

Business Courses in English (BCIE), course list, international students 2019 – 2020

Bachelor Level

Autumn Semester/ Semester 1 (September – December 2019)

Student's studying in English at Bachelor's level can choose classes from the list below, however please note that there may be timetable conflicts which will be communicated to you during class enrolment.

Taught in English	Year	ECTS
Accounting History	2 nd	2
Business Game	2 nd	1
Business Strategy	3 rd	4
Consumer Psychology	1 st	3
Cross Cultural Management	3 rd	3
Development of Entrepreneurial Projects (for students staying for 1 academic year only and B2 level in French: 8 ECTS for the whole academic year)	3 rd	4
Digital Marketing & Communication	3 rd	3
Digital Marketing & Innovation	3 rd	3
Doing Business Abroad (series of conferences and workshops)	3 rd	3
Economic Development and International Relations	2 nd	3
Entrepreneurial Process and Creativity	1 st	3
Finance	3 rd	4
Financial Analysis	2 nd	3
Financial Mathematics	1 st	3
France in 21st Century	2 nd	3
Geopolitics and Risk Analysis for International Development	3 rd	3
Global marketing	2 nd	2
Human Resources Management	2 nd	3
Human Rights	1 st	2
Industrial organizations and Economics Dynamics	3 rd	4
International Business Negotiation	3 rd	3
International contract Law	1 st	3
Introduction to Law	1 st	3
Market Research	2 nd	3
Marketing Communication	3 rd	3
Marketing Strategy	3 rd	3
Operations Management	3 rd	3
Organisational Behaviour and Management	3 rd	4
Political Conflicts / Economic war	2 nd	2
Principals of Accounting	1 st	3

Principles of Economics	2 nd	3
Project Management	1 st	2
Social Media and Community Management	3 rd	3
Societal and Environmental Issues	1 st	3
Statistics	2 nd	3
Tax Law and Employment Law	3 rd	4
Techniques of International Trade	3 rd	3

French classes specifically for international students	Credits ECTS
French Language: open to all exchange students from beginner to advanced levels	3

Spring Semester/ Semester 2 (January – May 2019)

Student's studying in English at Bachelor's level can choose classes from the list below, however please note that there may be timetable conflicts which will be communicated to you during class enrolment.

Taught in English	Year	ECTS
Big Data and Business Analysis	3 rd	3
Building Digital Competences	2 nd	3
Business Criminal Law and Company Law & Business Entities in France	3 rd	4
Collaborative Economy	3 rd	2
Corporate Social Responsibility (CSR)	3 rd	3
Development of Entrepreneurial Projects (for students staying for 1 academic year only and B2 level in French: 8 ECTS for the whole academic year)	3 rd	4
E-commerce: distribution and merchandising in a digital area	3 rd	3
Effective Communication	1 st	3
Emotional Intelligence	1 st	2
Entrepreneurship & Business Plan	2 nd	3
Environments: Cultural, Political and Legal	1 st	3
Ethical Dimensions of International Business	2 nd	3
European Union, Economic & Legal Environment	2 nd	3
Financial Management	3 rd	4
Fundamentals of Marketing	1 st	3
Geopolitics and Media Analysis	1 st	3
Hospitality Management	3 rd	2
Human Rights	1 st	2
Information System Management & CRM	3 rd	3
Information Systems Management	3 rd	4
Integrated Communication Campaigns	3 rd	4
Interculturality – Sociological Inquiry	1 st	3
International Business Development	3 rd	3
International Finance	3 rd	3
International Marketing	2 nd	3
International Trade Technics	3 rd	4
Management Accounting	1 st	3
Organisation and Innovation	1 st	3
Project Management	1 st	2
Quantitative Methods	1 st	3
Social Business	3 rd	2

Strategic management	3 rd	3
Supply Chain Management	3 rd	3
The Social Impact of Globalisation and Innovation	2 nd	3
Wine & Gastronomy	3 rd	2

Taught in French	ECTS
French Language: open to all exchange students from beginner to advanced levels	3

Master Level, 1st Year

Autumn Semester/ Semester 1 (September – December 2019)

Due to timetable conflicts, master level students must choose classes from one program only.

Taught in English	ECTS
<u>Program 1: International Business Administration</u>	
Fair Trade and Sustainable Development	3
Corporate Governance	3
Business Ethics	3
International Business Strategy	3
International Marketing	3
Leadership in International Management	3
Data Management	3
Financial Management	3
<u>Electives 1</u>	
Financial Markets	2
Story Telling	2
<u>Electives 2</u>	
Global Challenges of Foreign Direct Investment	2
Social Enterprise	2
<u>Program 2: International Supply Chain Management</u>	
International Logistics	3
Purchasing & Supply Chain Management	3
Global Supply Chain Management	3
Principles of Procurement	3
Supply Chain Risk Management	3
Sustainable Supply Chain Management	3
Data Management	3
Financial Management	3
<u>Electives 1</u>	
Financial Markets	2
Story Telling	2
<u>Electives 2</u>	
Global Challenges of Foreign Direct Investment	2
Social Enterprise	2

<u>Program 3: Marketing and Digital Business</u>	
Brand Management	3
Google Analytics & Tag Manager	3
Graphics for Web Design	3
Search Marketing	3
Data Management	3
Product Marketing	3
Inbound Marketing	3
Financial Management Control	3
<u>Electives 1</u>	
Financial Markets	2
Story Telling	2
<u>Electives 2</u>	
Global Challenges of Foreign Direct Investment	2
Social Enterprise	2

Spring Semester/ Semester 2 (December – February 2019)

Due to timetable conflicts, master level students must choose classes from one program only.

Taught in English	Credits ECTS
<u>Program 1: International Business Administration</u>	
International Taxation & Social Responsibility	3
Innovation, Creativity & Project Management	3
Global Supply Chain Management	3
Business Game: Global Challenge	3
International Business Law	3
Managing Cultural Diversity	3
Disruptive Strategy	3
<u>Electives 1 TBC</u>	
Foundations of Leadership	2
International Financial Reporting Standards	2
Services Marketing	2
<u>Electives 2 TBC</u>	
Email Marketing	2
Emerging Markets Innovation	2
Finance Modelling	2
<u>Program 2: International Supply Chain Management</u>	
International Sourcing, Outsourcing & e-sourcing	3
Business Game: Global Challenge	3
Budgeting in A Global Arena	3
Managing Processes in Procurements	3
ERP Based Supply Chain Management	3
Managing Cultural Diversity	3
Disruptive Strategy	3
<u>Electives 1 TBC</u>	
Foundations of Leadership	2
International Financial Reporting Standards	2
Services Marketing	2

<u>Electives 2 TBC</u>	
Email Marketing	2
Emerging Markets Innovation	2
Finance Modelling	2
<u>Program 3: Marketing and Digital Business</u>	
Content Marketing	3
SEA & Social Media Advertising	3
Social Media	3
Visual Communication	3
Email Marketing	3
Managing Cultural Diversity	3
Disruptive Strategy	3
<u>Electives 1 TBC</u>	
Foundations of Leadership	2
International Financial Reporting Standards	2
Services Marketing	2
<u>Electives 2 TBC</u>	
Email Marketing	2
Emerging Markets Innovation	2
Finance Modelling	2

Please note that all students can take part in a student association and will receive 2 ECTS credits at ESDES for this participation. A list of the different associations can be found on our website at:

<http://www.esdes.fr/study-in-lyon/life-at-esdes/associations/>

The international students can be a part of the Organizing Committee for our annual event Global Village #globalvillagelyon and will receive 2 ECTS credits for working on the organization of the event.

More information regarding how you can join an association and GV committee will be given to you during Orientation when you arrive in France. Please check with your home university if these credits transfer back.