

PROGRAMME GRANDE ECOLE
« MASTER IN MANAGEMENT »

BORDEAUX CAMPUS

PROGRAMME
INFORMATION &
LIST OF COURSES

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KEDGE
BUSINESS SCHOOL

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01 – Programme Information

BORDEAUX CAMPUS – SIMPLE EXCHANGE – MASTER IN MANAGEMENT 2021 - 2022

Programme Grande Ecole « Master in Management »

LEVEL OF ENTRY	3 rd year Bachelor students	4 th year Bachelor students	1 st and 2 nd year Master students																								
PROGRAMME STRUCTURE	<p>Will join the Programme Grande Ecole “Master in Management” <u>1st year level</u></p> <p>Will choose between the Programme Grande Ecole “Master in Management” <u>1st year level</u> or <u>2nd year level</u>.</p> <p>Will join the Programme Grande Ecole “Master in Management” <u>2nd year level</u>.</p> <p>The programme starts every year in September, ends in May, and is divided into 2 semesters.</p> <ul style="list-style-type: none"> - Fall: early September to Mid-December - Spring: early January to end of May <p>See detailed calendar on the following pages</p> <p>1 semester = 6 courses. 1 course = 30 contact hours = 5 ECTS credits</p>																										
COURSE OFFER AND REGISTRATION	<p>BUSINESS COURSES</p> <p>Course offer:</p> <ul style="list-style-type: none"> - Fall semester: <ul style="list-style-type: none"> o 1st year level: Students will have the possibility to take two elective courses in September and to choose one Major for the remainder of the semester. Students will be automatically registered for all the courses of the Major. o 2nd year level: Students will have to select a track. They can either select: <ul style="list-style-type: none"> ▪ a Specialized track where they will be registered for all the courses included in the track. ▪ the General Track where they can select up to 6 elective courses. - Spring semester: <ul style="list-style-type: none"> o 1st year and 2nd year: Students will have to choose up to 6 courses from the lists of electives offered for the spring semester. <p>Course workload: The usual workload for an international student is 6 courses (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.</p> <p>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..</p> <p>Language of instruction: Students will be able to choose between French-taught courses, English-taught courses or a mix of both.</p> <p>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 June (Fall Semester) and November (Spring Semester).</p>																										
EVALUATION AND TRANSCRIPTS	<p>Attendance in all courses is compulsory. Each course will be individually evaluated and one final grade will be awarded per course.</p> <p>Students will receive a local grade (based on a 20-point grading scale, passing grade = 10/20), as well as an ECTS grade (according to the following grid).</p> <table border="1" data-bbox="435 1715 1557 2013"> <thead> <tr> <th>ECTS Grade</th> <th>% of successful students achieving the grade</th> <th>Definition</th> </tr> </thead> <tbody> <tr> <td>A</td> <td>10%</td> <td>Excellent</td> </tr> <tr> <td>B</td> <td>25%</td> <td>Very good</td> </tr> <tr> <td>C</td> <td>30%</td> <td>Good</td> </tr> <tr> <td>D</td> <td>25%</td> <td>Satisfactory</td> </tr> <tr> <td>E</td> <td>10%</td> <td>Sufficient</td> </tr> <tr> <td>FX</td> <td>-</td> <td>Fail — some more work required before the credit can be awarded</td> </tr> <tr> <td>F</td> <td>-</td> <td>Fail — considerable work required</td> </tr> </tbody> </table> <p>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.</p>			ECTS Grade	% of successful students achieving the grade	Definition	A	10%	Excellent	B	25%	Very good	C	30%	Good	D	25%	Satisfactory	E	10%	Sufficient	FX	-	Fail — some more work required before the credit can be awarded	F	-	Fail — considerable work required
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01 – Programme Information

Academic Calendar

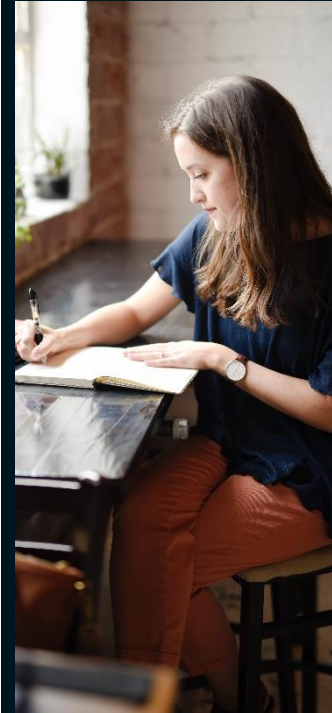
May be subject to change under exceptional circumstances

FALL 2021	
August 24 – 27	Train station pick-up service (optional)
August 30 – September 3	International Student Orientation Session
September 6	Start of courses for 1 st year students
September 13	Start of courses for 2 nd year students
December 6 – 17	Exams

National holidays: November 1st and 11th

SPRING 2022	
January 3 – 4	Train station pick-up service (optional)
January 5 – 7	International Student Orientation Session
January 10	Start of courses for 1 st and 2 nd year students
May	Exams (during May at the end of each course)

National holidays: April 18th – May, 8th, 26th – June 6th – July 14th



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 **October**. Requirements will have to be completed **at least 1 month** before the graduation committee.

Remember: you should stay, at least, 1 semester for face to face courses at KEDGE.

ENTRY REQUIREMENTS

Starting date	Double Degree students must start at KEDGE BS: <ul style="list-style-type: none">- In September for the beginning of the Fall semester
240 ECTS credits	Students must have completed before their arrival at KEDGE BS : <ul style="list-style-type: none">- 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	
60 ECTS credits At KEDGE : Thesis (15 ECTS) + 9 Elective Management Courses (45 ECTS) (from the list of courses for the 2nd year Master level)	Students must complete 45 ECTS credits of elective management courses at KEDGE BS: <ul style="list-style-type: none">- students can select the courses of their choice from our list of <i>Programme Grande Ecole” Master in Management”</i> - 2nd year Master level elective courses (General track) or Master 2 specialization track as well as from the list of online Core courses below:<ul style="list-style-type: none">➤ Human Resource Management➤ Corporate Strategy➤ Marketing Management➤ Finance➤ Managing in Complexity➤ Innovation & Entrepreneurship <p><i>No more than 3 online core courses can be taken per semester.</i></p> <ul style="list-style-type: none">- 1 course = 5 ECTS credits

02 – Double degree requirements

PASS OR FAIL

Sulitest (Pass/Fail)	<p>The Sulitest tests a student's knowledge about sustainable development and social responsibility.</p> <p>Students will have to take the test once upon their arrival at KEDGE BS and once before departure in order to evaluate their progress.</p>
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WORK EXPERIENCE

6-month working experience	<p>Students must validate a 6-month internship or work experience:</p> <ul style="list-style-type: none">- KEDGE BS will provide support to find an internship and grant them an internship contract.- In case of a work experience, students must provide a detailed official certificate from the company certifying that they have completed at least 6 month of work experience, in a position with responsibilities.- The internship/job placement can be completed in France or abroad during or after their stay at KEDGE BS. <p>Student must write a report of the work experience</p>
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GRADUATION

Master degree from your Home Institution	<p>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.</p>
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For any questions, feel free to contact:

Isabelle BERNARD - Master in Management Programme – inco.doubledegree@kedgebs.com



03 – LIST OF COURSES 1st year of master

BORDEAUX CAMPUS – MASTER IN MANAGEMENT 2021 – 2022

FALL SEMESTER 2021

Course title	Taught in	Field of study	ECTS credits
September 6 – 10			
- Project Management	English	OPS/MOSI	5 ECTS
September 13 – 17			
- Going Global: Expat Training	English	MANAGEMENT	5 ECTS

MAJORS starting on September 20

Course title	Taught in	ECTS credits
MAJOR RH	French & English	20 ECTS
- Ressources Humaines Approfondies	French	5 ECTS
- Change Management	English	5 ECTS
- International Human Resources Management	English	5 ECTS
- Droit des RH	French	5 ECTS
MAJOR CULTURE & INNOVATION	French	20 ECTS
- Production culturelle contemporaine	French	5 ECTS
- De la culture institutionnelle aux cultures alternatives	French	5 ECTS
- Glocal cultures : création et innovation des territoires	French	5 ECTS
- Digital culture : l'innovation numérique dans la culture	French	5 ECTS
MAJOR MARKETING EN	English	20 ECTS
- Digital Marketing	English	4 ECTS
- Sales and negotiation	English	4 ECTS
- Marketing Decision Making Process	English	4 ECTS
- Market research and analysis	English	4 ECTS
- Brand & Communication - level I	English	4 ECTS
MAJOR MARKETING FR	French	20 ECTS
- Marque et communication - Niv I	French	4 ECTS
- Étude et analyse de marché	French	4 ECTS
- Prise de décision stratégique et opérationnelle	French	4 ECTS
- Marketing Digital	French	4 ECTS
- Vente et négociation commerciale	French	4 ECTS
MAJOR FINANCE EN	English	20 ECTS
- Corporate finance	English	4 ECTS
- Asset & Portfolio Management	English	4 ECTS
- Audit, Internal Control & Enterprise Risk Management	English	4 ECTS
- Accounting Management	English	4 ECTS
- International Financial System	English	4 ECTS

03 – LIST OF COURSES 1st year of master

Course title	Taught in	ECTS credits
MAJOR FINANCE FR	French	20 ECTS
- Audit, contrôle interne et gestion des risques d'entreprise	French	4 ECTS
- Gestion d'actifs et de portefeuilles	French	4 ECTS
- Contrôle de gestion	French	4 ECTS
- Finance d'entreprise	French	4 ECTS
- Système financier international	French	4 ECTS
MAJOR OPERATIONS MANAGEMENT	French & English	20 ECTS
- Fonction acheteur	French	4 ECTS
- Fondamentaux des achats et Supply chain	French	4 ECTS
- Supply chain fundamentals	English	4 ECTS
- Fondamentaux des SI	French	4 ECTS
- Business Analytics	English	4 ECTS
MAJOR CORPORATE SOCIAL RESPONSABILITY	English	20 ECTS
- Business Ethics	English	5 ECTS
- Business CSR & International Development	English	5 ECTS
- Creating Social Change: System-Innovation for a Better Society	English	5 ECTS
- Business in the Circular Economy	English	5 ECTS
MAJOR ENTREPRENEURIAT	French	20 ECTS
- Start-up, de l'idée au Business Plan	French	5 ECTS
- La startup et ses contrats	French	5 ECTS
- Startup, recherche et actions pratiques (Ateliers Business Nursery)	French	5 ECTS
- Financement et développement de la Startup	French	5 ECTS

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

03 – LIST OF COURSES 1st year of master

SPRING SEMESTER 2022

Course Title	Taught in	Field of Study	ECTS
- Luxury in Asia	English		5 ECTS
- Consumer Behaviour	English		5 ECTS
- Luxury Marketing 1: The World of Luxury	English		5 ECTS
- Brand & Communication - level II	English		5 ECTS
- Management de la force de vente	French	MARKETING	5 ECTS
- Marketing Digital	French		5 ECTS
- Création et créativité	French		5 ECTS
- Marque et communication - Niv II	French		5 ECTS
- Marketing B to B	French		5 ECTS
- Défendre une décision Marketing	French		5 ECTS
- Financial markets (microstructure)	English		
- FinTech and Digital Banking	English		5 ECTS
- Corporate finance	English	ACCOUNTING/ FINANCE/ECONOMY	5 ECTS
- Fiscalité des entreprises	French		5 ECTS
- Comptabilité approfondie Normes Françaises et normes IFRS	French		5 ECTS
- Cross cultural management - level I	English		5 ECTS
- Introduction to the International Business Environment	English	MANAGEMENT	5 ECTS
- Leadership	French		5 ECTS
- Management de proximité	French		5 ECTS
- Societal Innovation and the Urban Fabric: Building Sustainable Cities	English		5 ECTS
- Sustainable Business Models	English		5 ECTS
- Promoting Responsible Management and Leadership	English	STRATEGY	5 ECTS
- Business CSR & International Development	English		5 ECTS
- Stratégie et création d'entreprises	French		5 ECTS
- Sustainable Supply Chain	English		5 ECTS
- Decision making and decision analysis	English		5 ECTS
- Artificial Intelligence	English	OPS /MOSI	5 ECTS
- ERP/SAP Training	English		5 ECTS
- Supply chain simulation	English		5 ECTS
- Des prévisions aux objectifs commerciaux	French		5 ECTS
- Management de la qualité et des risques	French		5 ECTS

03 – LIST OF COURSES 2nd year of master

BORDEAUX CAMPUS – MASTER IN MANAGEMENT 2021 – 2022

FALL SEMESTER 2021

GENERAL TRACK / ELECTIVE COURSES

Course title	Taught in	Field of Study	ECTS credits
- Corporate strategy in the digital age	English	STRATEGY	5 ECTS
- Corporate Governance	English	STRATEGY	5 ECTS
- International financial system	English	FINANCE	5 ECTS
- States & corporations in the world economy	English	MANAGEMENT	5 ECTS
- Big Data & quantitative methods	English	FINANCE	5 ECTS
- International business environment	English	MANAGEMENT	5 ECTS
- Luxury marketing 1: The world of luxury	English	MARKETING	5 ECTS
- Cultural Branding : du Brand content à la brand culture	French	MARKETING	5 ECTS
- Conception et gestion de la supply chain	French	OPS	5 ECTS

Course title	Taught in	ECTS credits
MARKETING TRACK	English	30 ECTS
- Strategic Brand Thinking	English	5 ECTS
- Critical Thinking & Consumer Culture	English	5 ECTS
- Insights & Big Data	English	5 ECTS
- Price & Retail Strategy	English	5 ECTS
- Luxury marketing 1: The world of luxury	English	5 ECTS
- Corporate strategy in the digital age	English	5 ECTS
SUSTAINABILITY TRACK	English	30 ECTS
- Sustainable Strategy in the Digital Age	English	5 ECTS
- Sustainable Value Chains and Circular Economy - An Innovation Perspective	English	5 ECTS
- Sustainable Marketing	English	5 ECTS
- Sustainable Entrepreneurship and Innovation	English	5 ECTS
- Sustainable Transformation in Healthcare	English	5 ECTS
- International business environment	English	5 ECTS
CORPORATE AND MARKET FINANCE TRACK	English	30 ECTS
- Asset valuation & Portfolio Management 2	English	5 ECTS
- Options Futures & Other Derivatives	English	5 ECTS
- Business Ethics, Professional standards & Finance regulation	English	5 ECTS
- Financial innovation (crowdfunding, Crypto money, Blockchain, CDS-CDO)	English	5 ECTS
- Corporate Finance 2	English	5 ECTS
- Fundamentals of Computer Programming	English	5 ECTS

Be careful this is an advanced level track and we advise you to have already studied finance courses before.

03 – LIST OF COURSES 2nd year of master

SPRING SEMESTER 2022

ELECTIVE COURSES

Course title	Taught in	Field of Study	ECTS credits
- Family Business	English		5 ECTS
- Cross cultural management- level II	English	MANAGEMENT	5 ECTS
- International business environment	English		5 ECTS
- Investment Banking	English	FINANCE	5 ECTS
- Ingénierie financière	French		5 ECTS
- Consulting in process management and performance improvement	English	OPS - MOSI	5 ECTS
- Advanced project management: risk approach	English		5 ECTS
- Consumer culture	English		5 ECTS
- Wine marketing	English	MARKETING	5 ECTS
- Luxury in Asia	English		5 ECTS
- Marketing Digital	French		5 ECTS

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

03 – LIST OF COURSES 2nd year of master

BORDEAUX CAMPUS – MASTER IN MANAGEMENT 2021 – 2022

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BORDEAUX
D★KAR
MARSEILLE
PARIS
TOULON
SHANGHA! 
SUZHOU