

Business Courses in English (BCIE), course list, international students 2021 – 2022

Bachelor Level

Autumn Semester/ Semester 1 (September – December 2021)

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
Business Strategy	3 rd	3
Cross Cultural Management	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
Finance	3 rd	3
Financial Analysis	2 nd	3
France in 21st Century	2 nd	3
French: open to exchange students from beginner to advanced levels	N/A	3
Geopolitics and Risk Analysis for International Development	3 rd	3
Human Resources Management	2 nd	3
Industrial Organizations and Economics Dynamics	3 rd	3
Integrated Marketing Communications Strategy	3 rd	3
International Business Negotiation	3 rd	3
Contract 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	3 rd	3
Principles of Economics	2 nd	3
Social Media and Community Management	3 rd	3
Spanish (For students who have a level A2 and above)	N/A	3
Statistics	2 nd	3
International Trade Techniques	3 rd	3

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.

Bachelor Level

Spring Semester/ Semester 2 (January 2022 – May 2022)

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 Law	3 rd	3
Collaborative Economy	3 rd	2
Corporate Social Responsibility	3 rd	3
CSR	3 rd	3
E-commerce: distribution and merchandising in a digital area	3 rd	3
Effective Communications	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
French: open to all exchange students from beginner to advanced levels	N/A	3
Hospitality Management	3 rd	2
Information System Management	3 rd	3
Information System Management & CRM	3 rd	3
International Business Development	3 rd	3
International Finance	3 rd	3
International Marketing	2 nd	3
Management Control	3 rd	3
Negotiation and Client Management	3 rd	3
Social Business	3 rd	2
Spanish	N/A	3
Strategic management	3 rd	3
Supply Chain Management	3 rd	3
The Social Impact of Globalisation and Innovation	2 nd	3
The Wine Industry	3 rd	2

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Master Level, year 1

Autumn Semester/ Semester 1 (September – Mid-December 2021)

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
French Language	1
<u>Electives 1 (you can only choose one of the following)</u>	
Financial Markets TBC	2
Story Telling TBC	2
<u>Electives 2 (you can only choose one of the following)</u>	
Global Challenges of Foreign Direct Investment TBC	2
Social Enterprise TBC	2
<u>Program 2: International Supply Chain Management</u>	
Principles of Procurement	3
Sustainable Supply Chain Management	3
International Logistics	3
Global Supply Chain Management	3
Supply Chain Risk Management	3
Purchasing and Supply Chain Management	3
Data Management	3
Financial Management	3
French Language	1
<u>Electives 1 (you can only choose one of the following)</u>	
Financial Markets TBC	2
Story Telling TBC	2
<u>Electives 2 (you can choose one of the following)</u>	
Global Challenges of Foreign Direct Investment TBC	2
Social Enterprise TBC	2
<u>Program 3: Marketing and Digital Business</u>	
Digital Marketing Strategy	3
Desktop publishing	3
Google Analytics	3
Project Management	3

Excel reporting and Analysis	3
Digital Perspectives Symposium	3
Data Management	3
Financial Management	3
French Language	1
<u>Electives 1 (you can only choose one of the following)</u>	
Financial Markets To Be Confirmed	2
Story Telling To Be Confirmed	2
<u>Electives 2 (you can only choose one of the following)</u>	
Global Challenges of Foreign Direct Investment To Be Confirmed	2
Social Enterprise To Be Confirmed	2

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Master Level, year 2

Autumn Semester/ Semester 1 (September – Mid-December 2021)

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>	
Business Trends & Communication	3
International Human Resources Management	3
Digital Marketing	3
Information System & Decision Making	3
Entrepreneurship & Business Modelling	3
International Financial Management	3
Research Methodology	3
Business Strategy Game	3
French Language	1
<u>Electives 1 (you may choose only one of the following)</u>	
Foundations of Leadership: To be confirmed	2
International Financial Reporting Standards: To Be Confirmed	2
Services Marketing: To Be Confirmed	2
<u>Electives 2 (you may choose only one of the following)</u>	
Email Marketing: To Be Confirmed	2
Emerging Markets Innovation: to be confirmed	2
Finance Modelling To be confirmed	2
<u>Program 2: International Supply Chain Management</u>	
Lean Warehousing	3
SimPower Business Game	3
Performance Measurements in the Supply Chain	3
Financial Hedging in International Markets	3
International Shipping	3
Supply Chain Analysis & Compliance	3
Research Methodology	3

Business Strategy Game	3
French Language	1
<u>Electives 1 (you can choose only one of the following)</u>	
Foundations of Leadership: To be confirmed	2
International Financial Reporting Standards: To be confirmed	2
Services Marketing: to be confirmed	2
<u>Electives 2 (you can choose only one of the following)</u>	
Email Marketing: to be confirmed	2
Emerging Markets Innovation: to be confirmed	2
Finance Modelling: to be confirmed	2
<u>Program 3: Marketing and Digital Business</u>	
Data Driven marketing	3
Video communication	3
Marketing Automation Platforms	3
Web Design Programming	3
Project Management	3
Digital Perspectives Symposium	3
Research Methodology	3
Business Strategy Game	3
French	1
<u>Electives 1 (you can choose only one of the following)</u>	
Foundations of Leadership: to be confirmed	2
International Financial Reporting Standards: to be confirmed	2
Services Marketing: to be confirmed	2
<u>Electives 2 (you can choose only one of the following)</u>	
Email Marketing: to be confirmed	2
Emerging Markets Innovation: to be confirmed	2
Finance Modelling; to be confirmed	2

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Master Level, year 1

Spring Semester/ Semester 2 (Mid-December – February 2021)

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
Strategy: Choices and Implementation	3
French Language	1
<u>Electives 1 (you may choose only one of the following)</u>	
Foundations of Leadership TBC	2
International Financial Reporting Standards TBC	2
Services Marketing TBC	2
<u>Electives 2 (you may choose only one of the following)</u>	
Email Marketing TBC	2
Emerging Markets Innovation TBC	2
Finance Modelling TBC	2
<u>Program 2: International Supply Chain Management</u>	
Budgeting in A Global Arena	3
International Sourcing, outsourcing & e-sourcing	3
Business Game: Global Challenge	3
ERP-Based Supply chain Management	3
Managing Processes in Procurements	3
Managing Cultural Diversity	3
Strategy : Choices and Implementation	3
French Language	2
<u>Electives 1 (you can choose only one of the following)</u>	
Foundations of Leadership TBC	2
International Financial Reporting Standards TBC	2
Services Marketing TBC	2
<u>Electives 2 (you can choose only one of the following)</u>	
Email Marketing TBC	2
Emerging Markets Innovation TBC	2
Finance Modelling TBC	2
<u>Program 3: Marketing and Digital Business</u>	
Markstrat Online	3
Email Marketing	3
Search Engine Marketing	3
Account based marketing	3
Desktop publishing Advanced	3
Managing Cultural Diversity	3
Strategy: Choices and Implementation	3

French	1
<u>Electives 1 (you can choose only one of the following)</u>	
Foundations of Leadership TBC	2
International Financial Reporting Standards TBC	2
Services Marketing TBC	2
<u>Electives 2 (you can choose only one of the following)</u>	
Email Marketing TBC	2
Emerging Markets Innovation TBC	2
Finance Modelling TBC	2