



**COURSES OFFERED TO
EXCHANGE STUDENTS
Fall 2022**

GENERAL INFORMATION

1 - Preamble

ESCE's main purpose is to prepare its future graduates to become leaders in economy and business worldwide. The rules presented here attempt to define the best ways to achieve this goal. The school requires that each student uses his/her sense of responsibility and desire to succeed by adopting a strong sense of self-discipline.

The ESCE's curriculum is organized in 2 cycles of studies.

1st Cycle

1st Year: 60 ECTS

2nd Year: 60 ECTS

3rd Year: 60 ECTS

2nd Cycle

4th Year 60 ECTS

5th Year 60 ECTS

Each year of study is validated by 60 ECTS credits (European Credits); it is a total of 300 ECTS credits for the entire program. The courses are structured in modules, each module consists of specific subjects.

The validation of an ECTS module is done by obtaining the average of 10/20. Except in cases clearly determined, the modules do not compensate each other.

Within each module, only the grades obtained in the different subjects will compensate each other.

At the beginning of the year, all students receive an updated version of the School rules, thus acknowledging and agreeing with the rules of ESCE.

2 - Academic Calendar

Subject to modification

SEMESTER 1 (FALL) **Dates to be confirmed by the end of May 2022**	
Orientation week	05/09/2022 <i>Mandatory for new international students</i>
Start of classes	06/09/2022
End of classes	17/12/2022 (exam period included)
Christmas break	18/12/2022 -10/01/2023
SEMESTER 2 (SPRING) **Dates are subject to change**	
Orientation week	07/01/2023 <i>Mandatory for new international students</i>
Start of classes	10/01/2023
Breaks	To be confirmed
End of classes	28/05/2023 at the latest (exam period included)

FRENCH BANK HOLIDAYS 2022/2023
All Saints Day: 01/11/2022
Liberation Day 1918: 11/11/2022
Christmas Day: 25/12/2022
New Year's Day: 01/01/2023
Easter Monday: 10/04/2023
Labor Day: 01/05/2023
Victory Day 1945: 08/05/2023
Ascension Day: 18/05/2023
Whit Monday: 29/05/2023
Bastille Day: 14/07/2023
Assumption: 15/08/2023

It is not possible to start the exchange program later than two weeks after the start of the lectures due to mandatory attendance rules and because groups are done in the first week of the semester.

Dates of final exams cannot be changed, and students should check the date of the last exams before booking flights.

3 - Attendance and punctuality

ESCE provides to its students training in international management, which requires that each student participates in all pedagogical activities (classes, exams, conferences, etc.).

The students are required to be on time to all classes. The professors might refuse to let late students in, in this case the student will be considered as absent.

The students should imperatively respect the schedule given by the Direction of Studies (punctuality, respect the attributed group). No permutation of classes will be allowed. **The attendance to all classes is mandatory.**

As the attendance is prerequisite to academic success at ESCE, a control of the absences by signature will take place at every class and exams. The check is done through a nominative call by the professor. After that the students should sign the list. The signature will be used as a proof that the student was in class.

A maximum of 15 hours and 30 minutes of unjustified absences are tolerated during the semester. Otherwise, if the student misses more than 15 hours and 30 minutes, he/she will receive -25% in the continuous assessment.

In exceptional cases of absence (hospitalization, long-term illness, etc.), a temporary adjustment of the attendance rules may be granted by the Directors of Studies at the student's request.

Issues related to absences due to family events will be dealt with by the Direction of Academic Affairs. The students are expected to inform the Direction of Academic affairs as early as possible.

At the beginning of the semester the students receive the academic rules as well as the calendar of the continuous assessments for each subject. In case of absence in one or more continuous assessments of the same subject the student will be asked to contact the professor or the person in charge of that course.

4 - ECTS and Evaluation system

Modules and ECTS Credits

To validate a subject, it is necessary to obtain the minimum average of 10/20. This average may include:

- Continuous assessments for the semester,
- Specific reports planned on the beginning of the semester,
- Oral or written exams.

The validation of the module (average of 10/20 or more) leads to the accreditation of all the ECTS credits for that module.

Evaluation system in France is out of 20 and 10 is the minimum required to pass.

17-20 = excellent

15-16 = very good

13-14 = good

11-12 = satisfactory

10 = sufficient

9-0 = failed

Equivalency of grades at ESCE and ECTS																					
ESCE	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1	0
ECTS	A	A	A	B	B	C	C	D	D	E	E	F									

5 - Exams

For most subjects, assessments are organized as follow: 40% continuous assessment and 60% final exam. Some subjects, however, are evaluated 100% on continuous assessment. Continuous assessment means that the evaluation will be organized by the professor during the semester and final exam means that the exam will take place at the end of the semester.

Please note that if you choose subjects from Year 2, 3 and 4, exam clashes may occur. When exams schedule will be published, you will be informed of your exams' organization.

6 - Resitting Exams

Due to calendar reasons, there is no option to re-take exams for international exchange students.

7 - Course selection

Students will receive the course selection guidelines via e-mail. They have to choose their courses according to their home university requirements. Students must get their courses approved before selecting them on our platform. To avoid courses clashes, we strongly recommend not to mix courses from different years. **Students have to select courses from the same major (4th ; 5th year courses) and complete their selection with 2nd year courses and courses for exchange students.**

Example :

*Alice is studying Finance at her home university. She has to validate 30 ECTS during her exchange mobility. Alice selects **Finance, Investment and Banking** major, 5 courses for a total of 15 ECTS. She also selects 4 courses for exchange students (EE_courses), for a total of 12 ECTS, and one culture course for exchange students, for 3 ECTS. Alice selected 10 courses for a total of 30 ECTS. She got her home university approval, and confirmed the following course selection on ESCE online platform :*

Alice's course selection (example)					
4 th year courses	ECTS	Hours	Fall	Taught in French	Taught in English
Major Finance, Investment and Banking - 44 spots - 15 ECTS					
Investments	3	18	✓		✓
Advanced Corporate Finance	3	18	✓		✓
Financial Derivatives	3	18	✓		✓
Money and Banking	3	18	✓		✓
Fixed Income Securities	3	18	✓		✓
Courses for exchange students	ECTS	Hours	Fall	Taught in French	Taught in English
EE_Sensory Marketing - 44 spots	3	18	✓		✓
EE_Business Communication - 44 spots	3	18	✓		✓
EE_European Lobbying - 44 spots	3	18	✓		✓
EE_Current Economic Issues - 44 spots	3	18	✓		✓
Culture courses for exchange students	ECTS	Hours	Fall	Taught in French	Taught in English
EE_French Civilization - 44 spots	3	18	✓		✓

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2nd year courses	ECTS	Hours	Fall	Taught in French	Taught in English
Le forum des humanités (online course)	2	24	✓	French / English subtitles	
Les rendez-vous de la géopolitique (online course)	2	24	✓	French / English subtitles	
Droit de l'entreprise 2 : L'individu dans l'organisation	2	18	✓	✓	✓
Marketing 2 : du mass marketing à la consommation responsable	2	18	✓	✓	✓
Management de projet	2	18	✓	✓	✓
Eléments d'analyse financière et de contrôle	2	12	✓	✓	✓
Economie du travail	2	12	✓	✓	
Migration	2	12			
Sciences Politiques	1	12	✓	✓	

20 spots available for the *English Track* and 10 spots available for the *French Track*.

Courses for exchange students	ECTS	Hours	Fall	Taught in French	Taught in English
EE_Sensory Marketing - 44 spots	3	18	✓		✓
EE_Business Communication - 44 spots	3	18	✓		✓
EE_European Lobbying - 44 spots	3	18	✓		✓
EE_Current Economic Issues - 44 spots	3	18	✓		✓
EE_Inter-Cultural Persuasive Communication - 44 spots	3	18	✓		✓
EE_Corporate Social Responsibility - 44 spots	3	18	✓		✓
EE_International Strategic Management - 44 spots	3	18	✓		✓
EE_International Business Practices ONLINE COURSE (2 nd Cycle course)	3	24	✓		✓
EE_International Entrepreneurship - 44 spots	3	18	✓		✓

Culture courses for exchange students	ECTS	Hours	Fall	Taught in French	Taught in English
EE_French Civilization - 44 spots	3	18	✓		✓
EE_Zoom sur Paris (Pre-requisites in French language: A2 level) 44 spots	4	30	✓	✓	
EE_La France à 360° (Pre-requisites in French language: B1-B2 level) 44 spots	3	18	✓	✓	
Language courses for exchange students	ECTS	Hours	Fall	Taught in French	Taught in English
EE_Spanish language (beginner) - 22 spots	4	30	✓		
EE_Spanish language (false beginner) - 22 spots	4	30	✓		
EE_Spanish language (intermediate) - 22 spots	4	30	✓		

French language courses (recommended)	ECTS	Hours	Fall	Taught in French	Taught in English
EE_1, 2, 3 Partez! FRA0 (beginner) - 22 spots	4	30	✓	✓	
EE_Le Français jour après jour_FRA1 (false beginner) - 22 spots	4	30	✓	✓	
EE_Le Français spontané_FRA2 (Elementary French) - 22 spots	4	30	✓	✓	
EE_Acteur en Français_FRB1 (Intermediate) - 22 spots	4	30	✓	✓	
EE_Architecture de l'expression_FRB2 (Upper intermediate) - 22 spots	4	30	✓	✓	

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4 th year courses	ECTS	Hours	Fall	Taught in French	Taught in English
International Trade and Globalization	2	12	✓		✓
Major export management - 44 spots - 15 ECTS					
International Market Selection & the challenge : Les Jeunes talents de l'export	3	18	✓		✓
International digital sales and marketing	3	18	✓		✓
Cross border logistics and sustainability	3	18	✓		✓
Export mode	3	18	✓		✓
International contract law & Geopolitics	3	18	✓		✓
Major International Digital Marketing - 44 spots - 15 ECTS					
Integrated Marketing Communications	3	18	✓		✓
CRM (Customer Relationship Management)	3	18	✓		✓
Strategic Brand Management in the age of sustainability	3	18	✓		✓
Practices in Digital Marketing	4	24	✓		✓
Marketing in a Digital World	2	12	✓		✓
Major Communication, Luxe et Produits de Prestige - 20 spots - 15 ECTS					
Integrated Marketing Communications	3	18	✓		✓
CRM (Customer Relationship Management)	3	18	✓		✓
Strategic Brand Management in the age of sustainability	3	18	✓		✓
Universe of Luxury and Prestige Products	3	18	✓		✓
Professional Profiles in Communication	3	18	✓		✓
Stratégie marketing et commerciale en grande consommation - 20 spots - 9 ECTS					
Integrated Marketing Communications	3	18	✓		✓
CRM (Customer Relationship Management)	3	18	✓		✓
Category Management	3	18	✓	✓	
Major Finance, Investment and Banking - 44 spots - 15 ECTS					
Investments	3	18	✓		✓
Advanced Corporate Finance	3	18	✓		✓
Financial Derivatives	3	18	✓		✓
Money and Banking	3	18	✓		✓
Fixed Income Securities	3	18	✓		✓
Major Supply chain - 20 spots - 15 ECTS					
Supply Chain Strategy & Carbon Footprint	3	18	✓		✓
Procurement & Purchasing Management	3	18	✓		✓
Inventory Management	3	18	✓		✓
Supply Chain Auditing & Sustainability	3	18	✓		✓
Warehouse Management	3	18	✓		✓
Major Management et Conseil - 20 spots - 15 ECTS					
Using XL and ERPs	3	18	✓		✓
The strategic diagnosis and action plan	3	18	✓		✓
Business model analysis & generation	3	18	✓		✓
Managerial and human diagnosis	3	18	✓		✓
CSR Consulting	3	18	✓		✓

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5 th year courses	ECTS	Hours	Fall	Taught in French	Taught in English
Major Supply management - 20 spots - 17 ECTS					
Operations Management	3	18	✓		✓
Quality Management Systems, Lean & Six Sigma	3	18	✓		✓
Digital Transformation & Power BI	3	18	✓		✓
Prévisions de vente & Intelligence Artificielle	3	18	✓	✓	
Transport & Changements Climatiques	3	18	✓	✓	
Informations Systems, Planning & Scheduling	2	12	✓		✓
Major Management et conseil - 18 spots - 17 ECTS					
Competitive intelligence and benchmarking	3	18	✓		✓
Cash Commando	3	18	✓		✓
Les méthodes agiles	3	18	✓	✓	
The Strategy Game (CESIM)	3	18	✓		✓
Le consultant en changement	3	18	✓	✓	
The price lever	2	12	✓		✓
Major grande conso - 30 spots - 8 ECTS					
Innovation & Intelligence	3	18	✓		✓
Marketing Capstone for Sustainable Business	3	18	✓		✓
Marketing in a Digital World	2	12	✓		✓
Major luxury - 44 spots - 17 ECTS					
Innovation & Intelligence	3	18	✓		✓
Marketing Capstone for Sustainable Business	3	18	✓		✓
Luxury Brand Management	3	18	✓		✓
Luxury Retail Trends	3	18	✓		✓
Marketing in a Digital World	2	12	✓		✓
Brand Image and Digital Communication	3	18	✓		✓
Major Entrepreneuriat & innovation - 20 spots - 9 ECTS					
Entrepreneurial Finance & Corporate Valuation	3	18	✓		✓
Entrepreneurial Social Leadership	3	18	✓		✓
Entrepreneurial Innovation	3	18	✓		✓
Major Financial Markets - 20 spots - 17 ECTS					
Mergers and Acquisitions	3	18	✓		✓
International Banking Regulation	3	18	✓		✓
Financial Modelling and Analysis	3	18	✓		✓
Sustainable financial Strategies	3	18	✓		✓
Applied Portfolio Management	3	18	✓		✓
Consolidation and Group Accounts	2	12	✓		✓



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