



**COURSES OFFERED TO
EXCHANGE STUDENTS
SPRING 2020**

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>1st Cycle 1st Year: 60 ECTS 2nd Year: 60 ECTS 3rd Year: 60 ECTS</p>	<p>2nd Cycle 4th Year 60 ECTS 5th 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

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

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

It is not possible to start the exchange program later than two weeks after the start of the lectures due to mandatory attendance rules and because groups are done in the first week of the semester.

Dates of final exams can't be changed and students should check the date of the last exams before booking flights.

3 - Attendance and punctuality

ESCE has as its objective to provide to their students training in international management, what requires the participation of each student in all pedagogical activities (classes, exams, conferences, etc...).

The students are required to be punctual to all classes. The professors might refuse to accept in their class students that are late, in this case the student will be considered as absent.

The students should imperatively respect the schedule given by the Direction of Studies (punctuality, respect the attributed group). No permutation of classes will be allowed. **The attendance to all courses is mandatory.**

As the assiduity is prerequisite to academic success at ESCE, a control of the absences by signature will take place every class and evaluation. The control is done through a nominative call by the professor. After that the students should sign the list. The signature will work as an attestation that the student was in the class.

A maximum of 16.5 absence hours are tolerated during the semester. Otherwise, if the student miss more than 16.5 absence hours, he/she will receive -25% in the continuous assessment.

In exceptional cases of absence (hospitalization, long-term illness, etc...), a temporary adjustment of the assiduity rules may be granted by the Director of Studies of the concerned cycle and the student that have made the demand previously.

The absences connected to family events will be confidentially treated by the Direction of Academic Affairs if the student let the Direction know about it within a reasonable delay.

At the beginning of the semester the student is informed about the academic regulations as well as the calendar of the continuous assessment evaluations for each subject. In case of absence in one or more continuous assessment evaluations of the same subject the student will be asked to contact the professor or the responsible of the course.

4 – ECTS and Evaluation system

Modules and ECTS Credits

In order to validate a subject, it is necessary to obtain the minimum average of 10/20. This average may include:

- Continuous assessments of the semester
- Specific reports planned on the beginning of the semester
- Oral or written tests

The validation of the module (average of 10/20 or more) leads to the accreditation of all the ECTS credits for that module.

Evaluation system in France is on 20 and 10 is a minimum required to pass

17-20= excellent

15-16=very good

13-14=good

11-12= satisfactory

10= sufficient

9-0= fail

Equivalency of grades at ESCE and ECTS																					
ESCE	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1	0
ECTS	A	A	A	B	B	C	C	D	D	E	E	F									

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	<ul style="list-style-type: none"> - Core courses : International Trade - Export Management - Supply Chain Management
Finance, Audit and Control	<ul style="list-style-type: none"> - Finance, investment and banking - Audit and Consulting
Marketing, Communication and Sales Development	- International Marketing , product management
	- International Marketing , Communication and Luxury Goods
	- International Marketing , Consumer Goods and Business Development
Strategy, Management & Organization	- Entrepreneurship
	- International People Management
Languages & Humanities	- Core courses

2 nd year Courses	ECTS	Hours	Course ID	Fall	Spring	Taught in French	Taught in English
Department of International Business							
Pratiques et techniques du Commerce International (level 2)	2	36	2040		✓	✓	
Department of Finance, Audit and Control							
Eléments d'analyse financière et de contrôle	2	16.5	2026	✓	✓	✓	
Microéconomie 2: économie managériale	2	16.5	2029	✓	✓	✓	
Department of Marketing, Communication and Sales Development							
Marketing 2 : Global Marketing	2	33	2419	✓	✓		✓
Sensorial Marketing	4	16.5			✓		✓
Department of Strategy, Management & Organization							
Le forum des humanités (online course – French with English subtitles)	2	24	2278	✓	✓	French with	English subtitles
Rendez-vous de la géopolitique (Online)	2	16.5		✓	✓	French with	English subtitles
Management 2	2	16.5	2037	✓	✓	✓	
Business Law 2	2	16.5	2028	✓	✓		✓
Méthodes quantitatives de gestion	2	16.5	2036		✓		✓
Transport et développement durable	2	16.5			✓	✓	
Management d'équipes à l'international	2	16.5			✓	✓	
Regional policies in Europe	2	16.5			✓		✓

4th year courses	ECTS	Hours	Course ID	Fall	Spring	Taught in French	Taught in English
Core Courses							
Les rendez-vous de la géopolitique (online course – French with English subtitles)	2	24	2312	✓	✓	French with	English subtitles
Doing Business in Russia and China (online course – French with English subtitles)	1	24	2076	✓	✓	French with	English subtitles
Qualitative Methods Applied to Business (for Master students only)	1	9	2269	✓	✓		✓
Quantitatives methods (for Master students only)	1	16.5	2270	✓	✓	✓	✓
Specialization : Export Management/Supply Chain Management							
International market selection	4	16.5		✓	✓		✓
Export Project Management	4	16.5		✓	✓		✓
Cross-Border Logistics & Sustainability	4	16.5		✓	✓		✓
Export Modes	4	16.5		✓	✓		✓
Decision Making with Excel	4	16.5		✓	✓		✓
Specialization : International Marketing, product management							
Strategic Brand Management	4	16.5	2110	✓	✓		✓
Customer Relationship Management	4	16.5	2071	✓	✓		✓
Integrated Marketing Communications	4	16.5	2092	✓	✓		✓
Product Management & Agile Marketing	4	16.5	2431	✓	✓		✓
Marketing Research Methods	1	16.5	2443	✓	✓		✓
Specialization : International Marketing, Communication, Luxury and prestige goods							
Strategic Brand Management	4	16.5	2110	✓	✓		✓
Integrated Marketing Communications	4	16.5	2071	✓	✓		✓
Universe of Luxury & Prestigious Products	4	16.5	2113	✓	✓		✓
Marketing Relationnel	4	16.5	698	✓	✓	✓	
Professional Profiles in Communication	4	16.5	2433	✓	✓		✓
Marketing research methods	1	16.5	2271	✓	✓		✓
Specialization : International Marketing, Consumer Goods and Business Development							
Gestion stratégique de la marque	4	16.5	2083	✓	✓	✓	
Customer Relationship Management	4	16.5	698	✓	✓		✓
Integrated Marketing Communications	4	16.5	2092	✓	✓		✓
Category Management	4	16.5	2068	✓	✓	✓	
Marketing opérationnel et développement commercial	4	16.5	2434	✓	✓	✓	
Marketing Research Methods	1	16.5	2442	✓	✓		✓
Specialization : Finance, Investment and Banking							
Investments	4	16.5	2093	✓	✓		✓
Advanced Corporate Finance	4	16.5	2066	✓	✓		✓

Financial Derivatives	4	16.5	2081	✓	✓		✓
Money and Banking	4	16.5	2103	✓	✓		✓
Fixed Income Securities	4	16.5	2435	✓	✓		✓
Finance Research Methods	1	16.5		✓	✓		✓
Specialization : International People Management							
Managing People & Performance	4	16.5	2097	✓	✓		✓
Corporate Social Responsibility	4	16.5	2073	✓	✓		✓
Novel Organizations Designs	4	16.5	2105	✓	✓		✓
Managing International Mobility	4	16.5	2285	✓	✓		✓
Managing Across Borders	4	16.5	2422	✓	✓		✓
Méthodologies propres à la spécialisation IPM	1	16.5	2447	✓	✓		✓
Specialization : Entrepreneurship and Innovation							
Entrepreneurial Strategy & Growth	4	16.5	2425	✓	✓		✓
Financial Business simulation	4	16.5	2426	✓	✓	✓	
International Entrepreneurship	4	16.5	2427	✓	✓		✓
Capstone: projet tuteuré (+Marketing Digital)	4	16.5	2430	✓	✓	✓	
Sustainable & Social Entrepreneurship	2	9			✓	✓	
Corporate Entrepreneurship & Innovation	2	9				✓	
Intelligence Economique (Méthodologie propre à la spécialisation)	1	16.5	2448	✓	✓	✓	

Courses for exchange students (equivalent to 3rd year level)	ECTS	Hours	Course ID	Fall	Spring	Taught in French	Taught in English
EE_Business Communication	4	16.5	1915	✓	✓		✓
EE_European Lobbying	4	16.5	1217	✓	✓		✓
EE_Inter-Cultural Persuasive Communication	4	16.5	1484	✓	✓		✓
EE_Current Economic Issues	4	16.5	1442	✓	✓		✓
EE_International Business Practices	4	16.5	2073	✓	✓		✓
EE_International Trade	2	16.5			✓		✓
EE_French Civilization	4	16.5	1227	✓	✓		✓
EE_Zoom sur la France (Pre-requisites in French language: A2 level)	4	30	1218	✓	✓	✓	
EE_La France à 360° (Pre-requisites in French language: B1 level)	4	16.5	1701	✓	✓	✓	
EE_Culture et pratique de l'entreprise (Pre-requisites in French language : B1 level)	4	16.5	1703	✓	✓	✓	
EE_Spanish language (beginner)	3	30	1638	✓	✓		
EE_Spanish language (false beginner/elementary)							

FRENCH LANGUAGE COURSE	ECTS	Hours	Course ID	Fall	Spring	Taught in French	Taught in English
EE_1, 2, 3 Partez!_FRA0 (beginner)	3	33	1481	✓	✓	✓	
EE_Le Français jour après jour_FRA1 (false beginner)	3	33	1219	✓	✓	✓	
EE_Le Français spontané_FRA2 (Elementary French)	3	33	1220	✓	✓	✓	
EE_Acteur en Français_FRB1 (Intermediate)	3	33	1222	✓	✓	✓	

EE_Architecture de l'expression_FRB2 (Upper intermediate)	3	33	1223	✓	✓	✓	
EE_Profil Professionnel_FRC1 (Advanced)	3	33	3054				
EE_Mémoire (<i>Advanced, schedule TBC by the professor</i>)	3	9	1224	✓	✓	✓	

Fall = late August to December
Spring = January to May