

## 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
Best Marketing Project (for students who have a B2 level in French)	3 <sup>rd</sup>	3
Big Data and Business Analysis	3 <sup>rd</sup>	2
Building Customer Relations	3 <sup>rd</sup>	2
Business Game	3 <sup>rd</sup>	1
Business Strategy	3 <sup>rd</sup>	3
Chinese	N/A	3
Communication and Digital Marketing	3 <sup>rd</sup>	2
Cross Cultural Management	3 <sup>rd</sup>	3
Doing Business Abroad	3 <sup>rd</sup>	2
Economic Development and International Relations	2 <sup>nd</sup>	3
Effective PR Campaigns	3 <sup>rd</sup>	2
Energy transition (to be confirmed)	3 <sup>rd</sup>	2
Environments: Cultural, Political and Legal	1 <sup>st</sup>	3
Europe and its contemporary geopolitical issues (to be confirmed)	2 <sup>nd</sup>	2
Finance	3 <sup>rd</sup>	3
Financial Analysis	2 <sup>nd</sup>	3
France in 21st Century	2 <sup>nd</sup>	3
French: open to all exchange students from beginner to advanced levels	N/A	3
Geopolitics	2 <sup>nd</sup>	3
Global Marketing (to be confirmed)	2 <sup>nd</sup>	2
Human Resources Management	2 <sup>nd</sup>	3
Industrial Organisations & Economics Dynamics	3 <sup>rd</sup>	3
Information Technology 1	1 <sup>st</sup>	3
Information Technology 2	2 <sup>nd</sup>	2
Integrated Marketing Communication Strategy	3 <sup>rd</sup>	3
International Business Negotiation	3 <sup>rd</sup>	2
International Marketing	3 <sup>rd</sup>	3

Some courses are a subject to change

International Trade Techniques	3 <sup>rd</sup>	2
Introduction to International Trade (to be confirmed)	3 <sup>rd</sup>	2
Market Research	2 <sup>nd</sup>	3
Marketing Strategy	3 <sup>rd</sup>	2
Omni Channel Distribution Strategy	3 <sup>rd</sup>	2
Organisational Behaviour	3 <sup>rd</sup>	3
Principles of Economics	2 <sup>nd</sup>	3
Project Management – International Days	3 <sup>rd</sup>	2
Project Development – Global Village	N/A	2
Sales Techniques	2 <sup>nd</sup>	2
Social Business (to be confirmed)	2 <sup>nd</sup>	2
Statistics	2 <sup>nd</sup>	3
Strategic Diagnoses	3 <sup>rd</sup>	1
Strategic Sales Planning	3 <sup>rd</sup>	2
The Wine Industry	3 <sup>rd</sup>	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/>

## 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
Building Digital Competences	2 <sup>nd</sup>	3
Business Law	2 <sup>nd</sup>	2
Chinese	N/A	3
Communication 360	2 <sup>nd</sup>	3
Contract Law	3 <sup>rd</sup>	2
Corporate Social Responsibility (CSR)	3 <sup>rd</sup>	3
Cross Cultural Management	3 <sup>rd</sup>	2
CSR	3 <sup>rd</sup>	2
Digital Transformation of the Company	3 <sup>rd</sup>	2
Effective Communications	1 <sup>st</sup>	2
Entrepreneurship & Business Model	3 <sup>rd</sup>	4
Ethical Dimensions of International Business	2 <sup>nd</sup>	3
Ethics & Social Responsibilities	3 <sup>rd</sup>	2
European Union, Economic & Legal Environment	2 <sup>nd</sup>	3
Financial Analysis	3 <sup>rd</sup>	2
French: open to all exchange students from beginner to advanced levels	N/A	3

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Health and Quality (to be confirmed)	3 <sup>rd</sup>	2
Information System Management	3 <sup>rd</sup>	3
International Business Negotiation	3 <sup>rd</sup>	3
International Distribution & Operations Management	3 <sup>rd</sup>	2
International Marketing	2 <sup>nd</sup>	3
Leadership & Team Management	3 <sup>rd</sup>	2
Management Control	3 <sup>rd</sup>	3
Negotiation and Clients Management	3 <sup>rd</sup>	3
Opportunities around the Ecological Transition	3 <sup>rd</sup>	3
Research Techniques	3 <sup>rd</sup>	2
Risk Management	3 <sup>rd</sup>	1
The Social Impact of Globalisation and Innovation	2 <sup>nd</sup>	3
Website Design	3 <sup>rd</sup>	2

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## Master Level, year 1

### Autumn Semester/ Semester 1 (September – Mid-December 2022)

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

Taught in English	ECTS
<b><u>Program 1: International Business Administration</u></b>	
Fair Trade and Sustainable Development	3
Corporate Governance	3
International Corporate Finance	3
International Business Strategy	3
International Marketing	3
Leadership in International Management	3
Data Management	3
Responsible Management	3
French Language	1
<b><u>Electives 1 (you can only choose one of the following)</u></b>	
Financial Markets TBC	2
Story Telling TBC	2
<b><u>Electives 2 (you can only choose one of the following)</u></b>	
Global Challenges of Foreign Direct Investment TBC	2
Social Enterprise TBC	2
<b><u>Program 2: International Supply Chain Management</u></b>	
Principles of Procurement	3
Sustainable Supply Chain Management	3
International Logistics	3
Global Supply Chain Management	3
Supply Chain Risk Management	3

Some courses are a subject to change

Purchasing and Supply Chain Management	3
Data Management	3
Responsible Management	3
Leadership	2
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
<b><u>Program 3: Marketing and Digital Business</u></b>	
Digital Marketing Strategy	3
Desktop publishing	3
Data Analytics	3
Digital Project Management	3
Excel reporting and Analysis	3
Digital Event Management	3
Data Management	3
Responsible Management	3
Leadership	2
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 2022)

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

Taught in English	Credits ECTS
<b><u>Program 1: International Business Administration</u></b>	
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

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Research Methodology	3
Business Strategy Game	3
Leadership	2
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
<b><u>Program 2: International Supply Chain Management</u></b>	
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
Leadership	2
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
<b><u>Program 3: Marketing and Digital Business</u></b>	
Data Driven marketing	3
Email Marketing	3
UX Design	3
Web Design Programming	3
Video Communication	3
Digital Brand Management	3
Research Methodology	3
Business Strategy Game	3
Leadership	2
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>	

Some courses are a subject to change

Email Marketing: to be confirmed	2
Emerging Markets Innovation: to be confirmed	2
Finance Modelling; to be confirmed	2

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