

PROGRAMME GRANDE ECOLE  
« MASTER IN MANAGEMENT »

BORDEAUX CAMPUS

# PROGRAMME INFORMATION & LIST OF COURSES

EQUIS  
ACCREDITED

AACSB  
ACCREDITED

AMBA  
ACCREDITED

**KEDGE**  
BUSINESS SCHOOL

Discover  
Decode  
Do

# 01 – Programme Information

## BORDEAUX CAMPUS – SIMPLE EXCHANGE – MASTER IN MANAGEMENT 2022 - 2023

### Programme Grande Ecole « Master in Management »

LEVEL OF ENTRY	<u>3<sup>rd</sup> year Bachelor</u> students	<u>4<sup>th</sup> year Bachelor</u> students	<u>1<sup>st</sup> and 2<sup>nd</sup> year Master</u> students																								
	Will join the Programme Grande Ecole “Master in Management” <u>1<sup>st</sup> year level</u>	Will choose between the Programme Grande Ecole “Master in Management” <u>1<sup>st</sup> year level</u> or <u>2<sup>nd</sup> year level</u> .	Will join the Programme Grande Ecole “Master in Management” <u>2<sup>nd</sup> year level</u> .																								
PROGRAMME STRUCTURE	The programme starts every year in September, ends in May, and is divided into 2 semesters. <ul style="list-style-type: none"><li>- Fall: early September to Mid-December</li><li>- Spring: early January to Mid-April or early February to end of May</li></ul> <b>See detailed calendar on the following pages</b> 1 semester =30 ECTS credits																										
COURSE OFFER AND REGISTRATION	<b>Course offer:</b> <ul style="list-style-type: none"><li>- Fall semester:<ul style="list-style-type: none"><li>o 1<sup>st</sup> year level: Students will have the possibility to take two elective courses in September and to choose one Major for the remainder of the semester. Students will be automatically registered for all the courses of the Major.</li><li>o 2<sup>nd</sup> year level: Students will have a choice:<ul style="list-style-type: none"><li>▪ Students will have to select a track</li><li>▪ Students will have to take up to 6 elective courses</li></ul></li></ul></li><li>- Spring semester:<ul style="list-style-type: none"><li>o 1<sup>st</sup> year level: Students will have the possibility to take two elective courses in early February and up to 8 elective courses for the remainder of the semester.</li><li>o 2<sup>nd</sup> year level: Students will have to take up to 6 courses from the lists of electives offered for the spring semester.</li></ul></li></ul> <b>Course workload:</b> The usual workload for an international student is (30 ECTS) per semester. Exchange students can take up to 30 ECTS of business courses but they can take less if their Home Institution agrees. <b>Course syllabi:</b> <a href="https://campusvirtuel.kedgebs.com/">https://campusvirtuel.kedgebs.com/</a> > select the English flag at the top right hand corner > do not log in, instead click on: Menu > “Net Syllabus (Public Access)” > Select the academic year and the semester; School: KEDGE Business School; Training: Exchanges Level: Master 1 <sup>st</sup> or 2 <sup>nd</sup> year.. <b>Language of instruction:</b> Students will be able to choose between French-taught courses, English-taught courses or a mix of both. <b>FLE (French As Foreign Language course):</b> French language courses are available at different levels during the Fall and the Spring semesters. FLE courses are worth 5 ECTS (according to the agreement between KEDGE BS and the Home Institution) and represent a minimum of 30 contact hours per semester. A placement test is compulsory to register for this course. Instructions will be sent by email to the student in June (Fall Semester) and November (Spring Semester).																										
EVALUATION AND TRANSCRIPTS	<b>Attendance</b> in all courses is <b>compulsory</b> . Each course will be individually evaluated and one final grade will be awarded per course. Students will receive a local grade (based on a 20-point grading scale, passing grade = 10/20), as well as an ECTS grade (according to the following grid). <table><tr><th>ECTS Grade</th><th>% of successful students achieving the grade</th><th>Definition</th></tr><tr><td>A</td><td>10%</td><td>Excellent</td></tr><tr><td>B</td><td>25%</td><td>Very good</td></tr><tr><td>C</td><td>30%</td><td>Good</td></tr><tr><td>D</td><td>25%</td><td>Satisfactory</td></tr><tr><td>E</td><td>10%</td><td>Sufficient</td></tr><tr><td>FX</td><td>-</td><td>Fail — some more work required before the credit can be awarded</td></tr><tr><td>F</td><td>-</td><td>Fail — considerable work required</td></tr></table> <b>Transcripts of records</b> will be sent to the home institution around <b>mid-February</b> for Fall semester students, and around <b>mid-July</b> for Spring semester and full-year students.			ECTS Grade	% of successful students achieving the grade	Definition	A	10%	Excellent	B	25%	Very good	C	30%	Good	D	25%	Satisfactory	E	10%	Sufficient	FX	-	Fail — some more work required before the credit can be awarded	F	-	Fail — considerable work required
ECTS Grade	% of successful students achieving the grade	Definition																									
A	10%	Excellent																									
B	25%	Very good																									
C	30%	Good																									
D	25%	Satisfactory																									
E	10%	Sufficient																									
FX	-	Fail — some more work required before the credit can be awarded																									
F	-	Fail — considerable work required																									

# 01 – Programme Information

## Academic Calendar – 1<sup>st</sup> year level

*May be subject to change under exceptional circumstances*

FALL 2022	
August 23 – 27	Train station pick-up service (optional)
August 30 – September 3	International Student Orientation Session
September 5	Start of courses for 1 <sup>st</sup> year students
December 14	End of semester

*National holidays: November 1<sup>st</sup> and 11<sup>th</sup>*

SPRING 2023	
January 27	Train station pick-up service (optional)
February 1 -February 3	International Student Orientation Session
February 13	Start of courses for 1 <sup>st</sup> and 2 <sup>nd</sup> year students
May 28	End of semester

*National holidays: April 10<sup>th</sup> – May, 1<sup>th</sup>, 8<sup>th</sup>, 18<sup>th</sup>, 29<sup>th</sup>*



# 01 – Programme Information

## Academic Calendar – 2<sup>nd</sup> year level

*May be subject to change under exceptional circumstances*

FALL 2022	
August 23 – 27	Train station pick-up service (optional)
August 30 – September 3	International Student Orientation Session
September 19	Start of courses for 2 <sup>nd</sup> year students
December 13	End of semester

*National holidays: November 1st and 11th*

SPRING 2023	
January 2 – 3	Train station pick-up service (optional)
January 4 – 6	International Student Orientation Session
January 9	Start of courses for 1 <sup>st</sup> and 2 <sup>nd</sup> year students
April 15	End of semester

*National holidays: April 10th – May, 1<sup>st</sup>, 8<sup>th</sup>, 18<sup>th</sup>, 29<sup>th</sup>*



## 02 – Double degree requirements

ONLY AVAILABLE FOR STUDENTS COMING FROM PARTNER INSTITUTIONS WHO HAVE A DOUBLE DEGREE AGREEMENT WITH KEDGE

Dear Students,

We will be very happy to welcome you at **KEDGE Business School** in the framework of a double degree agreement between your Home Institution and KEDGE BS.

In order to be awarded the **Programme Grande Ecole “Master in Management”** from KEDGE BS, note that you will have to fulfill a few degree requirements.

Once they are all fulfilled and after graduating from your Home Institution, you will be awarded the **Programme Grande Ecole** degree during the following Graduation Committee being held every year in **March and October**. Requirements will have to be completed **at least 1 month** before the graduation committee.

**Remember:** you should stay, at least, 2 semesters for face to face courses at KEDGE.

### ENTRY REQUIREMENTS

Starting date	Double Degree students must start at KEDGE BS: <ul style="list-style-type: none"><li>- In September for the beginning of the Fall semester</li></ul>
240 ECTS credits	Students must have completed before their arrival at KEDGE BS : <ul style="list-style-type: none"><li>- A Bachelor degree of 180 ECTS + 60 ECTS at Master level ( or equivalent)</li><li>- Or a Bachelor degree of 240 ECTS or equivalent</li></ul>
English level	The Home Institution must fill out the document provided by KEDGE Business School certifying that the student has the equivalent of a B2 level.

### KEDGE BS REQUIREMENTS

THESIS	
Master thesis 15 ECTS	A Master Thesis will have to be validated through the submission of a written report. An oral defense is compulsory if the thesis is supervised by KEDGE BS. Co-evaluation by Kedge BS, if Master thesis is supervised by the student's home institution.
ECTS Credits	
45 ECTS credits Or 60 ECTS credits At KEDGE :	<p>Students must complete 45 ECTS credits of elective management courses at KEDGE BS:</p> <ul style="list-style-type: none"><li>- students can select the courses of their choice from our list of <i>Programme Grande Ecole</i> “Master in Management” - 2nd year Master level elective courses.</li><li>- Students can also take up to 1 core courses from the list below per semester.<ul style="list-style-type: none"><li>➢ Human Resource Management</li><li>➢ Corporate Strategy</li><li>➢ Marketing Management</li><li>➢ Finance</li><li>➢ Managing in Complexity</li><li>➢ Innovation &amp; Entrepreneurship</li></ul></li></ul> <p>Students who have already completed their master thesis (and if the master thesis is validated by KEDGE) prior to their arrival at KEDGE will have to take 60 ECTS credits of elective management courses at KEDGE instead.</p>



## 02 – Double degree requirements

### PASS OR FAIL

<b>Sulitest</b>	The Sulitest tests a student's knowledge about sustainable development and social responsibility.  Students will have to take the test once upon their arrival at KEDGE BS and once before departure in order to evaluate their progress.
<b>Pro-Act</b>	Group Project with a corporate dimension to be done at KEDGE.
<b>Be-U Oral Defense</b>	Career development workshops and Oral defense.

### WORK EXPERIENCE

<b>6-month working experience</b>	<p>Students must validate a 6-month internship or work experience:</p> <ul style="list-style-type: none"><li>- KEDGE BS will provide support to find an internship and grant them an internship contract.</li><li>- In case of a work experience, students must provide a detailed official certificate from the company certifying that they have completed at least 6 month of work experience, in a position with responsibilities.</li><li>- The internship/job placement can be completed in France or abroad during or after their stay at KEDGE BS.</li></ul> <p>Student must write a report of the work experience</p>
-----------------------------------	--

### GRADUATION

<b>Master degree from your Home Institution</b>	Students must submit a copy of their Master Degree received from their Home Institution (or a certificate from their Home Institution certifying that they have been awarded the Master Degree) in order to receive KEDGE BS's diploma.
<b>English Score TOEFL 79 or TOEIC 785 or IELTS 6</b>	<p>When entering Kedge BS, if an official English score meeting the requirements is available and still valid, it is to be recorded upon arrival.</p> <p>If no official English score is available, the student will have to register, sit the examination and meet the required level before he can graduate</p>

#### For any questions, feel free to contact:

Valérie HERRIBERRY - Master in Management Programme – [inco.doubledegree@kedgebs.com](mailto:inco.doubledegree@kedgebs.com)



# 03 – LIST OF COURSES 1<sup>st</sup> year level

## BORDEAUX CAMPUS – MASTER IN MANAGEMENT 2022 – 2023

### FALL SEMESTER

Course title	Taught in	Field of study	ECTS credits
Elective courses			
- Project Management	English	OPS/MOSI	5 ECTS
- Going Global: Expat Training	English	MANAGEMENT	5 ECTS

### MAJORS

Course title	Taught in	ECTS credits
<b>MAJOR RH</b>		
	French & English	20 ECTS
- HRM in International Context	English	4 ECTS
- Embracing Change for effective Management	English	4 ECTS
- Leading with a clear head and an open heart	English	4 ECTS
- Droit des Ressources Humaines	French	4 ECTS
- Implémentation de politiques	French	4 ECTS
<b>MAJOR MARKETING</b>		
	English	20 ECTS
- Digital Marketing	English	4 ECTS
- Consumer Behaviour	English	4 ECTS
- Panels and Marketing Decision Making Process	English	4 ECTS
- Market Study	English	4 ECTS
- Brand & Communication	English	4 ECTS
<b>MAJOR LUXURY MARKETING</b>		
	English	20 ECTS
- The World of Luxury	English	4 ECTS
- Experiential Luxury	English	4 ECTS
- International Luxury Management	English	4 ECTS
- Luxury Services	English	4 ECTS
- Luxury in modern age: Digital Luxury & Luxury Tourism	English	4 ECTS
<b>MAJOR FINANCE</b>		
	English	20 ECTS
- Corporate finance 1	English	4 ECTS
- Asset & Portfolio Management 1	English	4 ECTS
- Audit, Internal Control & Enterprise Risk Management	English	4 ECTS
- Accounting Management	English	4 ECTS
- Advanced Financial Accounting: IFRS and French GAAP	English	4 ECTS
<b>MAJOR CORPORATE SOCIAL RESPONSABILITY</b>		
	English	20 ECTS
- Business Ethics	English	4 ECTS
- Business CSR & International Development	English	4 ECTS
- Social Change	English	4 ECTS
- Circular Economy	English	4 ECTS
- Promoting Responsible Management & Leadership	English	4 ECTS

Please note that the list of courses might still be subject to change

# 03 – LIST OF COURSES 1<sup>st</sup> year level

## SPRING SEMESTER

Course Title	Taught in	Field of Study	ECTS
Early February - Elective courses			
- Project Management	English	OPS/MOSI	5 ECTS
- Going Global: Expat Training	English	MANAGEMENT	5 ECTS
Other Elective courses			
- Marque et communication niveau 1	French	MARKETING	4 ECTS
- Marque et communication niveau 2	French		4 ECTS
- Fonction Chef de Produit (	French		4 ECTS
- Management de la Force de Vente	French		4 ECTS
- Marketing B to B	French		4 ECTS
- Marketing Digital	French		4 ECTS
- Marketing Durable et Responsable	French		4 ECTS
- Consumer Behaviour	English		4 ECTS
- Luxury Marketing 1: The World of Luxury	English		4 ECTS
- Brand & Communication level 2	English		4 ECTS
- Luxury in Asia	English		4 ECTS
- Gestion et Pilotage de la Trésorerie	French	ACCOUNTING/ FINANCE/ECONOMY	4 ECTS
- Droit de la communication et du marketing	French		4 ECTS
- Comptabilité approfondie Normes Françaises et normes IFRS	French		4 ECTS
- Fiscalité des entreprises	French		4 ECTS
- Corporate Finance	English		4 ECTS
- International business law	English		4 ECTS
- Financial markets (microstructure)	English		4 ECTS
- FinTech and Digital Banking	English		4 ECTS
- Leadership	French	MANAGEMENT	4 ECTS
- Les modèles de travail durables pour demain : l'impact des entreprises et du management responsable	French		4 ECTS
- Management de Proximité	French		4 ECTS
- Introduction to the International Business Environment	English		4 ECTS
- Yoga & Leadership	English		4 ECTS
- Cross Cultural Management - Level 1	English		4 ECTS
- Création et Créativité	French	STRATEGY	4 ECTS
- Concevoir et évaluer une stratégie d'innovation responsable et durable	French		4 ECTS
- Stratégie et création d'entreprises	French		4 ECTS
- Gestion de crise (& Nuit de la Crise)	French		4 ECTS
- Business CSR & International Development	English		4 ECTS
- Sustainable Business Models	English		4 ECTS
- Societal Innovation and the Urban Fabric: Building Sustainable Cities	English		4 ECTS
- Promoting Responsible Management and Leadership	English		4 ECTS



## 03 – LIST OF COURSES 1<sup>st</sup> year level

---

-	Management de la qualité et des risques	French		4 ECTS
-	Fonction acheteur	French		4 ECTS
-	Pilotage des achats et de la supply chain	French		4 ECTS
-	Des prévisions aux objectifs commerciaux	French		4 ECTS
-	Supply Chain Simulation	English	OPS /MOSI	4 ECTS
-	Supply Chain Fundamentals	English		4 ECTS
-	Women Empowerment in Supply chain	English		4 ECTS
-	ERP/SAP Training	English		4 ECTS
-	Artificial Intelligence	English		4 ECTS
-	Sustainable Supply Chain	English		4 ECTS

# 03 – LIST OF COURSES 2<sup>nd</sup> year level

BORDEAUX CAMPUS – MASTER IN MANAGEMENT 2022 – 2023

## FALL SEMESTER

### ELECTIVE COURSES

Course title	Taught in	Field of Study	ECTS credits
- Cultural Branding : du Brand content à la brand culture	French	MARKETING	5 ECTS
- Luxury marketing 1: The world of luxury	English	MARKETING	5 ECTS
- Sensory Marketing	English	MARKETING	5 ECTS
- Supply chain design and management	English	MOSI	5 ECTS
- Data & Analytics	English	MOSI	5 ECTS
- Project Management	English	MOSI	5 ECTS
- Decision Making and decision analysis	English	MOSI	5 ECTS
- Big Data & quantitative methods	English	FINANCE	5 ECTS
- International financial system	English	FINANCE	5 ECTS
- States & corporations in the world economy	English	MANAGEMENT	5 ECTS
- Going Global: expat training	English	MANAGEMENT	5 ECTS
- International business environment	English	MANAGEMENT	5 ECTS
- Corporate Governance	English	STRATEGY	5 ECTS
- Gender Studies: representation in media, politics and economics	English	STRATEGY	5 ECTS
- Corporate strategy in the digital age	English	STRATEGY	5 ECTS

Course title	Taught in	ECTS credits
<b>Track Digital Leadership</b>	English	30 ECTS
- Digital Communication Strategies	English	5 ECTS
- Smart Customer Experience	English	5 ECTS
- Insights & Big Data	English	5 ECTS
- Price & Retail Strategy	English	5 ECTS
- Brand Strategy in Consumer Culture	English	5 ECTS
- Digital Project Management	English	5 ECTS
<b>Track Corporate &amp; Market Finance</b>	English	30 ECTS
- Risk management and financial institutions	English	5 ECTS
- Asset valuation & Portfolio Management 2	English	5 ECTS
- Financial Innovation	English	5 ECTS
- Corporate Finance 2	English	5 ECTS
- Options, Futures & Other Derivatives	English	5 ECTS
- Business Ethics, Professional Standards & Finance regulation	English	5 ECTS
<b>Track Sustainable Innovation</b>		
- Innovative! Disruptive! Sustainable?	English	5 ECTS
- Sustainable Entrepreneurship and Innovation	English	5 ECTS
- Sustainable Value Chains and Circular Economy – An Innovation Perspective	English	5 ECTS
- Sustainable Marketing	English	5 ECTS
- Sustainability and policy analysis	English	5 ECTS
- sustainability, ethics & artificial intelligence	English	5 ECTS

## 03 – LIST OF COURSES 2<sup>nd</sup> year level

### SPRING SEMESTER

#### ELECTIVE COURSES

Course title	Taught in	Field of Study	ECTS credits
- Family Business	English	MANAGEMENT	5 ECTS
- Cross cultural management- level II	English		5 ECTS
- International business environment	English		5 ECTS
- Ingénierie financière	French	FINANCE	5 ECTS
- Investment Banking	English		5 ECTS
- SAP Finance	English		5 ECTS
- Industry 4.0	English	OPS - MOSI	5 ECTS
- Consulting in process management and performance improvement	English		5 ECTS
- Digital Marketing	English	MARKETING	5 ECTS
- Wine marketing	English		5 ECTS
- Technology Entrepreneurship	English	STRATEGY	5 ECTS
- Advanced project management: risk approach	English		5 ECTS
- Sustainable Transformation in Healthcare	English		5 ECTS

Please note that the list of courses might still be subject to change

BORDEAUX  
D★KAR  
MARSEILLE  
PARIS  
TOULON  
SHANGHA!  
SUZAOU