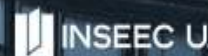


A blue-tinted photograph of a Parisian cityscape, featuring the Eiffel Tower in the background and numerous multi-story buildings with mansard roofs in the foreground. The image is used as a background for the title text.

# COURSES OFFERED TO EXCHANGE STUDENTS FALL 2019



## GENERAL INFORMATION

### 1 - Preamble

ESCE has as its purpose to prepare their future graduates to become the responsible of the economic life and the business world, mainly internationally. This regulation attempts to define the best conditions to this goal to be achieved. The school requires that each student uses his sense of responsibility and desire to succeed. The establishment of a strict discipline, but voluntary, should facilitate the accomplishment of this exigency.

The ESCE's curriculum is organized in 2 cycles of studies.

<p>1<sup>st</sup> Cycle</p> <p>1<sup>st</sup> Year: 60 ECTS</p> <p>2<sup>nd</sup> Year: 60 ECTS</p> <p>3<sup>rd</sup> Year: 60 ECTS</p>	<p>2<sup>nd</sup> Cycle</p> <p>4<sup>th</sup> Year 60 ECTS</p> <p>5<sup>th</sup> Year 60 ECTS</p>
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Each year of study is validated by 60 ECTS credits; it is a total of 300 ECTS credits for the entire program. The courses are structured in modules; each module consists of specific subjects.

The validation of an ECTS module is done by obtaining the average of 10/20 in each module. Except in cases clearly determined, the modules don't compensate each other.

Within each module, only the grades obtained in its subjects will compensate each other.

All the students receive in the beginning of the year the regulations of the School, thus acknowledging and agreeing with the rules of ESCE.

### 2 - Academic Calendar

**\*subject to modification**

<b>SEMESTER 1 (FALL)</b>	
<b>Orientation Week</b>	21/08/2019 and 22/08/2019 <i>Mandatory for new international students</i>
<b>Start of classes</b>	26/08/2019 (it depends on your course level)
	02/09/2019 for French language courses
<b>End of Classes</b>	21/12/2019 <i>(exam period included)</i>
<b>Christmas break</b>	21/12/2019 -15/01/2020
<b>SEMESTER 2 (SPRING) **Dates are subject to change**</b>	
<b>Orientation week</b>	15/01/2020 and 16/01/2020 <i>Mandatory for new international students (TENTATIVE)</i>
<b>Start of classes</b>	20/01/2020
<b>Breaks</b>	17/02/2020-23/02/2020
	20/04/2020-26/04/2020
<b>End of classes</b>	30/05/2020 <i>at the latest (exam period included)</i>

<b>FRENCH BANK HOLIDAYS 2019/2020</b>
<b>All Saints Day:</b> 01/11/2019
<b>Liberation Day 1918:</b> 11/11/2019
<b>Christmas Day:</b> 25/12/2019
<b>New Year's Day:</b> 01/01/2020
<b>Easter Monday:</b> 13/04/2020
<b>Labor Day:</b> 01/05/2020
<b>Victory Day 1945:</b> 08/05/2020
<b>Ascension Day:</b> 21/05/2020
<b>Whit Monday:</b> 01/06/2020
<b>Bastille Day:</b> 14/07/2020
<b>Assumption:</b> 15/08/2020



## **5 - Exams**

For most of the subjects, the evaluation is composed of 40% continuous assessment and 60% final exam. Some subjects, however, are evaluated 100% on continuous assessment. Continuous assessment means that the evaluation will be organized by the professor during the semester and final exam means that the exam will take place at the end of the semester.

Please note that if you choose subjects from Year 2, 3, 4 exam clashes may occur. When exams schedule will be published, you will be informed of your exams organization.

## **6 - Resit Exams**

Due to calendar reasons, there is no option to re-take exams for international exchange students.

## **7 – Course selection**

Students will receive the course selection instruction by e-mail. They will be invited to choose their courses according to their home university requirements. Students must get their courses approved before selecting them in our platform. We highly advise to not mix courses from different years, this can create conflicts in the schedule. In order to avoid this, **we highly advice to select courses from the same specialization.**

## ESCE CURRICULUM

Academic Departments	Specializations At the Master level
International Business	- Core courses : International Trade - Export Management
Finance, Audit and Control	- Finance, investment and banking
Marketing, Communication and Business Development	- International Marketing , product management
	- International Marketing , Communication and Luxury Goods
	- International Marketing , Consumer Goods and Business Development
Strategy, Management & Organization	- International People Management
Languages & Humanities	- Core courses

2 <sup>nd</sup> year Courses	ECTS	Hours	Fall	Spring	Taught in French	Taught in English
<b>International Business and Political Science studies</b>						
Business Law 2	2	16.5	✓	✓		✓
Global Marketing	2	33	✓	✓		✓
Le forum des humanités (online course – French with English subtitles)	2	24	✓	✓	French with English subtitles	
Les rendez-vous de la géopolitique (online course – French with English subtitles)	2	24	✓	✓	French with English subtitles	
Sensory Marketing	2	16.5	✓	✓		✓
Microéconomie	2	16.5	✓	✓	✓	
Méthodes quantitatives de gestion	2	16.5	✓	✓	✓	
Management 2 – Dynamiques des équipes et des organisations	2	16.5		✓	✓	
Eléments d'analyses financières et de contrôle	2	16.5		✓	✓	
Economie du travail	2	16.5		✓	✓	
Ville, Urbanisme et Mondialisation	1	16.5		✓	✓	
Sciences Po	2	16.5		✓	✓	
Woman do it all	2	15	✓	✓		✓
Media and Politics in the US	2	15	✓	✓		✓

<b>4<sup>th</sup> year courses</b>	<b>ECTS</b>	<b>Hours</b>	<b>Fall</b>	<b>Spring</b>	<b>Taught in French</b>	<b>Taught in English</b>
<b>Core Courses</b>						
Qualitative Methods Applied to Business	1	9	✓	✓		✓
Quantitatives methods	1	16.5	✓	✓		✓
<b>Specialization : Export Management and Supply Chain Management</b>						
Export Modes	4	16.5	✓	✓		✓
Export Project Management	4	16.5	✓	✓		✓
Cross border logistics & Sustainability	4	16.5	✓	✓		✓
Decision Making with Excel	4	16.5	✓	✓		✓
Méthodologies propres à la spécialisation Export Mngt	1	16.5	✓	✓		✓
<b>Specialization : International Marketing, product management</b>						
Strategic Brand Management	4	16.5	✓	✓		✓
Customer Relationship Management	4	16.5	✓	✓		✓
Integrated Marketing Communications	4	16.5	✓	✓		✓
Product Management & Agile Marketing	4	16.5	✓	✓		✓
Marketing research methods	1	16.5	✓	✓		✓
<b>Specialization : International Marketing, Communication and Luxury Goods</b>						
Strategic Brand Management	4	16.5	✓	✓		✓
Integrated Marketing Communications	4	16.5	✓	✓		✓
Universe of Luxury and Prestige Products	4	16.5	✓	✓		✓
Customer Relationship Management	4	16.5	✓	✓		✓
Professional Profiles in Communication	4	16.5	✓	✓		✓
Marketing research methods	1	16.5	✓	✓		✓
<b>Specialization : International Marketing, Consumer Goods and Business Development</b>						
Gestion stratégique de la marque	4	16.5	✓	✓	✓	
Customer Relationship Management	4	16.5	✓	✓		✓
Integrated Marketing Communications	4	16.5	✓	✓		✓
Category Management	4	16.5	✓	✓	✓	
Marketing opérationnel et développement commercial	4	16.5	✓	✓	✓	
Marketing research methods	1	16.5	✓	✓		✓
<b>Specialization : Finance, Investment and Banking</b>						
Investments	4	16.5	✓	✓		✓
Advanced Corporate Finance	4	16.5	✓	✓		✓
Financial Derivatives	4	16.5	✓	✓		✓
Money and Banking	4	16.5	✓	✓		✓
Fixed Income Securities	4	16.5	✓	✓		✓
<b>Specialization : International People Management</b>						
Managing People & Performance	4	16.5	✓	✓		✓
Novel organizations Designs	4	16.5	✓	✓		✓
Managing International Mobility	4	16.5	✓	✓		✓
Managing Across Borders	4	16.5	✓	✓		✓
Méthodologies propres à la spécialisation IPM	1	16.5	✓	✓		✓

<b>Courses for exchange students (equivalent to 3<sup>rd</sup> year level)</b>	<b>ECTS</b>	<b>Hours</b>	<b>Fall</b>	<b>Spring</b>	<b>Taught in French</b>	<b>Taught in English</b>
EE_Business Communication	4	16.5	✓	✓		✓
EE_European Lobbying	4	16.5	✓	✓		✓
EE_Inter-Cultural Persuasive Communication	4	16.5	✓	✓		✓
EE_Current Economic Issues	4	16.5	✓	✓		✓
EE_Corporate Social Responsibility	4	16.5	✓	✓		✓
EE_International Business Practices	4	16.5	✓	✓		✓
EE_International Trade and Globalization	1	16.5	✓			✓
EE_French Civilization	4	16.5	✓	✓		✓
EE_Zoom sur Paris (Pre-requisites in French language: A2 level)	4	30	✓	✓	✓	
EE_La France à 360° (Pre-requisites in French language: B1-B2 level)	4	16.5	✓	✓	✓	
EE_Culture et pratique de l'entreprise (Pre-requisites in French language : B1-B2 level)	4	16.5	✓	✓	✓	
EE_Spanish language (beginner)	3	30	✓	✓		
EE_Spanish language (false beginner)	3	30	✓	✓		
EE_Spanish language (intermediate)	3	30	✓	✓		

<b>FRENCH LANGUAGE COURSE (recommended)</b>	<b>ECTS</b>	<b>Hours</b>	<b>Fall</b>	<b>Spring</b>	<b>Taught in French</b>	<b>Taught in English</b>
EE_1, 2, 3 Partez!_FRA0 (beginner)	3	33	✓	✓	✓	
EE_Le Français jour après jour_FRA1 (false beginner)	3	33	✓	✓	✓	
EE_Le Français spontané_FRA2 (Elementary French)	3	33	✓	✓	✓	
EE_Acteur en Français_FRB1 (Intermediate)	3	33	✓	✓	✓	
EE_Architecture de l'expression_FRB2 (Upper intermediate)	3	33	✓	✓	✓	
EE_Mémoire (Advanced, schedule TBC by the professor)	3	9	✓	✓	✓	





 **ESCE**  
INTERNATIONAL CAREERS