

Master in Management 2nd year - La Rochelle campus spring semester

Brand Management

Courses code	Core Courses	Teaching Language	ECTS
MSC_BS_2324_LR_CL_ET_FDMX_S2_A_STRSTRM1G0061	Business ethics and CSR	English	3
MSC_BS_2324_LR_CL_ET_FDMX_S2_A_FINTIMM1G0003	Information systems management		3
MSC_BS_2324_LR_CL_ET_FDMX_S2_A_FINCPTM1G0005	Business planning and budgeting		3
MSC_BS_2324_LR_CL_ET_TC_S2_A_FINTIMM2S0047	Digital Transformation of Organizations: Web Hackathon for Managers		3
Specialization courses			
MSC_BS_2324_LR_CL_ET_BM_GLM_S2_A_MKGMKGM2S0377	International Distribution & E-commerce	English	3
MSC_BS_2324_LR_CL_ET_BM_GLM_S2_A_MKGMKGM2S0376	Brand Experience & Gamification		3
MSC_BS_2324_LR_CL_ET_BM_GLM_S2_A_MKGMKGM2S0379	Innovation & insights		3
MSC_BS_2324_LR_CL_ET_BM_GLM_S2_A_MKGMKGM2S0383	Influence Marketing		3
MSC_BS_2324_LR_CL_ET_BM_GLM_S2_A_MKGMKGM2S0480	New Circular Economy Business Model		3
MSC_BS_2324_LR_CL_ET_BM_GLM_S2_A_MKGMKGM2S0380	Intercultural Customer Relationship		3
30 ECTS Maximum			30

International Business Management

Courses code	Core Courses	Teaching Language	ECTS
MSC_BS_2324_LR_CL_ET_FDMX_S2_A_STRSTRM1G0061	Business ethics and CSR	English	3
MSC_BS_2324_LR_CL_ET_FDMX_S2_A_FINTIMM1G0003	Information systems management		3
MSC_BS_2324_LR_CL_ET_FDMX_S2_A_FINCPTM1G0005	Business planning and budgeting		3
MSC_BS_2324_LR_CL_ET_TC_S2_A_FINTIMM2S0047	Digital Transformation of Organizations: Web Hackathon for Managers		3
Specialization courses			
MSC_BS_2324_LR_CL_ET_IBM_S2_A_MKGMKGM2S0466	Data Mining	English	3
MSC_BS_2324_LR_CL_ET_IBM_S2_A_SPPPRMM2S0007	International Project Management		3
MSC_BS_2223_LR_CL_ET_IBM_S2_A_MKGEBSM2S0004	Digital Marketing		3
MSC_BS_2324_LR_CL_ET_IBM_S2_A_STRSTRM2S0319	Entrepreneurship & Intrapreneurship		3
MSC_BS_2324_LR_CL_ET_IBM_S2_A_MKGMKGM2S0468	International Negotiation		3
MSC_BS_2324_LR_CL_ET_IBM_S2_A_RHMDRTM2S0013	Legal issues & compliance		3
30 ECTS Maximum			30

International Corporate Finance

Courses code	Core Courses	Teaching Language	ECTS
MSC_BS_2324_LR_CL_ET_FDMX_S2_A_STRSTRM1G0061	Business ethics and CSR	English	3
MSC_BS_2324_LR_CL_ET_FDMX_S2_A_FINTIMM1G0003	Information systems management		3
MSC_BS_2324_LR_CL_ET_FDMX_S2_A_FINCPTM1G0005	Business planning and budgeting		3
MSC_BS_2324_LR_CL_ET_TC_S2_A_FINTIMM2S0047	Digital Transformation of Organizations: Web Hackathon for Managers		3
Specialization courses			
MSC_BS_2324_LR_CL_ET_ICF_S2_A_FINFINM2S0108	International Finance	English	3
MSC_BS_2324_LR_CL_ET_ICF_S2_A_FINFINM2S0067	Gouvernance d'Entreprise et Ethiques		3
MSC_BS_2324_LR_CL_ET_ICF_S2_A_FINFINM2S0109	Fixed Income and Alternative Investments		3
MSC_BS_2324_LR_CL_ET_ICF_S2_A_FINFINM2S0066	Mergers and Acquisitions		3
MSC_BS_2324_LR_CL_ET_ICF_S2_A_FINFINM2S0110	Financial Risk Management		3
MSC_BS_2324_LR_CL_ET_ICF_S2_A_FINTIMM2S0015	Quantitative Methods in Finance		3
MSC_BS_2324_LR_CL_ET_ICF_S2_A_FINFINM2S0111	Fintech and Disruptive Innovations		3
30 ECTS Maximum			30

Remarks: One specialization to choose from.

No possibility to mix courses from different specializations.

Courses may be subject to modifications