

Business Courses in English (BCIE), course list, international students 2022 – 2023

Bachelor Level

Autumn Semester/ Semester 1 (September – December 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
Artificial Intelligence	3 rd	2
Best Marketing Project	3 rd	3
Business Game	3 rd	2
Business Model	3 rd	2
Business Strategy	3 rd	3
Contract Law	1 st	3
Chinese	N/A	3
Developing soft-skills by learning from personal experiences	3 rd	2
Development of Entrepreneurial Projects	3 rd	1
Doing Business Abroad	3 rd	2
Economic Development and International Relations	2 nd	3
Effective PR Campaigns	3 rd	2
Energy Transition	3 rd	2
Entrepreneurship	3 rd	2
Environments: Cultural, Political and Legal	1 st	3
Ethics & Social Responsibilities	3 rd	2
Europe and its Contemporary Geopolitical Issues	2 nd	2
European Business Environment	3 rd	2
Finance	3 rd	3
Financial Analysis	2 nd	3
France in 21st Century	2 nd	3
French: open to all exchange students from beginner to advanced levels	N/A	3
Global marketing	2 nd	2
Human Resources Management	2 nd	3
Industrial Organisations & Economics Dynamics	3 rd	3
Information Technology	2 nd	2
Integrated Marketing Communication Strategy	3 rd	3
Integrated Marketing communications	3 rd	2
International Business Negotiation	3 rd	3

International Distribution & Operations Management	3 rd	2
International Trade Techniques	3 rd	2
Market Research	2 nd	3
Omni Channel Distribution Strategy	3 rd	2
Organisational Behaviour	3 rd	3
Political Communication	2 nd	2
Principles of Economics	2 nd	3
Project Management	3 rd	2
Purchasing and Supply Management	3 rd	2
Research Techniques	3 rd	3
Sales Techniques	2 nd	2
Social Business	2 nd	2
Statistics	2 nd	3
Strategic Diagnoses	3 rd	2
Supply Chain Operations	3 rd	2
Transportation and Distribution	3 rd	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.

Bachelor Level

Spring Semester/ Semester 2 (January 2023 – May 2023)

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 101	3 rd	2
Building Digital Competences	2 nd	3
Business Law	3 rd	3
Communication 360	2 nd	3
Corporate Social Responsibility (CSR)	3 rd	3
Cross Cultural Management	3 rd	3
Development of Entrepreneurial Projects	3 rd	3
Digital Transformation of the Business	3 rd	3
Digital Transformation of the Company	3 rd	2
Entrepreneurship & Business Plan	2 nd	3
Ethical Dimensions of International Business	2 nd	3
European Union, Economic & Legal Environment	2 nd	3

Finance through movies	3 rd	2
French: open to all exchange students from beginner to advanced levels	N/A	3
Geopolitics and Risk Analysis for International Development / International Relations	3 rd	2
Green Supply Chain	3 rd	2
Health and Quality	3 rd	2
Hospitality Management	3 rd	2
Import/ Export	3 rd	2
Inequality and social justice	3 rd	2
Information System Management	3 rd	3
International Finance	3 rd	2
International Marketing	2 nd	3
Inventory Management	3 rd	2
Lean Management	3 rd	2
Luxury Industry	3 rd	2
Management Control	3 rd	3
Managing Employment Relationship	3 rd	2
Marketing Automation 101	3 rd	2
Negotiation and Clients Management	3 rd	3
Non-Profit Sector	3 rd	2
Opportunities around the Ecological Transition	3 rd	3
Strategic Marketing & Innovation	3 rd	3
The Social Impact of Globalisation and Innovation	2 nd	3
Website Design 101	3 rd	2
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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