

KEDGE BACHELOR & IBBA

MARSEILLE CAMPUS

PROGRAMME INFORMATION & LIST OF COURSES



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01 – Simple Exchange Information

MARSEILLE CAMPUS – SIMPLE EXCHANGE – KEDGE BACHELOR & IBBA 2023 - 2024

LEVEL OF ENTRY	<p>Students in their SECOND YEAR of bachelor studies while at Kedge BS will join the Kedge Bachelor (KB) programme.</p> <p>Students in their THIRD or FOURTH YEAR of bachelor studies while at Kedge BS will join the IBBA programme.</p>
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: From the beginning of September to Mid-December - Spring: from the beginning of January to mid-May (June for resit exams) <p>See detailed calendar in the following pages</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: Students can choose to take and mix courses from both programmes and all levels as long as their Home institution validate the courses.</p> <p>Course workload: The usual workload for a regular KEDGE 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 timetable: The information regarding the time (morning/afternoon or evening) for each course will be specified on the online course selection application and in the student web page (Virtual Campus) once the courses are selected.</p> <p>Course syllabi: https://campusvirtuel.kedgebs.com/ > select the British flag at the top right hand corner > do not log in, instead click on: Menu > "Net Syllabus (Public Access)" > Select academic year 2022-2023 and the semester; School: KEDGE Business School; Training: KEDGE Bachelor or IBBA</p> <p>Level: IBBA 1, 2, 3 or 4 or KB 2</p> <p>Language of instruction: Most courses are taught in English. A few classes are taught in French.</p> <p>Course registration: Students will have to register online. They will receive an e-mail as soon as the registration website opens, after having been officially admitted to study at KEDGE. Registration will be done according to the "first to come, first served" rule. The school reserves the right of admission in every case and of awarding available places according to compliance with requirements.</p> <p>Resit exams: Resit exams are held at KEDGE BS, a few weeks after the end of the semester (see calendar on the following pages). Students who need to take a resit exam must contact their programme and ask for registration. Resit exams are assigned on KEDGE campus <u>only</u>.</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. Instructions regarding the course registration process will be sent by email to students throughout 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).</p> <p>Transcripts of records will be sent to the home institution coordinator around mid-February for the Fall semester students, and around mid-July for the Spring semester and full-year students.</p>

02 – Double Degree Information

MARSEILLE CAMPUS – DOUBLE DEGREE IBBA 2023 - 2024

LEVEL OF ENTRY	THIS DOUBLE DEGREE PROGRAMME IS OPEN TO UNDERGRADUATE STUDENTS
PROGRAMME STRUCTURE	The academic year is divided into 2 semesters. See detailed calendar on the following pages. Each management course is worth 5 ECTS credits and represents 30 contact hours.
COURSE OFFER AND REGISTRATION	BUSINESS COURSES Course offer: Students will be registered for courses according to the agreement between their Home Institution and KEDGE BS. Course workload: Double Degree students must complete 30 ECTS credits per semester. 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 academic year 2022-2023 and the semester; School: Marseille; Training: KEDGE bachelor or IBBA Language of instruction: Most courses are taught in English. A few classes are taught in French. Course registration: Students will be registered automatically for courses by KEDGE according to the agreement with the Home institution. FLE (French As Foreign Language course): French language courses are available at different levels (beginner to advanced) during the Fall and the Spring semesters.
OTHER REQUIREMENTS	In addition to the business courses, student must complete other degree requirements depending on the bilateral agreement with their school. Please refer to your academic advisor and/or your advisor at Kedge (ibba@kedgebs.com) to get further information
EVALUATION AND TRANSCRIPTS	Attendance in all courses is compulsory. Each course will be individually evaluated and one final grade will be awarded per course. The 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 coordinator around mid-February for the Fall semester students and around mid-July for the 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 Marseille in order to take them. See exact dates of the re-sit exams on the calendar on the following pages.

03 – Programme Information

Academic Calendar

FALL 2023

August 21 st – 26 th	Train station pick-up service (optional)
August 29 th – September 1 st	International Student Orientation Session
September 4 th	Start of courses
December 4 th – 15 th	IBBA Year 2, 3 & 4 courses exams
December 18 th – 22 nd	Kedge Bachelor Year 2 courses exams
January 15 th – 19 th	Resit exams for IBBA Year 2
January 22 nd – 26 th	Resit exams for IBBA Year 4
January 29 th – February 2 nd	Resit exams for IBBA Year 3
June	Resit exams for Kedge Bachelor 2

National holidays: November 1st and 11th

SPRING 2024

January 2 nd – 5 th	Train station pick-up service (optional)
January 10 th – 12 th	International Student Orientation Session
January 15 th	Start of courses (IBBA Year 3 and Kedge Bachelor Year 2 courses)
January 22 nd	Start of courses (IBBA Year 1 courses)
April 29 th – May 7 th	Exams for all programmes
June 10 th – 14 th	Re-sit exams for all programmes

National holidays: (no classes): April 1st – May 1st – May 8th – May 20th – July 14th

Please note that this calendar might be subject to changes under exceptional circumstances.

FALL 2023 SEMESTER

Course Title	Year	Taught in	ECTS Credits
- Management Accounting	KB Year 2	English	5 ECTS
- Financial Analysis	KB Year 2	English	5 ECTS
- HR and Team Management	KB Year 2	English	5 ECTS
- Management Information Systems	KB Year 2	English	5 ECTS
- Sales Techniques	KB Year 2	English	5 ECTS
- Business, sustainability and globalization	KB Year 2	English	5 ECTS
- English (History of the USA and the US Constitution)	IBBA Year 2	English	5 ECTS
- Foreign investment	IBBA Year 2	English	5 ECTS
- Buying and Selling	IBBA Year 2	English	5 ECTS
- Business Culture and context	IBBA Year 2	English	5 ECTS
- Introduction to Financial Analysis	IBBA Year 2	English	5 ECTS
- Finance and decision making	IBBA Year 2	English	5 ECTS
- Financial Economics	IBBA Year 2	English	5 ECTS
- International Business	IBBA Year 2	English	5 ECTS
- International Law	IBBA Year 2	English	5 ECTS
- Supply Chain Management Fundamentals	IBBA Year 2	English	5 ECTS
- Digitalization Issues in SCM	IBBA Year 2	English	5 ECTS
- Digital Marketing Communication	IBBA Year 2	English	5 ECTS
- Sustainable Marketing	IBBA Year 2	English	5 ECTS
- Decision-making and Market research	IBBA Year 2	English	5 ECTS
* - Administration of International sales and Purchases (International Trade)	IBBA Year 2	English	5 ECTS
- Organizational Behavior	IBBA Year 3	English or french	5 ECTS
- European Competition Law	IBBA Year 3	English or french	5 ECTS
- Project Management	IBBA Year 3	English	5 ECTS
- Digital cultures and Marketing	IBBA Year 3	English	5 ECTS
- Costs and decisions	IBBA Year 3	French	5 ECTS
- Entrepreneurship	IBBA Year 3	French	5 ECTS

* Online courses

FALL 2023 SEMESTER

Course Title	Year	Taught in	ECTS Credits
- Management Control and Operations	IBBA Year 4	English	5 ECTS
- Investment and Financing Decisions	IBBA Year 4	English	5 ECTS
- International Finance	IBBA Year 4	English	5 ECTS
- Marketing Strategy and Planning	IBBA Year 4	English	5 ECTS
- Luxury Marketing Strategy	IBBA Year 4	English	5 ECTS
- Marketing Communication	IBBA Year 4	English	5 ECTS
- Business Strategy	IBBA Year 4	English or French	5 ECTS
* - Cultures, webs and Entrepreneurship	IBBA Year 4	English	5 ECTS
- Fundamental of Entrepreneurship	IBBA Year 4	English	5 ECTS
- Sustainable Entrepreneurship	IBBA Year 4	English	5 ECTS
- Collaborative management networking and social innovation	IBBA Year 4	English	5 ECTS

* Online courses

Please note that this course list can be subject to changes.

SPRING 2024 SEMESTER

Course Title	Year	Taught In	ECTS
- Accounting for Managers	IBBA Year 1	English	5 ECTS
- Human Resources in a Global Context	IBBA Year 1	English	5 ECTS
- Introduction to Intercultural Management	IBBA Year 1	English	5 ECTS
- Data Management & Information Systems	IBBA Year 1	English	5 ECTS
- Project Management Methods	IBBA Year 1	English	5 ECTS
- Operations Management	IBBA Year 1	English	5 ECTS
- International Marketing	KB Year 2	English	5 ECTS
- Supply Chain Management	KB Year 2	English	5 ECTS
- Corporate Strategy	KB Year 2	English	5 ECTS
- Financial Analysis	IBBA Year 3	English	5 ECTS
- Geopolitics	IBBA Year 3	English	5 ECTS
- Management in cross cultural context	IBBA Year 3	English	5 ECTS
- Supply Chain Management in practice	IBBA Year 3	English	5 ECTS
- International Marketing (case studies)	IBBA Year 3	English	5 ECTS
- Sustainable Development	IBBA Year 3	English	5 ECTS

Please note that this course list can be subject to changes.

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