

PROGRAMME GRANDE ECOLE
« MASTER IN MANAGEMENT »

MARSEILLE CAMPUS

PROGRAMME INFORMATION & LIST OF COURSES

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KEDGE
BUSINESS SCHOOL

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01 – Programme Information

MARSEILLE CAMPUS – SIMPLE EXCHANGE – MASTER IN MANAGEMENT 2022 - 2023

Programme Grande Ecole « Master in Management »

LEVEL OF ENTRY	<u>4th year Bachelor</u> students Will join the Programme Grande Ecole "Master in Management" <u>1st year level</u>	<u>1st and 2nd year Master</u> students Will join the Programme Grande Ecole "Master in Management" <u>2nd 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"> - Fall: early September to Mid-December - Spring: early January to mid-April or early February to end of May See detailed calendar on the following pages 1 semester = 30 ECTS																									
COURSE OFFER AND REGISTRATION	BUSINESS COURSES Course offer: <ul style="list-style-type: none"> - Fall semester: <ul style="list-style-type: none"> o 1st 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. o 2nd year level: Students will have to select up to 6 elective courses. - Spring semester: <ul style="list-style-type: none"> o 1st year level: Students will have the possibility to take two elective courses in early February and/or up to 8 elective courses during the remainder of the semester. o 2nd year level: Students will have to take up to 6 courses from the lists of electives offered for the spring semester. Course workload: The usual workload for an international KEDGE 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. Course syllabi: https://campusvirtuel.kedgebs.com/ > 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 1st or 2nd year. Language of instruction: Students will be able to choose between French-taught courses, English-taught courses or a mix of both. FLE (French As Foreign Language course): 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	Attendance in all courses is compulsory . 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 border="1" data-bbox="435 1659 1557 1953"> <thead> <tr> <th>ECTS Grade</th><th>% of successful students achieving the grade</th><th>Definition</th></tr> </thead> <tbody> <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> </tbody> </table> Transcripts of records will be sent to the home institution around mid-February for Fall semester students, and around mid-July 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
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01 – Programme Information

Academic Calendar – 1st 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 st year students
December 14	Exams

National holidays: November 1st and 11th

SPRING 2023	
January 27	Train station pick-up service (optional)
February 1– 3	International Student Orientation Session
February 13	Start of courses for 1 st year students
May 28	Exams (during May at the end of each course)

National holidays: April 10th – May, 1th, 8th, 18th, 29th



01 – Programme Information

Academic Calendar – 2nd 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 nd year students
December 13	Exams

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 2 nd year students
April 15	Exams

National holidays: April 10th – May, 1st, 8th, 18th, 29th



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">- In September for the beginning of the Fall semester
240 ECTS credits	Students must have completed before their arrival at KEDGE BS : <ul style="list-style-type: none">- A Bachelor degree of 180 ECTS + 60 ECTS at Master level (or equivalent)- Or a Bachelor degree of 240 ECTS or equivalent
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">- 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.- Students can also take up to 1 core courses from the list below per semester.<ul style="list-style-type: none">➤ Human Resource Management➤ Corporate Strategy➤ Marketing Management➤ Finance➤ Managing in Complexity➤ Innovation & Entrepreneurship <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

Sulitest	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.
Pro-Act	Group Project with a corporate dimension to be done at KEDGE.
Be-U Oral Defense	Career development workshops and Oral defense.

WORK EXPERIENCE

6-month working experience	<p>Students must validate a 6-month internship or work experience:</p> <ul style="list-style-type: none">- KEDGE BS will provide support to find an internship and grant them an internship contract.- 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.- The internship/job placement can be completed in France or abroad during or after their stay at KEDGE BS. <p>Student must write a report of the work experience</p>
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GRADUATION

Master degree from your Home Institution	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.
English Score TOEFL 79 or TOEIC 785 or IELTS 6	<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:

Ms. Valérie HERRIBERRY - Master in Management Programme – inco.doubledegree@kedgebs.com



04 – LIST OF COURSES 1st year level

MARSEILLE 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
MAJOR INTERNATIONAL BUSINESS & GEOPOLITICS		English 20 ECTS
- Introduction to international Business	English	4 ECTS
- Geopolitics and Trade Strategies	English	4 ECTS
- Geopolitics and the World of Business	English	4 ECTS
- Cross Cultural Business and Political Negotiation	English	4 ECTS
- Regional Business Environments	English	4 ECTS
MAJOR MARKETING		English 20 ECTS
- Consumer behaviour	English	4 ECTS
- Digital Marketing	English	4 ECTS
- Brand and Communication	English	4 ECTS
- Market Study	English	4 ECTS
- Panels and Marketing Decision Making Processes	English	4 ECTS
MAJOR FINANCE		English 20 ECTS
- Corporate finance	English	4 ECTS
- Asset & Portfolio Management	English	4 ECTS
- Audit, Internal Control & Enterprise Risk Management	English	4 ECTS
- Accounting Management	English	4 ECTS
- International Financial System	English	4 ECTS

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

04 – LIST OF COURSES 1st year level

MARSEILLE CAMPUS – MASTER IN MANAGEMENT 2022 – 2023

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				
-	Cross cultural Management	English	MANAGEMENT	4 ECTS
-	Peer Coaching: solving problems together	English		4 ECTS
-	Business Development et Management des Ventes	French		4 ECTS
-	Leadership	French		4 ECTS
-	International Trade and Global Logistics Fundamentals	English	MOSI	4 ECTS
-	Women Empowerment in Supply Chain	English		4 ECTS
-	Passenger Logistics	English		4 ECTS
-	Green Logistics Management	English		4 ECTS
-	Coding Skills and Tech Culture	French		4 ECTS
-	Business Model for the digital Economy	English	STRATEGY	4 ECTS
-	Introduction to International Business	English		4 ECTS
-	Geopolitics and Trade Strategies	English		4 ECTS
-	Management collaboratif, entrepreneuriat social et innovations territoriales	French		4 ECTS
-	Marketing Politique	French		4 ECTS
-	Brand Management	English	MARKETING	4 ECTS
-	Luxury Fashion Marketing in Global Markets	English		4 ECTS
-	Consumer Behaviour	English		4 ECTS
-	Customer Relationship Management, Implementation & Application	English		4 ECTS
-	International Brand Management	English		4 ECTS
-	Services Marketing	English		4 ECTS
-	Tribal Marketing & Brand Communities	English		4 ECTS
-	Management commercial	French		4 ECTS
-	Marketing des services	French		4 ECTS
-	Intelligence artificielle et Business	French		4 ECTS
-	Management de la marque	French		4 ECTS
-	Financial Information and Decisions	English	ACCOUNTING/ FINANCE/ECONOMY	4 ECTS
-	Corporate finance	English		4 ECTS
-	Gestion et Pilotage de la Trésorerie	French		4 ECTS
-	Comptabilité Approfondie Normes Français et Normes IFRS	French		4 ECTS
-	Gestion de Crise (& Nuit de la Crise)	French		4 ECTS
-	Fiscalité des Entreprises	French		4 ECTS

MARSEILLE CAMPUS – MASTER IN MANAGEMENT 2022 – 2023

04 – LIST OF COURSES 2nd year level

FALL SEMESTER

ELECTIVE COURSES

Course title	Taught in	Field of Study	ECTS credits
- Customer relationship management, implementation and application	English	MARKETING	5 ECTS
- Function product manager	English	MARKETING	5 ECTS
- B to B Marketing	English	MARKETING	5 ECTS
- Strategic customer management	English	MARKETING	5 ECTS
- Cross-Cultural Business & Political Negotiations	English	STRATEGY	5 ECTS
- Gender Studies: representation in media, politics and economics	English	STRATEGY	5 ECTS
- International Relations of the Environment and Sustainable Development	English	STRATEGY	5 ECTS
- Project Management	English	MOSI	5 ECTS
- International financial system	English	FINANCE	5 ECTS
- Going Global: expat training	English	MANAGEMENT	5 ECTS

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

04 – LIST OF COURSES 2nd year level

ELECTIVE COURSES

Course title	Taught in	Field of Study	ECTS credits
- Strategic Management & Advanced Marketing for Sport Organizations	English	MARKETING	5 ECTS
- Sales Management	English		5 ECTS
- Digital Marketing	English		5 ECTS
- International Marketing	English		5 ECTS
- International Money, Banking and Financial Regulations	English	FINANCE	5 ECTS
- International Financial System	English		5 ECTS
- Communicating corporate strategy	English	STRATEGY	5 ECTS
- Financial Globalization & Geopolitics	English		5 ECTS
- Geopolitical Risk & Business	English		5 ECTS
- International Trade Policy & Business Strategy	English		5 ECTS
- Change Management	English	MANAGEMENT	5 ECTS

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

04 – LIST OF COURSES 2nd year level

MARSEILLE CAMPUS – MASTER IN MANAGEMENT 2022 – 2023

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BORDEAUX
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PARIS
TOULON
SHANGHA! 
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