

 **ESCE** INTERNATIONAL  
BUSINESS SCHOOL



**COURSES OFFERED TO  
EXCHANGE STUDENTS  
SPRING 2021**

## 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.

1<sup>st</sup> Cycle  
1<sup>st</sup> Year: 60 ECTS  
2<sup>nd</sup> Year: 60 ECTS  
3<sup>rd</sup> Year: 60 ECTS

2<sup>nd</sup> Cycle  
4<sup>th</sup> Year 60 ECTS  
5<sup>th</sup> Year 60 ECTS

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

<b>SEMESTER 2 (SPRING)</b>	
<b>Orientation day (Online)</b>	13/01/2021 <i>Mandatory for new international students</i>
<b>Start of classes</b>	Depends on year of studies
<b>Breaks</b>	15/02/2021-21/02/2021 (All classes)
	26/04/2021-02/05/2021 (2 <sup>nd</sup> year classes)
	19/04/2021-02/05/2021 (4 <sup>th</sup> year & EE classes)
<b>End of classes</b>	30/05/2021 at the latest (exam period included)

<b>FRENCH BANK HOLIDAYS 2019/2020</b>
<b>Easter Monday:</b> 05/04/2021
<b>Labor Day:</b> 01/05/2021
<b>Victory Day 1945:</b> 08/05/2021
<b>Ascension Day:</b> 13/05/2021
<b>Whit Monday:</b> 24/05/2021

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 15 absence hours are tolerated during the semester. Otherwise, if the student miss more than 15 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	- Core courses : International Trade - Supply Chain Management
Finance	- Finance, investment and banking
Marketing, Communication and Sales Development	- International Marketing , Consumer Goods and Business Development
Languages & Humanities	- Core courses

<u>2<sup>nd</sup> year Courses</u>	ECTS	Hours	Course ID	Fall	Spring	Taught in French	Taught in English
<b>Department of International Business</b>							
Doing in Business In (online course – French with English subtitles)	3	24			✓	✓	English subtitles
<b>Department of Finance, Audit and Control</b>							
Analyse financière approfondie*	4	16	2026	✓	✓	✓	
<b>Department of Marketing, Communication and Sales Development</b>							
Global Marketing**	2	30	2419	✓	✓		✓
Sensorial Marketing*	4	16			✓		✓
Corporate Communication*	2	16			✓		✓
<b>Department of Strategy, Management &amp; Organization</b>							
Le forum des humanités (online course – French with English subtitles)	2	24	2278	✓	✓	✓	English subtitles
Rendez-vous de la géopolitique (online course – French with English subtitles)	2	24		✓	✓	✓	English subtitles
Transport et développement durable*	2	16			✓	✓	
Regional policies in Europe*	2	16			✓		✓

\* Number of places available: 15 students per course

\*\* Number of places available: 25 students per course

<b>4<sup>th</sup> year courses</b>	<b>ECTS</b>	<b>Hours</b>	<b>Course ID</b>	<b>Fall</b>	<b>Spring</b>	<b>Taught in French</b>	<b>Taught in English</b>
<b>Core Courses</b>							
Les rendez-vous de la géopolitique (online course – French with English subtitles)	3	24	2312	✓	✓	✓	English subtitles
Doing Business in China and Central Asia (online course – French with English subtitles)	3	24	2076	✓	✓	✓	English subtitles
Qualitative Methods Applied to Business (for Master students only)	1	9	2269	✓	✓		✓
Quantitative methods (for Master students only)	1	9	2270	✓	✓		✓
International Project Management	3	24			✓		✓
International Business practices (24 OL + 2 synchronous)	3	28			✓		✓
International Trade and Globalization	1	11			✓		✓
International Economic Geography	1	12			✓		✓
Global Arts Marketing	3	16			✓		✓
Finance & Financial Accounting	3	15			✓		✓
Corporate Strategy	4	30			✓		✓
<b>Specialization : Sustainable Human Development</b> <b>* Number of places available: 40 students per course</b>							
Principle Approach in Strategic Implementation	3	16			✓		✓
Circular Economy Business Applications	3	16			✓		✓
Inclusive Innovation	3	16			✓		✓
Empowering People & Organizations	3	16			✓		✓
Legal Compliance	3	16			✓		✓
Méthodologies propres à la spécialisation SHD	1	12			✓		✓
<b>Specialization : International Marketing, Consumer Goods and Business Development</b> <b>* Number of places available: 7 students per course</b>							
Gestion stratégique de la marque	3	16	2083	✓	✓	✓	
Customer Relationship Management	3	16	698	✓	✓		✓
Integrated Marketing Communications	3	16	2092	✓	✓		✓
Category Management	3	16	2068	✓	✓	✓	
Marketing opérationnel et développement commercial	3	16	2434	✓	✓	✓	
Marketing Research Methods	1	12	2442	✓	✓		✓
<b>Specialization : Finance, Investment and Banking</b> <b>* Number of places available: 17 students per course</b>							
Investments	3	16	2093	✓	✓		✓
Advanced Corporate Finance	3	16	2066	✓	✓		✓
Financial Derivatives	3	16	2081	✓	✓		✓
Money and Banking	3	16	2103	✓	✓		✓
Fixed Income Securities	3	16	2435	✓	✓		✓
Finance Research Methods	1	12		✓	✓		✓

<b><u>Courses for exchange students</u></b>	<b>ECTS</b>	<b>Hours</b>	<b>Course ID</b>	<b>Fall</b>	<b>Spring</b>	<b>Taught in French</b>	<b>Taught in English</b>
EE_Business Communication	4	16	1915	✓	✓		✓
EE_European Lobbying	4	16	1217	✓	✓		✓
EE_Persuasive Communication	4	16	1484	✓	✓		✓
EE_Current Economic Issues	4	16	1442	✓	✓		✓
EE_Corporate Social Responsibility	4	16		✓	✓		✓
EE_Intercultural Management	4	16			✓		✓
EE_International Business Practices (24 OL + 2 synchronous)	4	28	2073	✓	✓		✓
EE_French Civilization	4	16	1227	✓	✓		✓
EE_Zoom sur Paris (Pre-requisites in French language: A2 level)	4	30	1218	✓	✓	✓	
EE_La France à 360° (Pre-requisites in French language: B1 level)	4	16	1701	✓	✓	✓	
EE_Culture et pratique de l'entreprise (Pre-requisites in French language : B1 level)	4	16	1703	✓	✓	✓	
EE_Spanish language (false beginner)	3	30		✓	✓		

<b>FRENCH LANGUAGE COURSE</b>	<b>ECTS</b>	<b>Hours</b>	<b>Course ID</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	30	1481	✓	✓	✓	
EE_Le Français jour après jour_FRA1 (false beginner)	3	30	1219	✓	✓	✓	
EE_Le Français spontané_FRA2 (Elementary French)	3	30	1220	✓	✓	✓	
EE_Acteur en Français_FRB1 (Intermediate)	3	30	1222	✓	✓	✓	
EE_Architecture de l'expression_FRB2 (Upper intermediate)	3	30	1223	✓	✓	✓	

**Spring = January to May**