL SEMESTER

Course title

Credits

NO COURSES OFFERED

SPRING SEMESTER

Course title

Credits

ANALYSE FINANCIERE	5
BUSINESS ETHICS 	5
ETUDES DE MARCHÉ	5
INTRODUCTION A LA FISCALITE	5
ENTREPRENARIAT ET STRATEGIE 2 : IDEATION & INNOVATION	5
HACKATHON DD RS	5
FONDAMENTAUX DES SYSTEMES D'INFORMATION (SI)	5
OPERATIONS MANAGEMENT 	5
POLITIQUE ECONOMIQUE A DIMENSION INTERNATIONALE	5
ENGLISH	5



CAEN CAMPUS

FALL SEMESTER

Course title	Credits
COMPORTEMENT ORGANISATIONNEL ET MANAGEMENT	5
CONTRÔLE DE GESTION	5
ECONOMIE ALTERNATIVE	5
ECONOMIE APPLIQUEE	5
PROJET RESPONSABLE	5
STRATEGIE	5
ENGLISH	5
<i>Electives (possibility to choose up to 1) :</i>	
FIT - FINANCE, INVESTISSEMENT, TRESORERIE	5
PROJET INTRAPRENEURIAL AGILE	5
PENSEES STRATEGIQUES COMPAREES	5
COMPRENDRE LE DEREGLEMENT CLIMATIQUE ET AGIR POUR LA TRANSITION	5
TECH FOR BUSINESS : TRANSFORMATION DIGITALE ET INDUSTRIE 4.0	5

SPRING SEMESTER

Course title	Credits
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NO COURSES OFFERED



LE HAVRE CAMPUS

FALL SEMESTER

Course title

Credits

PRINCIPES DE LA STRATÉGIE D'ENTREPRISE

5

EM STARTUPPER

5

ANALYSE FINANCIÈRE

5

OPERATIONS MANAGEMENT

5

ETUDES DE MARCHÉ

5

TRAVAILLER AU SEIN D'ÉQUIPES MULTICULTURELLES,

5

PLURIELLES ET INCLUSIVES

SPRING SEMESTER

Course title

Credits

NO COURSES OFFERED



LE HAVRE CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
METHODOLOGIE DE RECHERCHE	5	BUSINESS GAME	5
DEMARCHE MARKETING	5		
MANAGEMENT DE LA QUALITE	5	<u>Concentration Option 1*:</u>	
LEADERSHIP ET MANAGEMENT DES EQUIPES	5	INDUSTRIE DES SERVICES: Marketing des Services	5
ENTREPRENEURIAT	5	INDUSTRIE DES SERVICES: Services du Tourisme et de l'Hôtellerie	5
SUPPLY CHAIN MANAGEMENT	5	Option INDUSTRIE DES SERVICES: Financial and Gaming Services	5
		<u>Concentration Option 2*:</u>	
		BUSINESS DIGITALE: Applications en Marketing Digital	5
		BUSINESS DIGITALE: Droit de l'Internet et de la Cybersécurité	5
		BUSINESS DIGITALE: Operations de eCommerce	5
		<u>Concentration Option 3*:</u>	
		LOGISTIQUE: Transport Multimodal	5
		LOGISTIQUE: Logistique 4.0	5
		LOGISTIQUE: Management Portuaire	5

***OPTIONS CAN'T BE MIXED.**



FRENCH

BACHELOR IN MANAGEMENT - YEAR 2 (BM2)



PARIS CAMPUS

NEW

FALL SEMESTER

Course title	Credit
PRINCIPES DE LA STRATÉGIE D'ENTREPRISE	5
ANALYSE FINANCIÈRE	5
EMSTARTUPPER	5
OPERATIONS MANAGEMENT	5
ETUDES DE MARCHÉ	5
TRAVAILLER AU SEIN D'ÉQUIPES MULTICULTURELLES, PLURIELLES ET INCLUSIVES	5

SPRING SEMESTER

Course title

NO COURSES OFFERED



PARIS CAMPUS

FALL SEMESTER

Course title	Credits
NO COURSES OFFERED	

SPRING SEMESTER

Course title	Credits
ANALYSE FINANCIÈRE	5
BUSINESS ETHICS 	5
ETUDES DE MARCHÉ	5
INTRODUCTION À LA FISCALITÉ	5
ENTREPRENEURIAT & STRATÉGIE 2 : IDÉATION & INNOVATION	5
HACKATHON DD RS	5
FONDAMENTAUX DES SYSTÈMES D'INFORMATION (SI)	5
OPERATIONS MANAGEMENT 	5
POLITIQUE ECONOMIQUE À DIMENSION INTERNATIONALE	5
ANGLAIS	5



PARIS CAMPUS

FALL SEMESTER

Course title	Credits
COMPORTEMENT ORGANISATIONNEL ET MANAGEMENT	5
CONTRÔLE DE GESTION	5
ECONOMIE ALTERNATIVE	5
ECONOMIE APPLIQUÉE	5
PROJET RESPONSABLE	5
STRATÉGIE	5
ANGLAIS	5
<i>Electives (possibility to choose up to 1) :</i>	
FINANCE, INVESTISSEMENT, TRÉSORERIE	5
PENSÉES STRATÉGIQUES COMPARÉES	5
COMPRENDRE LE DÉRÈGLEMENT CLIMATIQUE ET AGIR POUR LA TRANSITION	5
ENTREPRISE ET SOCIÉTÉ, ANALYSE DES FAITS SOCIAUX	5
PROJET INTRAPRENEURIAL AGILE	5

SPRING SEMESTER

Course title	Credits
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NO COURSES OFFERED

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FALL SEMESTER

Course title	Credits
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 GESTION DU CHANGEMENT AU SERVICE DE LA DURABILITE	5
GEOECONOMIE	5
ANALYSE DES DONNEES QUANTITATIVES	5
ANALYSE DES DONNEES QUALITATIVES	5
LEADERSHIP ET NEGOCIATION COLLABORATIVE	5
GRH POUR MANAGER	5
 MARKETING RELATIONNEL	5
PILOTAGE DE LA PERFORMANCE	5
DROIT INTERNATIONAL DES AFFAIRES	5
STRATEGIE D’AFFAIRE DURABLE ET ETHIQUE	5

SPRING SEMESTER

Course title	Credits
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BUSINESS GAME CSR 	5
METHODOLOGIE DE RECHERCHE	5
THE ECONOMICS OF CULTURE 	5
BRAND MANAGEMENT 	5
CROSS CULTURAL MARKETING 	5
DEVELOPPEMENT DE NOUVEAUX PRODUITS	5
PRICING	5
CHANNEL MANAGEMENT 	5

 Courses taught in English



CAEN CAMPUS



FALL SEMESTER

Course title	Credits
 GESTION DU CHANGEMENT AU SERVICE DE LA DURABILITE	5
GEOECONOMIE	5
ANALYSE DES DONNEES QUANTITATIVES	5
ANALYSE DES DONNEES QUALITATIVES	5
LEADERSHIP ET NEGOCIATION COLLABORATIVE	5
GRH POUR MANAGER	5
MARKETING RELATIONNEL	5
PILOTAGE DE LA PERFORMANCE	5
DROIT INTERNATIONAL DES AFFAIRES	5
STRATEGIE D’AFFAIRE DURABLE ET ETHIQUE	5

SPRING SEMESTER

Course title	Credits
BUSINESS GAME CSR 	5
METHODOLOGIE DE RECHERCHE	5
THE ECONOMICS OF CULTURE 	5
MANAGEMENT PUBLIC : TRANSITIONS & ETHIQUE	5
DEVELOPPER SON ACTIVITE A L'INTERNATIONAL : STRATEGIES ET PRATIQUES RESPONSABLES	5
DIAGNOSTIC ORGANISATIONNEL ET SOCIOLOGIQUE DES ORGANISATIONS	5
POSTURE ET ETHIQUE PROFESSIONNELLE DU CONSULTANT	5

 Courses taught in English



LE HAVRE CAMPUS

FALL SEMESTER

Course title	Credits
GESTION DU CHANGEMENT AU SERVICE DE LA DURABILITE	5
GEOECONOMIE	5
ANALYSE DES DONNEES QUANTITATIVES	5
ANALYSE DES DONNEES QUALITATIVES	5
LEADERSHIP ET NEGOCIATION COLLABORATIVE	5
GRH POUR MANAGER	5
MARKETING RELATIONNEL	5
PILOTAGE DE LA PERFORMANCE	5
DROIT INTERNATIONAL DES AFFAIRES	5
STRATEGIE D’AFFAIRE DURABLE ET ETHIQUE	5

SPRING SEMESTER

Course title	Credits
BUSINESS GAME DDERS	5
METHODOLOGIE DE LA RECHERCHE	5
SAP & ENTREPRISE DIGITALISEE	5
OPERATIONS & TRANSPORT NETWORKS	5
CHAINE D'APPROVISIONNEMENT MONDIALE	5
OPTIMISATION DE LA CHAINE LOGISTIQUE	5
INTRODUCTION TO PROGRAMMING & DATA ANALYTICS	5



LE HAVRE CAMPUS



FALL SEMESTER

Course title	Credits
GESTION DU CHANGEMENT AU SERVICE DE LA DURABILITE	5
GEOECONOMIE	5
ANALYSE DES DONNEES QUANTITATIVES	5
ANALYSE DES DONNEES QUALITATIVES	5
LEADERSHIP ET NEGOCIATION COLLABORATIVE	5
GRH POUR MANAGER	5
MARKETING RELATIONNEL	5
PILOTAGE DE LA PERFORMANCE	5
DROIT INTERNATIONAL DES AFFAIRES	5
STRATEGIE D’AFFAIRE DURABLE ET ETHIQUE	5

SPRING SEMESTER

Course title	Credits
BUSINESS GAME DDERS	5
METHODOLOGIE DE RECHERCHE	5
DROIT PENAL DES AFFAIRES	5
ENTREPRENDRE A L'ETRANGER : CHINE, AFRIQUE & ETATS-UNIS	5
ÉVITER L'ECHEC DU DEMARRAGE	5
ENTREPRENDRE DANS UN ÉCOSYSTEME WEB 4	5
MISSION D’EXPLORATION AU CŒUR DES ÉCOSYSTÈMES ENTREPRENEURIAUX	5
HACKATHON IA & ENTREPRENEURIAT	5
SANTE ET EQUILIBRE DU DIRIGEANT- ENTREPRENEUR	5



LE HAVRE CAMPUS



FALL SEMESTER

Course title	Credits
GESTION DU CHANGEMENT AU SERVICE DE LA DURABILITE	5
GEOECONOMIE	5
ANALYSE DES DONNEES QUANTITATIVES	5
ANALYSE DES DONNEES QUALITATIVES	5
LEADERSHIP ET NEGOCIATION COLLABORATIVE	5
GRH POUR MANAGER	5
MARKETING RELATIONNEL	5
PILOTAGE DE LA PERFORMANCE DROIT INTERNATIONAL	5
STRATEGIE D’AFFAIRE DURABLE ET ETHIQUE	5
DROIT INTERNATIONAL DES AFFAIRES	5

SPRING SEMESTER

Course title	Credits
BUSINESS GAME DDPS	5
METHODOLOGIE DE LA RECHERCHE	5
L’ECONOMIE DE LA CULTURE	5
BRAND MANAGEMENT	5
CROSS CULTURAL MARKETING	5
DEVELOPPEMENT DE NOUVEAUX PRODUITS	5
PRICING	5
CHANNEL MANAGEMENT	5



NEW



PARIS CAMPUS

FALL SEMESTER

Course title	Credits
ANALYSE DES DONNEES ET PRISE DE DECISION EN ENTREPRISE	5
STRATEGIE DE FINANCEMENT ET LEVEE DE FONDS	5
AGILITE ENTREPRENARIALE : MAXIMISER LA SCALABILITE	5
REPRENEURIAT ET ENTREPRENEURIAT FAMILIAL	5
ENTREPRENDRE AVEC LES TECHNOLOGIES DE DEMAIN : IA, BLOCKCHAIN, BIOLOGIE SYNTHETIQUE	5
ENTREPRENEURS SUR SCENE : THEATRALISER SON PITCH (COMMUNICATION EXTERNE ET PERSUASION)	5
OPPORTUNITES ET INVESTISSEMENTS A L'ERE DU CHANGEMENT CLIMATIQUE	5
METHODOLOGIE DE LA RECHERCHE	5

SPRING SEMESTER

Course title	Credits
DEFIS JURIDIQUES ET ETHIQUES DANS LE COMMERCE NUMERIQUE	5
E-COMMERCE BUSINESS MODE	5
GERER L'HYPERCROISSANCE	5
ENTREPRENDRE DANS LES SCIENCES DE LA VIE	5
INTELLIGENCE EMOTIONNELLE ET LEADERSHIP ENTREPRENEURIAL (COMMUNICATION INTERNE & GESTION HUMAINE)	5
ENTREPRENARIAT A IMPACT : DE LA VISION A L'EVENEMENT	5