

KEDGE BACHELOR

BORDEAUX CAMPUS

PROGRAMME
INFORMATION &
LIST OF COURSES



KEDGE
BUSINESS SCHOOL

Discover
Decode
Do

01 – Simple Exchange Programme Information

BORDEAUX CAMPUS – SIMPLE EXCHANGE – KEDGE BACHELOR 2021 - 2022

<p>LEVEL OF ENTRY</p>	<p>STUDENTS IN THEIR SECOND YEAR OF BACHELOR STUDIES WHILE AT KEDGE BS WILL JOIN THE KEDGE BACHELOR PROGRAMME.</p>																								
<p>PROGRAMME STRUCTURE</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: end of August to mid-December - Spring: early January to early May <p>See detailed calendar on the following pages</p> <p>1 semester = 6 courses. 1 course = 30 contact hours = 5 ECTS credits</p>																								
<p>COURSE OFFER AND REGISTRATION</p>	<p><u>BUSINESS COURSES</u></p> <p>Course offer: the list of courses offered in each semester can be found on the following pages. No mix of courses between the semesters is possible.</p> <p>Course workload: The usual workload for a regular KEDGE BS student is 6 courses (30 ECTS) per semester. For exchange students, the Home Institution is free to decide the number of credits their students need to complete (with a minimum of 4 courses and a maximum of 30 ECTS of business courses per semester).</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: Bordeaux; Training: KEDGE BACHELOR Bordeaux; Level KBA 2.</p> <p>Language of instruction: students can choose to attend the Fall semester in French or in English. The Spring semester is only taught in English.</p> <p>Course registration: students will be registered to their track by the programme.</p> <p><u>FLE (French As Foreign Language course)</u></p> <p>French language courses are available at different levels during the Fall and the Spring semesters. They are worth 0 or 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>																								
<p>EVALUATION AND TRANSCRIPTS</p>	<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 1514 1557 1809"> <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> <p>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.</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 – Simple Exchange Programme Information

Academic Calendar

FALL 2021

August 23 – 27	Train station pick-up service (optional)
August 30 – Sept. 3	International Student Orientation Session
September 6	Start of courses
November 1 – 7	Holidays (no classes)
December 6 – 10	Exam session

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
February 14 – 20	Winter Holidays (no classes)
April 18 – 24	Easter Holidays (no classes)
April 25 – May 6	Exam session
June 7 – 10	Spring semester re-sit exams
June 20 – 23	Fall semester re-sit exams

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

Courses offered

FALL SEMESTER 2021 [September – December]	SPRING SEMESTER 2022 [January – May]
<p>Semester 3 – 35 ECTS</p> <p>🇫🇷 or 🇬🇧</p> <ul style="list-style-type: none"> • Financial Management • Management Accounting • Sales Techniques • Business Sustainability and Globalization • Management Information systems • HR & Team Management • Enterprise & Leadership • FLE: French as foreign language 	<p>Semester 4 – 35 ECTS</p> <p>🇬🇧</p> <ul style="list-style-type: none"> • Applied financial case studies • Management applied to regional industries • Cross cultural management • Globalized HRM • International marketing • Corporate strategy • Supply chain management • FLE: French as foreign language

May be subject to change under exceptional circumstances



02 – DOUBLE DEGREE Programme Information

BORDEAUX CAMPUS – DOUBLE DEGREE – KEDGE BACHELOR 2021 - 2022

LEVEL OF ENTRY	THIS DOUBLE DEGREE PROGRAMME IS OPEN TO UNDERGRADUATE STUDENTS																								
PROGRAMME STRUCTURE	<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: end of August to mid-December - Spring: early January to early May <p>See detailed calendar on the next page</p> <p>1 semester = 6 courses. 1 course = 30 contact hours = 5 ECTS credits</p>																								
COURSE OFFER AND REGISTRATION	<p><u>BUSINESS COURSES</u></p> <p>Course offer: the list of courses offered in each semester can be found on the following pages. No mix of courses between the semesters is possible.</p> <p>Course workload: Double Degree students must complete 30 ECTS credits per semester.</p> <p>The Home Institution choose the modules/semester to be completed by their students. Students must follow the content of the Study path signed by their Home Institution.</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: Bordeaux; Training: KEDGE BACHELOR Bordeaux; Level KBA 2 or 3.</p> <p>Language of instruction: students can choose to attend the Fall semester in French or in English. The Spring semester is only taught in English.</p> <p>Course registration: students will be registered to their track by the programme according to their choice and to the agreement with their Home Institution</p> <p><u>FLE (French As Foreign Language course)</u></p> <p>non-native French speakers will have to attend French language courses. They are worth 0 or 5 ECTS (according to the agreement between KEDGE BS and the Home Institution) and represent a minimum of 30 contact hours per semester.</p> <p>French Language courses are compulsory for Double Degree students.</p> <p>Students will have to take a placement test in order to be registered for this course. Instructions will be sent by email to the students 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" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">ECTS Grade</th> <th style="text-align: center;">% of successful students achieving the grade</th> <th style="text-align: center;">Definition</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">A</td> <td style="text-align: center;">10%</td> <td>Excellent</td> </tr> <tr> <td style="text-align: center;">B</td> <td style="text-align: center;">25%</td> <td>Very good</td> </tr> <tr> <td style="text-align: center;">C</td> <td style="text-align: center;">30%</td> <td>Good</td> </tr> <tr> <td style="text-align: center;">D</td> <td style="text-align: center;">25%</td> <td>Satisfactory</td> </tr> <tr> <td style="text-align: center;">E</td> <td style="text-align: center;">10%</td> <td>Sufficient</td> </tr> <tr> <td style="text-align: center;">FX</td> <td style="text-align: center;">-</td> <td>Fail — some more work required before the credit can be awarded</td> </tr> <tr> <td style="text-align: center;">F</td> <td style="text-align: center;">-</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> <p>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.</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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02 – DOUBLE DEGREE Programme Information

Academic Calendar

FALL 2021

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September 6	Start of courses
November 1 – 7	Holidays (no classes)
December 6 – 17	Exam session

National holidays: November 1st and 11th – December 25th – January 1st

SPRING 2022

















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January 5 – 7	International Student Orientation Session
January 10	Start of courses
February 14 – 20	Winter Holidays (no classes)
April 18 – 24	Easter Holidays (no classes)
April 25 – May 6	Exam session
June 7 – 10	Spring semester re-sit exams
June 20 – 23	Fall semester re-sit exams

National holidays: April 13th – May 1st, 8th and 21st – June 1st – July 14th – August 15th



02 – DOUBLE DEGREE Programme Information

Courses offered

FALL SEMESTER [September – December]		SPRING SEMESTER [January – May]
Semester 3 – 35 ECTS   or  <ul style="list-style-type: none"> • Financial Management • Management Accounting • Sales Techniques • Business Sustainability and Globalization • Management Information systems • HR & Team Management • Enterprise & Leadership • FLE: French as foreign language 		Semester 4 – 35 ECTS  <ul style="list-style-type: none"> • Applied financial case studies • Management applied to regional industries • Cross cultural management • Globalized HRM • International marketing • Corporate strategy • Supply chain management • FLE: French as foreign language
Semester 5 – 30 ECTS   or  <p>Common Courses to all specializations :</p> <ul style="list-style-type: none"> • Business Simulation • Strategy and business diagnostic • FLE: French as foreign language (beginner / intermediate / advanced levels) <p>BORDEAUX Campus:</p>		Semester 6 – 30 ECTS  <ul style="list-style-type: none"> • E-Marketing • Ethical Finance • Leadership & Change Management • International Business & Geostrategy • Elective Management course(s) • FLE: French as foreign language
1 specialisation to select	Related courses	
Marketing  	-Digital Marketing -Luxury Marketing -Marketing Data Collection & Analysis -Marketing Shaping Strategies	
Supply Chain  	-The big picture -Organizational challenges -Operational challenges -Strategic challenges	
Management & Negotiation Strategies  	-Advanced Negotiation Techniques -The Fundamentals of Customer Relationship Management -Management and Leadership -The Social and Solidarity Economy: Management and Governance	
Wine & Sustainability 	-CSR & Sustainability -Wine & Climate Change -Green marketing & Wine Tourism -Product Skills and Knowledge	
Banque & Finance 	-Stratégie Bancaire -Analyse et Gestion des Risques en Milieu Bancaire -Bourses et Titres Financiers -Finance d'entreprise et de marché	

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