

Programme information & list of courses

KEDGE
BUSINESS SCHOOL



CAMPUS DE
MARSEILLE

Programme Grande École



LET'S BE THE CHANGE



01 – Programme Information

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

Programme Grande Ecole « Master in Management »

LEVEL OF ENTRY	<u>4th year Bachelor</u> students Will join the Programme Grande Ecole "Master in Management" <u>1st year level</u>	<u>1st and 2nd year Master</u> students 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	
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 KEDGE 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 29	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	
February 4 – 5	Train station pick-up service (optional). <i>Some dates might be cancelled depending on the number of registrations.</i>
February 6 - 7	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 29	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 – May 1st, 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.
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02 – Double degree requirements

	Students will have to take the test once upon their arrival at KEDGE BS and once before departure in order to evaluate their progress.
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

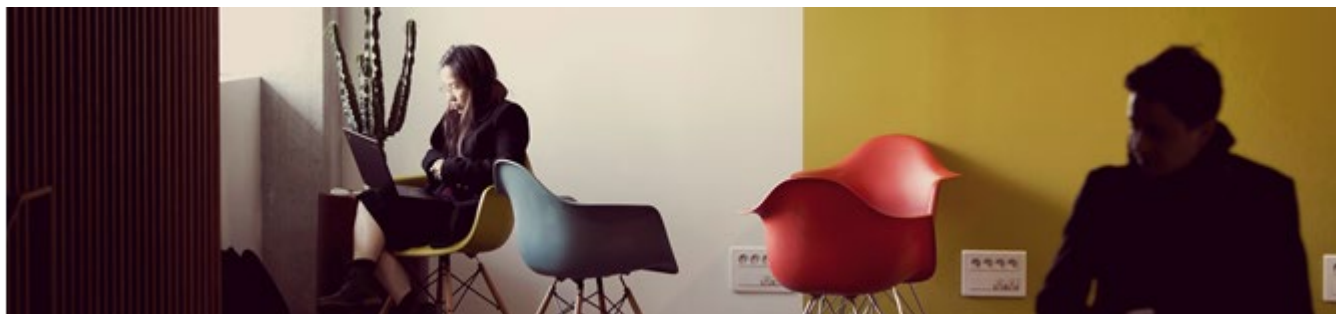
6-month working experience	Students must validate a 6-month internship or work experience: - KEDGE BS will provide support to find an internship and grant them an internship contract. - The internship/job placement can be completed in France or abroad during or after their stay at KEDGE BS. Student must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

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



04 – LIST OF COURSES 1st year level

FALL SEMESTER

Course title	Taught in	Field of study	ECTS credits
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 INTERNATIONAL BUSINESS & GEOPOLITICS	English		20 ECTS
- Introduction to international Business	English		4 ECTS
- Geopolitics and Trade Strategies	English		4 ECTS
- Geopolitics and the World of Business	English		4 ECTS
- Cross Cultural Business and Political Negotiation	English		4 ECTS
- Regional Business Environments	English		4 ECTS
MAJOR MARKETING	English		20 ECTS
- Consumer Behaviour	English		4 ECTS
- Digital Marketing	English		4 ECTS
- Brand and Communication	English		4 ECTS
- Market Study	English		4 ECTS
- Panels and Marketing Decision Making Process	English		4 ECTS
MAJOR FINANCE ACCOUNTING CONTROL AUDIT	English or French		20 ECTS
- Asset and portfolio management 1	English or French		4 ECTS
- Audit, Internal control and entreprise 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
- Corporate Finance 1	English or French		4 ECTS
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, recherche et actions pratiques	French		4 ECTS
- Les outils digitaux de la start-up	French		4 ECTS
MAJOR MARKETING DIGITAL	French		20 ECTS
- Introduction to web development (by Le Wagon)	French		4 ECTS
- SEO & SEA	French		4 ECTS
- Social Media et Marketing de contenu	French		4 ECTS
- Stratégie Marketing Digital	French		4 ECTS
- Web Analytics	French		4 ECTS

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

04 – LIST OF COURSES 1st year level

SPRING SEMESTER

Course title	Taught in	ECTS credits		
Early February - Elective courses				
- Project Management	English	5 ECTS		
- Expatriation principles and Essentials	English	5 ECTS		
During the semester				
French Language Course (Beginner, elementary, intermediate, advanced)		5 ECTS		
Up to 8 elective courses				
- Leadership	English	MANAGEMENT	4 ECTS	
- Green Logistics Management	English	MOSI	4 ECTS	
- Advanced operations management and supply chain	English		4 ECTS	
- Data Analysis and Visualisation with Tableau	English		4 ECTS	
- Strategy for consulting	English	STRATEGY	4 ECTS	
- Smart City Design	English		4 ECTS	
- Innovation & Entrepreneurship	French		4 ECTS	
- Consumer Behaviour – Basics & Hot Topics	English	MARKETING	4 ECTS	
- Customer Relationship Management, Implementation & Application	English		4 ECTS	
- Nudges for Good	English		4 ECTS	
- Services Marketing	English		4 ECTS	
- Financial Information and Decisions	English	ACCOUNTING/ FINANCE/ECONOMY	4 ECTS	
- Introduction to Corporate finance	English		4 ECTS	
- Gestion de crise	French		4 ECTS	

04 – LIST OF COURSES 2nd year level

FALL SEMESTER

During the semester

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

Up to 6 elective courses

Course title	Taught in	Field of Study	ECTS credits
- Function product manager	English	MARKETING	5 ECTS
- B to B Marketing	English		5 ECTS
- Cross-Cultural Business & Political Negotiations	English	STRATEGY	5 ECTS
- International Relations of the Environment and Sustainable Development	English		5 ECTS
- Geopolitical Risk and Business	English		5 ECTS
- Major Contemporary Economics Crises	English	ECONOMY	5 ECTS
- Human Resource Management Analytics	English	MANAGEMENT	5 ECTS
- AI, Cognitive Sciences, Data and Statistics: Decision making in the AI era	English		5 ECTS
- Operations Management with Business Games	English	MOSI	5 ECTS
French Language Course (Beginner, elementary, intermediate, advanced)			5 ECTS

OR

TRACKS

Course title	Taught in	ECTS credits
Track Brand & Creativity	English & French	30 ECTS
- 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
Track Business Development & Performance	English & French	30 ECTS
- Negociation avancée	French	5 ECTS
- Communication Interpersonnelle	French	5 ECTS
- Digital Growth & Lead Generation	English	5 ECTS
- International Business Development	English	5 ECTS
- Sales force management	English	5 ECTS
- Trade Marketing & In-Store Performance	English	5 ECTS
Track Finance	French & English	30 ECTS
- Analyse financière approfondie	French	5 ECTS
- Finance entrepreneuriale	French	5 ECTS
- Innovation and Disruption in Finance	English	5 ECTS
- Markets derivatives and risk management	English	5 ECTS
- Économétrie financière	French	5 ECTS
- VBA et Introduction à Python	French	5 ECTS

04 – LIST OF COURSES 2nd year level

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

SPRING 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
- Sales Management	English	MARKETING	5 ECTS
- Digital Marketing	English		5 ECTS
- International Marketing	English		5 ECTS
- Tribal marketing and brand communities	English		5 ECTS
- Financial Globalization and geopolitics	English	STRATEGY	5 ECTS
- Smart City Development	English		5 ECTS
- Change Management	English	MANAGEMENT	5 ECTS
- The Gold Market & Cryptocurrencies	English	FINANCE	5 ECTS

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

04 – LIST OF COURSES 2nd year level

MARSEILLE CAMPUS – MASTER IN MANAGEMENT 2024 – 2025

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