

Programme information & list of courses

KEDGE
BUSINESS SCHOOL



CAMPUS DE
BORDEAUX

Programme Grande École



LET'S BE THE CHANGE



01 – Programme Information

BORDEAUX CAMPUS – SIMPLE EXCHANGE – MASTER IN MANAGEMENT 2024 - 2025

Programme Grande Ecole « Master in Management »

LEVEL OF ENTRY	<u>3rd year Bachelor</u> students	<u>4th year Bachelor</u> students	<u>1st and 2nd year Master</u> students
	Will join the Programme Grande Ecole “Master in Management” <u>1st year level</u>	Will choose between the Programme Grande Ecole “Master in Management” <u>1st year level</u> or <u>2nd year level</u> .	Will join the Programme Grande Ecole “Master in Management” <u>2nd year level</u> .
PROGRAMME STRUCTURE	The programme starts every year in September, ends in May, and is divided into 2 semesters. - Fall: early September to Mid-December - Spring: early January to Mid-April or early February to end of May See detailed calendar on the following pages 1 semester = 30 ECTS credits		
COURSE OFFER AND REGISTRATION	Course offer: - Fall semester: - o <u>1st year level:</u> Students will have the possibility to take two elective courses: One in September and one during the semester then to choose one Major for the remainder of the semester. Students will be automatically registered for all the courses of the Major. - o <u>2nd year level:</u> Students will have a choice: ▪ Students will have to select a Specialization track; ▪ Students will have to take up to 6 elective courses. - Spring semester: - o <u>1st year level:</u> Students will have the possibility to take two elective courses in early February and up to 8 elective courses for the remainder of the semester. - o <u>2nd year level:</u> Students will have to take up to 6 courses from the list of electives offered for the spring semester. Course workload: The usual workload for an international student is 30 ECTS per semester. Exchange students can take up to 30 ECTS of business courses but they can take less if their Home Institution agrees. Course syllabi: https://campusvirtuel.kedgebs.com/ > select the English flag at the top right hand corner > do not log in, instead click on: Menu > “Net Syllabus (Public Access)” > Select the academic year and the semester; School: KEDGE Business School; Training: Exchanges; Level: Master 1st or 2nd year.. Language of instruction: Students will be able to choose between French-taught courses, English-taught courses, or a mix of both. FLE (French as Foreign Language course): French language courses are available at different levels during the Fall and the Spring semesters. FLE courses are worth 5 ECTS (according to the agreement between KEDGE BS and the Home Institution) and represent a minimum of 30 contact hours per semester. A placement test is compulsory to register for this course. Instructions will be sent by email to the student in May (Fall Semester) and November (Spring Semester).		
EVALUATION AND TRANSCRIPTS	Attendance in all courses is compulsory. Each course will be individually evaluated, and one final grade will be awarded per course. Students will receive a local grade based on a 20-point grading scale, passing grade = 10/20 Transcripts of records will be sent to the home institution around mid-February for Fall semester students, and around mid-July for Spring semester and full-year students. Re-sit exams are offered for each semester for students failing in a course (= obtaining a grade below 10/20). Students will have to be physically present in Bordeaux in order to take them. See exact dates of the re-sit exams on the calendar on the following pages.		

01 – Programme Information

Academic Calendar – 1st year level

May be subject to change under exceptional circumstances

FALL 2024	
August 19 – 24	Train station pick-up service (optional). <i>Some dates might be cancelled depending on the number of registrations.</i>
August 26 – August 30	International Student Orientation Session
September 2	Start of courses for 1 st year students
December 14	End of semester
December 16 – 20 Or February 3 - 7	Re-sit exams

National holidays: November 1st and 11th

SPRING 2025	
January 25 – 27	Train station pick-up service (optional). <i>Some dates might be cancelled depending on the number of registrations.</i>
January 29 – 31	International Student Orientation Session
February 10	Start of courses for 1 st year students
May 17	End of semester
May 26 – 30 or June 23-27	Re-sit exams

National holidays: April 21st – May 1st, 8th, 29th



01 – Programme Information

Academic Calendar – 2nd year level

May be subject to change under exceptional circumstances

FALL 2024		
	August 19 – 24	Train station pick-up service (optional). <i>Some dates might be cancelled depending on the number of registrations.</i>
	August 26 – August 30	International Student Orientation Session
	September 16	Start of courses for 2 nd year students
	December 14	End of semester
	December 16 – 20 Or February 3 - 7	Re-sit exams

National holidays: November 1st and 11th

SPRING 2025		
	January 6 – 7	Train station pick-up service (optional). <i>Some dates might be cancelled depending on the number of registrations.</i>
	January 8 – 10	International Student Orientation Session
	January 13	Start of courses for 2 nd year students
	April 5	End of semester
	May 12-16	Re-sit exams

National holidays: April 21st – May1st, 8th, 29th



02 – Double degree requirements

ONLY AVAILABLE FOR STUDENTS COMING FROM PARTNER INSTITUTIONS WHO HAVE A DOUBLE DEGREE AGREEMENT WITH KEDGE

Dear Students,

We will be very happy to welcome you at **KEDGE Business School** in the framework of a double degree agreement between your Home Institution and KEDGE BS.

In order to be awarded the **Programme Grande Ecole “Master in Management”** from KEDGE BS, note that you will have to fulfill a few degree requirements.

Once they are all fulfilled and after graduating from your Home Institution, you will be awarded the **Programme Grande Ecole** degree during the following Graduation Committee being held every year in **March and November**. Requirements will have to be completed **at least 1 month** before the graduation committee.

Remember: you should stay, at least, 2 semesters for face-to-face courses at KEDGE.

ENTRY REQUIREMENTS

Starting date	Double Degree students must start at KEDGE BS: - In September for the beginning of the Fall semester
240 ECTS credits	Students must have completed before their arrival at KEDGE BS: - A Bachelor degree of 180 ECTS + 60 ECTS at Master level (or equivalent) - Or a Bachelor degree of 240 ECTS or equivalent
English level	The Home Institution must fill out the document provided by KEDGE Business School certifying that the student has the equivalent of a B2 level.

KEDGE BS REQUIREMENTS

THESIS	
Master thesis 15 ECTS	A Master Thesis will have to be validated through the submission of a written report. An oral defense is compulsory if the thesis is supervised by KEDGE BS. Co-evaluation by Kedge BS, if Master thesis is supervised by the student's home institution.
ECTS Credits	
45 ECTS credits Or 60 ECTS credits At KEDGE:	Students must complete 45 ECTS credits of elective management courses at KEDGE BS: - students can select the courses of their choice from our list of Programme Grande Ecole” Master in Management” - 2nd year Master level elective courses. - In addition students must follow: - o Managing in Complexity - o Business Research Skills and Methods Students who have already completed their master thesis (and if the master thesis is validated by KEDGE) prior to their arrival at KEDGE will have to take 60 ECTS credits of elective management courses at KEDGE instead.

PASS OR FAIL

Sulitest	The Sulitest tests a student's knowledge about sustainable development and social responsibility. Students will have to take the test once upon their arrival at KEDGE BS and once before departure in order to evaluate their progress.
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02 – Double degree requirements

Pro-Act	Group Project with a corporate dimension to be done at KEDGE.
Be-U Oral Defense	Career development workshops and Oral defense.

WORK EXPERIENCE

6-month working experience	Students must validate a 6-month internship or work experience: - KEDGE BS will provide support to find an internship and grant them an internship contract. - The internship/job placement can be completed in France or abroad during or after their stay at KEDGE BS. Student must write a report of the work experience
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GRADUATION

Master degree from your Home Institution	Students must submit a copy of their Master Degree received from their Home Institution (or a certificate from their Home Institution certifying that they have been awarded the Master Degree) in order to receive KEDGE BS's diploma.
English Score TOEFL 79 or TOEIC 785 or IELTS 6	When entering Kedge BS, if an official English score meeting the requirements is available and still valid, it is to be recorded upon arrival. If no official English score is available, the student will have to register, sit the examination and meet the required level before he can graduate

For any questions, feel free to contact:

Valérie HERRIBERRY - Master in Management Programme – inco.doubledegree@kedgebs.com



03 – LIST OF COURSES 1st year level

FALL SEMESTER

Course title	Taught in	Field of study	ECTS credits
Elective courses early September			
- Project Management	English	OPS/MOSI	5 ECTS
During the semester			
- Dark side of Management sciences	English	Management	5 ECTS
- French Language Course (Beginner, elementary, intermediate, advanced)			5 ECTS

MAJORS

Course title	Taught in	ECTS credits
MAJOR RH		French & English
		20 ECTS
- HRM in International Context	English	4 ECTS
- Embracing Change for effective Management	English	4 ECTS
- Leading with a clear head and an open heart	English	4 ECTS
- Droit des Ressources Humaines	French	4 ECTS
- Implémentation de politiques de RH	French	4 ECTS
MAJOR MARKETING		English
		20 ECTS
- Digital Marketing	English	4 ECTS
- Consumer Behaviour	English	4 ECTS
- Panels and Marketing Decision Making Process	English	4 ECTS
- Market Study	English	4 ECTS
- Brand & Communication	English	4 ECTS
MAJOR LUXURY MARKETING		English
		20 ECTS
- The World of Luxury	English	4 ECTS
- Experiential Luxury	English	4 ECTS
- International Luxury Management	English	4 ECTS
- Luxury Services	English	4 ECTS
- Digital Luxury	English	4 ECTS
MAJOR FINANCE ACCOUNTING CONTROL AUDIT		English or French
		20 ECTS
- Corporate finance 1	English or French	4 ECTS
- Asset & Portfolio Management 1	English or French	4 ECTS
- Audit, Internal Control & Enterprise Risk Management	English or French	4 ECTS
- Accounting Management	English or French	4 ECTS
- Advanced Financial Accounting: IFRS and French GAAP	English or French	4 ECTS
MAJOR CORPORATE SOCIAL RESPONSABILITY		English
		20 ECTS
- Ethics and sustainable business	English	4 ECTS
- Business CSR & International Development	English	4 ECTS
- Sustainable technology and AI	English	4 ECTS
- Business in the Circular Economy	English	4 ECTS
- Promoting Responsible Management & Leadership	English	4 ECTS

03 – LIST OF COURSES 1st year level

MAJOR ENTREPRENEURIAT		French	20 ECTS
-	Financement et développement d'un projet de création d'entreprise	French	4 ECTS
-	La startup et ses contrats	French	4 ECTS
-	La startup : de l'idée au business plan	French	4 ECTS
-	La startup : recherches et actions pratiques	French	4 ECTS
-	Les outils digitaux de la startup	French	4 ECTS
MAJOR CULTURE & INNOVATION		French	20 ECTS
-	De la culture institutionnelle aux cultures alternatives	French	4 ECTS
-	Production culturelle contemporaine	French	4 ECTS
-	Digital culture : l'innovation numérique dans la culture	French	4 ECTS
-	Global cultures : création et innovation des territoires	French	4 ECTS
-	Projet transversal "Makers Project"	French	4 ECTS

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

03 – LIST OF COURSES 1st year level

SPRING SEMESTER

Course Title	Taught in	Field of Study	ECTS
Early February - Elective courses			
- Project Management	English	OPS/MOSI	5 ECTS
- Expatriation principles and Essentials	English	MANAGEMENT	5 ECTS
During the semester			
French Language Course (Beginner, elementary, intermediate, advanced)			5 ECTS

Up to 8 elective courses

- Brand and communication level 1	English		4 ECTS
- Brand and communication level 2	English		4 ECTS
- Fonction Chef de Produit	French		4 ECTS
- Management de la Force de Vente	French		4 ECTS
- Marketing B to B	French	MARKETING	4 ECTS
- Sustainable and responsible Marketing	English		4 ECTS
- Consumer Behaviour – Basics & Hot Topics	English		4 ECTS
- Luxury Marketing 1: The World of Luxury	English		4 ECTS
- Cultural branding: From brand content to brand culture	English		4 ECTS
- Droit de la communication et du marketing	French		4 ECTS
- Fiscalité des entreprises	French	ACCOUNTING/ FINANCE/ECONOMY	4 ECTS
- Introduction to corporate Finance	English		4 ECTS
- Leadership	English		4 ECTS
- Introduction to the International Business Environment	English	MANAGEMENT	4 ECTS
- Cross Cultural Management - Level 1	English		4 ECTS
- Création et Créativité	French		4 ECTS
- Concevoir et évaluer une stratégie d'innovation responsable et durable	French		4 ECTS
- Stratégie et création d'entreprises	French	STRATEGY	4 ECTS
- Business CSR & International Development	English		4 ECTS
- Introduction to the Geopolitics of International Business	English		4 ECTS
- Promoting Responsible Management and Leadership	English		4 ECTS
- Management de la qualité et des risques	French		4 ECTS
- Fonction acheteur	French	OPS /MOSI	4 ECTS
- Des prévisions aux objectifs commerciaux	French		4 ECTS
- Supply Chain Fundamentals	English		4 ECTS
- Sustainable Supply Chain	English		4 ECTS
- Innovation & entrepreneurship	English		4 ECTS

03 – LIST OF COURSES 2nd year level

FALL SEMESTER

During the semester

French Language Course (Beginner, elementary, intermediate, advanced)

5 ECTS

Up to 6 elective courses

Course title	Taught in	Field of Study	ECTS credits
- Luxury marketing 1: The world of luxury	English	MARKETING	5 ECTS
- Sustainable marketing	English	MARKETING	5 ECTS
- Digital communications and marketing	English	MARKETING	5 ECTS
- Supply chain design and management	English	MOSI	5 ECTS
- Data & Analytics	English	MOSI	5 ECTS
- Big Data & quantitative methods	English	FINANCE	5 ECTS
- States & corporations in the world economy	English	MANAGEMENT	5 ECTS
- International business environment	English	MANAGEMENT	5 ECTS
- Space International Business	English	MARKETING	5 ECTS
- Corporate Governance	English	STRATEGY	5 ECTS
- Corporate strategy in the digital age	English	STRATEGY	5 ECTS
- Smart city development	English	STRATEGY	5 ECTS

OR

TRACKS

Course title	Taught in	ECTS credits
Track Digital Marketing Leadership	English	30 ECTS
- Digital Communication Strategies	English	5 ECTS
- Smart Customer Experience	English	5 ECTS
- Insights & Big Data	English	5 ECTS
- Price & Retail Strategy	English	5 ECTS
- Consumer Culture in Brand Strategy	English	5 ECTS
- Company project	English	5 ECTS
Track Corporate & Market Finance	English	30 ECTS
- Risk management and financial institutions	English	5 ECTS
- Asset valuation & Portfolio Management 2	English	5 ECTS
- Financial Innovation	English	5 ECTS
- Corporate Finance 2	English	5 ECTS
- Options, Futures & Other Derivatives	English	5 ECTS
- Business Ethics, Professional Standards & Finance regulation	English	5 ECTS
Track Sustainable Innovation	English	30 ECTS
- Sustainability reporting and performance	English	5 ECTS
- Applied social Entrepreneurship	English	5 ECTS

03 – LIST OF COURSES 2nd year level

- Sustainable Value Chains and Circular Economy – An Innovation Perspective	English	5 ECTS
- Sustainable Marketing	English	5 ECTS
- Sustainability and emerging technology: the case of Artificial intelligence	English	5 ECTS
- Make an impact! Your journey as a changemaker	English	5 ECTS

Track Comptabilité Contrôle Audit	French & English	30 ECTS
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- Audit et commissariat aux comptes	English	5 ECTS
- Comptabilité extra-financière	French	5 ECTS
- Consolidated financial statement	English	5 ECTS
- Droit des affaires approfondi	French	5 ECTS
- Advanced Financial Reporting	English	5 ECTS
- Pilotage de la performance	French	5 ECTS

Track Entrepreneuriat	French & English	30 ECTS
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- Communication à 360° de l'entrepreneur : de l'identité de marque au pitch investisseurs	French	5 ECTS
- Construire et argumenter une demande de financement de la start up	French	5 ECTS
- Digital Marketing & E-business model	English	5 ECTS
- Ingénierie juridique de la startup	French	5 ECTS
- Startup : Creation & Development	English	5 ECTS
- Supply Chain & Entrepreneurship	English	5 ECTS

Track Achats & Supply Chain	French & English	30 ECTS
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- Distribution Management	English	5 ECTS
- Management stratégique de la fonction achat	French	5 ECTS
- Maritime Supply Chain	English	5 ECTS
- SAP	English	5 ECTS
- Supply Chain Design	English	5 ECTS
- Value creation in the purchasing function	English	5 ECTS

Track Brand & Creativity	French & English	30 ECTS
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- Consumer Culture in Brand strategy	English	5 ECTS
- Design graphique	French	5 ECTS
- Créativité et Pitch	French	5 ECTS
- Price & Retail Strategy	English	5 ECTS
- Brand Project Management	English	5 ECTS
- Insights & Big Data	English	5 ECTS

03 – LIST OF COURSES 2nd year level

SPRING SEMESTER

ELECTIVE COURSES

Course title	Taught in	Field of Study	ECTS credits
- Doing business in Asia	English	MANAGEMENT	5 ECTS
- Family Business	English		5 ECTS
- Cross cultural management- level 2	English		5 ECTS
- Negotiation Survival Skills for International Business	English		5 ECTS
- Going Global Expatriation Training	English		5 ECTS
- International business environment	English		5 ECTS
- ESG Reporting: Stakes and perspectives	English	FINANCE	5 ECTS
- Investment Banking	English		5 ECTS
- Industry 4.0	English	OPS - MOSI	5 ECTS
- Consulting in process management and performance improvement	English		5 ECTS
- Digital Marketing	English	MARKETING	5 ECTS
- Wine marketing	English		5 ECTS
- Technology Entrepreneurship	English	STRATEGY	5 ECTS
- Advanced project management: risk approach	English		5 ECTS

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

CAMPUS NATIONAUX

BORDEAUX
MARSEILLE
PARIS
TOULON

CAMPUS INTERNATIONAUX

ABIDJAN
DAKAR
SHANGHAI
SUZHOU

CAMPUS ASSOCIÉS

AVIGNON
BASTIA
BAYONNE
MONT-DE-MARSAN