

**ESC**  
CLERMONT  
GRADUATE SCHOOL  
OF MANAGEMENT



Courses in  
English for  
International  
Students

2017-  
2018

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## Introduction

### GROUPE ESC CLERMONT

The academic year at the ESC Clermont is divided into two semesters. The first (FALL) semester begins in September and ends during the third week of December. The second (SPRING) semester begins in early January.

This document shows the courses offered in English at both Bachelor and Master's level at the ESC Clermont. International exchange students also have access to the courses in French (please send an email to the international office to obtain the list). Programs open to international exchange students are marked by stars (\*\*) in the table below:

LEVEL	SEMESTERS	FRENCH UNIVERSITY	ESC CLERMONT BACHELOR IN INTERNATIONAL MANAGEMENT PROGRAM	ESC CLERMONT MASTER IN MANAGEMENT PROGRAM	ESC SPECIALIZED MASTERS PROGRAMS
<b>UNDERGRADUATE</b> 3-4 years depending on country	1 & 2	LICENCE YEAR 1	BACHELOR YEAR 1		
	3 & 4	LICENCE YEAR 2	BACHELOR YEAR 2		
	5 & 6	LICENCE YEAR 3	** BACHELOR YEAR 3	PROGRAMME GRANDE ECOLE YEAR 1 (PGE1)	
<b>GRADUATE</b> 1-2 years depending on country	7 & 8	MASTER YEAR 1		** PROGRAMME GRANDE ECOLE YEAR 2 (PGE2)	
	9 & 10	MASTER YEAR 2		** PROGRAMME GRANDE ECOLE YEAR 3 (PGE3)	** MSc

Academic tutors are designated for incoming students to advise them about their course choices. Each student will be put in contact with his/or her student in order to choose their courses in the months prior to his/her arrival. Changes to course choices may be accepted within the 15 days following a student's arrival. However this will be subject to spaces available in the class.

# Section I: Undergraduate Courses for Exchange and Dual Degree Students

*Study Possibilities for exchange (credit-seeking and dual-degree) students enrolled in an undergraduate program in their home institution - The following courses take place in semesters 5 and 6 of the ESC's bachelor program.*

**IMPORTANT! : PLEASE NOTE THAT IT IS NOT POSSIBLE TO MIX COURSES FROM DIFFERENT TRACKS.**

## Courses from the Bachelor In International Management Program -Year 3 (semesters 5 & 6)

Fall Term (September to December)				
Module code & coordinating professors	Compulsory Courses	Face to Face (Hours)	Individual Work (Hours)	ECTS Credits
BS05BH1-00	Multicultural Teambuilding I	12	10	2
BS05BC1-00	Business Ethics	36	108	6
BS05BS2-00	Strategy & International Development	36	72	6
BS05BM1-00	Business Negotiation 1	36	36	6
BS05BE1-00	Business Intelligence 1	18	54	3
BA05BL2-60	Foreign Language and Cultural Development - French	36	108	3
	Compulsory Optional courses* : Choose up to 2 courses from the following list	72		8
BS05BM2-00	E-Business Strategies	36	108	4
BS05BM3-00	Web Site Development	36	72	4
BS05BE2-00	Economics, Globalization - Trends and Risks	36	108	4
BS05BE3-00	Entrepreneurial Export Import Project Asia (Full-year students only)	21	108	4
<b>TOTAL CREDITS</b>	<i>* optional courses will only open if sufficient number of students signed up ** French language &amp; Culture is compulsory for non-French speakers</i>			<b>34</b>

Spring Term (January-May)				
Module code & coordinating professors	Compulsory Courses	Face to Face (Hours)	Individual Work (Hours)	ECTS Credits
BS06BH2-00	Multicultural Teambuilding II	6	To be confirmed	--
BS06BF8-00	International Economics and Finance	36		6
BS06BH3-00	Cross Cultural Management	36		6
BS06BE4-00	Export & Import Trading	21		4
BS06BM3-00	Sales Organization	36		6
BS06BL2-60	Foreign Language and Cultural Development - French	36		3
BS06BP1-00	Personal Branding	9		2
	Compulsory Optional courses : Choose up to 2 courses from the following list	72		8
BS06BE5-00	Entrepreneurial Export Import Project Asia (Full-year exchange students only)	21	To be confirmed	4
BS06BM4-00	Digital Marketing	36		4
BS06BE6-00	Business Intelligence 2	36		4
BS06BM5-00	Business Negotiation 2	36		4
<b>TOTAL CREDITS</b>	<i>** French language &amp; Culture is compulsory for non-French speakers</i>			<b>35</b>

# Section II: Courses for Exchange Students in the Final Year of a 4-year Bachelor Program or Master's Program

*Study Possibilities for exchange (credit-seeking) students enrolled in a Master's program Or who are in the final year (semesters 7 and 8) of a 4-year Bachelor Program in their home institution.*

## Courses from the Master in Management Program - Year 1 (semesters 7 & 8) PGE2 - Programme Grande Ecole

Fall Term (September to December)				
Module code & coordinating professors	Courses	Face to Face (Hours)	Individual Work (Hours)	ECTS Credits
GE07BF1-00	Finance	27	45	3
GE07BF2-00	Management Control	27	45	3
GE07BS1-00	Strategy	27	45	3
GE07BI1-00	Information Systems	15	30	2
GE07BI2-00	Supply Chain Management	12	15	1
GE07BH1-00	Organizational Behaviour	24	26	2
GE07BM1-00	Creating Added Value for Customers	24	26	2
GE08BJ1-00	Start-Up Project	30	64	4
GE07BE1-00	Mapping Controversies	24	26	3
GE07BO1-00	Research Methodology (1)	12	13	1
GE07BL1-00	Anglo-Saxon Language & Culture	24	26	2
GE07BL2-60	French Language & Culture (French language & Culture is compulsory for non-French speakers)	24	26	2
GE07BP-00	Professional Coaching	24	26	2
<b>TOTAL CREDITS</b>				<b>30</b>

Spring Term (January-May)				
Module code & coordinating professors	Courses	Face to Face (Hours)	Individual Work (Hours)	ECTS Credits
GE08BS1-00	International Development Strategy for companies	27	45	3
GE08BF1-00	International Financial Tools	27	45	3
GE08BH1-00	Intercultural Management	27	45	3
GE08BM1-00	International Marketing	27	45	3
GE07BJ1-00	Intrapreneurial Project	30	64	4
GE08BE1-00	International Economics	18	32	2
GE08BD1-00	Commercial Law	18	32	2
GE08BC1-00	Geopolitics : Analysis	18	32	2
GE08B01-00	Research Methodology	12	13	1
GE08BL1-00	Anglo-Saxon Language & Culture	24	26	2
GE08BL2-60	French Language & Culture (French language & Culture is compulsory for non-French speakers)	24	26	2
GE08BP2-00	Internship or Personalized Professional Project (PPP)	-	-	3
GE08BP1-00	Professional Coaching	24	26	2
<b>TOTAL CREDITS</b>				<b>32</b>

# Section III: Courses for Master's-level Exchange Students

*Study Possibilities for exchange (credit-seeking) students enrolled in a Master's Program (Semesters 9 & 10) in their home institution.*

## Courses from the Master in Management Program Year 2 PGE3 (Programme Grande Ecole)

**PLEASE NOTE THAT IT IS NOT POSSIBLE TO MIX COURSES FROM DIFFERENT TRACKS**

Fall Term (September to December)				
Module code & coordinating professors	Courses*	Face to Face (Hours)	Individual Work (Hours)	ECTS Credits
GE09B-SEMI	Interdisciplinary Seminar	96	104	8
GE09BJ1-00	Business Game	6	19	2
GE09BL2-60	French Language & Culture (French language & Culture is compulsory for non-French speakers)	24	26	2
<b>Specialization Track 1</b>				
GE09SPE-01	Supply Chain Management	162	288	18
<b>Specialization Track 2</b>				
GE09SPE-09	Business Intelligence Management Business Analysis - Data Management - Information Management	162	288	18
<b>TOTAL HOURS/ CREDITS</b>				30

## Courses from the Master of Science Programs

### Spring Term (January-May)

**PLEASE NOTE THAT IT IS NOT POSSIBLE TO MIX COURSES FROM DIFFERENT MSc TRACKS**

MSc TRACK	CODE	MODULES	ECTS
<b>INTERNATIONAL COMMERCE AND DIGITAL MARKETING</b>	MF10NS-00	Negotiation Skills	2
	IC10IB2-00	International Business and Geopolitics	3
	IC10CC2-00	Cross-Cultural Marketing	2
	IC10DA2-00	Data Analysis	2
	IC10IC2-00	International Commerce	3
	MF10CL2-00	Contract Law	1
	IC10AD2-00	Advanced Digital Marketing	2
	IC10SM2-00	Social media & Community management	2
	IC10WA2-00	Web Analytics	2
	MF10BL3-00	French FLE	2
	MF10SM2-00	Strategic Management	2
	MF10IS2-00	Information Systems for Managers	2
	MF10BM2-00	Job Marketing	1

<b>CONTROL, AUDIT AND CORPORATE FINANCE</b>	FA10BI1-00	Modeling for Finance and Market Analysis	3
	FA10BF3-00	Principles of Management Accounting and Control	4
	FA10BF5-00	International Financial Auditing	4
	FA10BF6-00	Internal Control, Internal Audit and Risk management	4
	FA10BF7-00	Fraud investigation	3
	FA10BF9-00	International Accounting	3
	FA10BP1-00	Applied Audit and Consultancy Project - Report (Optionnel)	4
	FA10BP2-00	Applied Audit and Consultancy Project - Defense (Optionnel)	2
	MF10BI1-00	Information systems for managers	2
	MF09BS1-00	Strategic Management (*)	2
	MF10BL3-00	Français FLE	2

<b>PROJECT MANAGEMENT</b>	IP10BF2-00	Internal and cost controlling	3
	IP10PC1-00	PMI CAPM preparation	2
	IP10BS3-00	Project simulation with PRINCE2	3
	IP10BJ1-00	Supply chain and procurement management	2
	IP10BE2-00	MS Project	2
	MF10BD1-02	Contract Law	1
	IP10BJ2-00	Project Team Management and Communication skills	3
	MF10BN1-00	Negotiation skills	2
	MF09BS1-00	Strategic Management	2
	MF10BI1-00	Information systems for managers	2
	MF10BL3-00	Français FLE	2
	IP10BM2-00	Job Marketing	1

<b>BUSINESS INTELLIGENCE AND ANALYTICS</b>  (courses only open to students who can provide proof of previous studies in this field and with the agreement of the head of the program)		Knowledge Management	1
	BI10ADM-00	Advanced Data Modeling	2
	BI10ADD-00	Advanced Data Discovery	2
	BI10ADV-00	Advanced Data Visualization	2
	BI10AQD-00	Advanced Analytics / Qualitative Data	2
	BI10AQD-01	Advanced Analytics / Quantitative Data	2
	BI10AAA-00	Advanced Analytics Applied (Group Project)	10
	MF10BL3-00	Français FLE	2
		Thesis Methodology	1
		Information Systems for Managers	2
		Strategic Management	2
	Marketing Fundamentals	2	

\*\* French language & Culture is compulsory for non-French speakers

# Section IV: Graduate Courses for Dual Degree Students

*Study Possibilities for Degree-Seeking Graduate Students to validate the Master in Management Degree (Diplôme de l'Ecole Supérieure de Commerce de Clermont).*

## A. Dual degree students arriving in September

Students will complete one or two semesters of study in Clermont depending on previous professional experience

*1. Students with no previous professional experience will be required to complete the first semester at the ESC and will then complete the compulsory six month internship/ work placement during the second semester (January - August).*

### Courses from the Master in Management Program Year 2 PGE3 (Programme Grande Ecole)

**PLEASE NOTE THAT IT IS NOT POSSIBLE TO MIX COURSES FROM DIFFERENT TRACKS**

Fall Term (September to December)				
Module code & coordinating professors	Courses*	Face to Face (Hours)	Individual Work (Hours)	ECTS Credits
GE09B-SEMI	Interdisciplinary Seminar	96	104	8
GE09BJ1-00	Business Game	6	19	2
GE09BP-00	Career Workshop	24	26	2
GE09BL2-60	French Language & Culture (French language & Culture is compulsory for non-French speakers - however the 2 credits will not count for the French degree)	24	26	0
<b>Specialization Track 1</b>				
GE09SPE-01	Supply Chain Management	162	288	18
<b>Specialization Track 2</b>				
GE09SPE-09	Business Intelligence Management Business Analysis - Data Management - Information Management	162	288	18
<b>TOTAL HOURS/ CREDITS</b>				<b>30</b>

Spring Term : 6-Month Work Placement/ Internship (January-August)	
<i>Thesis</i>	10
<i>Thesis Defense Oral Examination</i>	5
<i>Six-Month Internship/ Work Executive Placement</i>	15
<b>TOTAL HOURS/ CREDITS</b>	<b>60</b>

**2. Students with professional experience** (or who have already completed at least one 6-12 month executive work placement) may complete one or two semesters of studies at the ESC Clermont according to the requirements of the dual degree agreement with their home institution and replace and validate the compulsory 6-month work placement by a written report (Academic and Professional Analysis Report which will be supervised by the Academic Tutor in Clermont).

### Courses from the Master in Management Program Year 2 PGE3 (Programme Grande Ecole)

**PLEASE NOTE THAT IT IS NOT POSSIBLE TO MIX COURSES FROM DIFFERENT TRACKS**

Fall Term (September to December)				
Module code & coordinating professors	Courses*	Face to Face (Hours)	Individual Work (Hours)	ECTS Credits
GE09B-SEMI	Interdisciplinary Seminar	96	104	8
GE09BJ1-00	Business Game	6	19	2
GE09BL2-60	French Language & Culture (French language & Culture is compulsory for non-French speakers)	24	26	2
<b>Specialization Track 1</b>				
GE09SPE-01	Supply Chain Management	162	288	18
<b>Specialization Track 2</b>				
GE09SPE-09	Business Intelligence Management Business Analysis - Data Management - Information Management	162	288	18
<b>TOTAL HOURS/ CREDITS</b>				30

### Courses from the Master of Science Programs

Spring Term (January-May)
<b>PLEASE NOTE THAT IT IS NOT POSSIBLE TO MIX COURSES FROM DIFFERENT MSc TRACKS</b>

MSc TRACK	CODE	MODULES	ECTS
<b>INTERNATIONAL COMMERCE AND DIGITAL MARKETING</b>	MF10NS-00	Negotiation Skills	2
	IC10IB2-00	International Business and Geopolitics	3
	IC10CC2-00	Cross-Cultural Marketing	2
	IC10DA2-00	Data Analysis	2
	IC10IC2-00	International Commerce	3
	MF10CL2-00	Contract Law	1
	IC10AD2-00	Advanced Digital Marketing	2
	IC10SM2-00	Social media & Community management	2
	IC10WA2-00	Web Analytics	2
	MF10BL3-00	French FLE	2
	MF10SM2-00	Strategic Management	2
	MF10IS2-00	Information Systems for Managers	2
	MF10BM2-00	Job Marketing	1
<b>CONTROL, AUDIT</b>	FA10BI1-00	Modeling for Finance and Market Analysis	3



<b>AND CORPORATE FINANCE</b>	FA10BF3-00	Principles of Management Accounting and Control	4
	FA10BF5-00	International Financial Auditing	4
	FA10BF6-00	Internal Control, Internal Audit and Risk management	4
	FA10BF7-00	Fraud investigation	3
	FA10BF9-00	International Accounting	3
	FA10BP1-00	Applied Audit and Consultancy Project - Report (Optionnel)	4
	FA10BP2-00	Applied Audit and Consultancy Project - Defense (Optionnel)	2
	MF10BI1-00	Information systems for managers	2
	MF09BS1-00	Strategic Management (*)	2
	MF10BL3-00	Français FLE	2

<b>PROJECT MANAGEMENT</b>	IP10BF2-00	Internal and cost controlling	3
	IP10PC1-00	PMI CAPM preparation	2
	IP10BS3-00	Project simulation with PRINCE2	3
	IP10BJ1-00	Supply chain and procurement management	2
	IP10BE2-00	MS Project	2
	MF10BD1-02	Contract Law	1
	IP10BJ2-00	Project Team Management and Communication skills	3
	MF10BN1-00	Negotiation skills	2
	MF09BS1-00	Strategic Management	2
	MF10BI1-00	Information systems for managers	2
	MF10BL3-00	Français FLE	2
	IP10BM2-00	Job Marketing	1

<b>BUSINESS INTELLIGENCE AND ANALYTICS</b>  (courses only open to students who can provide proof of previous studies in this field and with the agreement of the head of the program)		Knowledge Management	1
	BI10ADM-00	Advanced Data Modeling	2
	BI10ADD-00	Advanced Data Discovery	2
	BI10ADV-00	Advanced Data Visualization	2
	BI10AQD-00	Advanced Analytics / Qualitative Data	2
	BI10AQD-01	Advanced Analytics / Quantitative Data	2
	BI10AAA-00	Advanced Analytics Applied (Group Project)	10
	MF10BL3-00	Français FLE	2
		Thesis Methodology	1
		Information Systems for Managers	2
		Strategic Management	2
	Marketing Fundamentals	2	

\*\* French language & Culture is compulsory for non-French speakers

## B. Dual degree students arriving in January

Students will complete two semesters of study at the ESC Clermont followed by a six-month work placement

### Courses from the Master in Management Program Year 1 PGE2 (Programme Grande Ecole)

Spring Term (January-May)				
Module code & coordinating professors	Courses	Face to Face (Hours)	Individual Work (Hours)	ECTS Credits
GE08BS1-00	International Development Strategy for companies	27	45	3
GE08BF1-00	International Financial Tools	27	45	3
GE08BH1-00	Intercultural Management	27	45	3
GE08BM1-00	International Marketing	27	45	3
GE07BJ1-00	Intrapreneurial Project	30	64	4
GE08BE1-00	International Economics	18	32	2
GE08BD1-00	Commercial Law	18	32	2
GE08BC1-00	Geopolitics : Analysis	18	32	2
GE08B01-00	Research Methodology	12	13	1
GE08BL1-00	Anglo-Saxon Language & Culture	24	26	2
GE08BL2-60	French Language & Culture (French language & Culture is compulsory for non-French speakers)	24	26	2
GE08BP2-00	Internship or Personalized Professional Project (PPP)	-	-	3
GE08BP1-00	Professional Coaching	24	26	2
<b>TOTAL CREDITS</b>				<b>32</b>

### Courses from the Master in Management Program Year 2 PGE3 (Programme Grande Ecole)

PLEASE NOTE THAT IT IS NOT POSSIBLE TO MIX COURSES FROM DIFFERENT TRACKS

Fall Term (September to December)				
Module code & coordinating professors	Courses*	Face to Face (Hours)	Individual Work (Hours)	ECTS Credits
GE09B-SEMI	Interdisciplinary Seminar	96	104	8
GE09BJ1-00	Business Game	6	19	2
GE09BL2-60	French Language & Culture (French language & Culture is compulsory for non-French speakers)	24	26	2
	<b>Specialization Track 1</b>			
GE09SPE-01	Supply Chain Management	162	288	18
	<b>Specialization Track 2</b>			
GE09SPE-09	Business Intelligence Management Business Analysis - Data Management - Information Management	162	288	18
<b>TOTAL HOURS/ CREDITS</b>				<b>30</b>

\*Please note that this is the list of courses in English - other offerings are available in French (however French and English courses cannot be mixed)

### 6-Month Work Placement/ Internship (January-August)

<i>Thesis</i>	10
<i>Thesis Defense Oral Examination</i>	5
<i>Six-Month Internship/ Work Executive Placement</i>	15
<b>TOTAL HOURS/ CREDITS</b>	<b>60</b>