

1871

EN

NORMANDIE  
BUSINESS SCHOOL

# COURSE OFFER

## 2024-2025



## Important information to keep in mind when choosing **courses**

### PROGRAMMES OPEN FOR EXCHANGE STUDENTS :

1. EM Normandie offers 3 major programmes:
  - Master in Management - **MIM**
  - Bachelor in International Management - **BIM**
  - Bachelor in Business Administration - **BBA**

**Master in Management** consists of 5 years of studies: 3 years undergraduate (U1, U2, U3) + 2 years of graduate (M1, M2). Starting from the 1st year of graduate studies (M1) students choose tracks which are equivalent to specializations.

**Bachelor in International Management** consists of 3 years of undergraduate studies.

**Bachelor in Business Administration** consists of 4 year of undergraduate studies.

### MIM YEAR 5:

Please note that for the following specializations: **“Manager des RH”, «International Logistics & Port Management” and “Supply Chain Management”**:

The study schedule is one or two weeks of classes per month. During the weeks without classes, the students take part in challenges and professional projects organised by EM Normandie.

### COURSE VALIDATION REQUIREMENTS:

1. Each course is validated by acquiring ECTS (European Credit Transfer System). For grading system please read the Welcome Guide.
2. If the course is indicated as NCB (Non-credit bearing), it means that no credits are awarded for this course. Non credit bearing courses require a 10 out of 20 grade to pass the course. Please note that class attendance is mandatory & that the course will be graded. Grade will appear on transcript.
3. EM Normandie imposes a minimum requirement of 15 ECTS credits per semester. *However, EM Normandie recommends that students take the full course load of their selected semester program.*
4. You cannot mix courses from different semesters, different specializations (Unless otherwise specified) , different campuses and different levels of study.
5. The course « Associations » is non-credited but allows international students to participate in the day-to-day organisation of a student club (sports, arts, humanitarian). This is only available for full-year students.

NB: Please be informed that there may be slight changes in this course offer.

### MIM & BIM PROGRAMMES ELECTIVES:

1. Students must pay attention to the choice of electives options on each slide.
2. Please note that a minimum number of students is required to open a class.
3. Please note that MIM Year 5 electives are online courses .

### DOUBLE DEGREE STUDENTS:

1. In all Master in Management Year 5 specializations and Bachelor in International Management Year 3 there is a possibility to enroll as a dual-degree student depending on the agreement with your home university. Master in Management Dual-Degree: if your thesis is supervised by your home institution, you will have to select an elective course in order to replace the Research Methodology Course.
2. Please note that some specializations in the Master in Management programme have limited spots for dual-degree students. In rare cases if we have more applicants than places, applications will be reviewed. Non-elected students will be offered an alternative programme.
3. All courses in MIM Year 5 and BIM Year 3 are mandatory for dual-degree students.

## Important information to keep in mind when choosing a **campus**

### VISAS & IMMIGRATION

Dear students! As much as we want to welcome you on all of our campuses unfortunately there are immigration restrictions depending on your nationality and the country of the EM Normandy campus over which we have no control. Please check carefully before you choose your campus.

#### French campuses (Paris, Caen, Le Havre) :

- European students: no visa required.
- Non-European students: visa required (short or long term)

Our government has a [unique website](#) for all visa requests.

#### Oxford campus:

Since the Brexit, the UK government has decided to divide citizens in two lists:

Non-visa nationals: EU, EEA & Swiss citizens can study in the UK for a short period (less than 6 months) without a visa.

- Visa nationals: students from countries on [this list](#) will not be able to study at our campus as we cannot issue a visa for them.

Please check you students' eligibility on [the government website](#) and let us know if you have any questions/doubts.

#### Dublin campus:

- European students: no visa required, students can come for a semester or a full year.
- Non-European students: visa required, students can only come for 1 semester.
  - Exempted nationalities: students can be exempt from a visa if their country appears on [this list](#).
  - Remaining nationalities: students will need to apply for [a visa short-term C](#) only for the dates they are physically in Ireland (the beginning of the semester will be online as the duration of courses is more than 90 days)

#### Dubai campus:

Once accepted, students will be contacted by our Dubai staff to start the visa process. The visa cost is around 7000AED for a year and includes health insurance and the residence permit. A medical test will be done upon arrival by the authorities (blood test and x ray). If the student does not pass the test, his visa will be revoked.

## Additional information about EM Normandie learning experience

The EM Normandie Experience is a global vision focused on a single objective: to give students the means to be actors in their personal and professional development. EM Normandie enables them to mobilize the knowledge acquired in class and apply it in real company situations: missions, challenges, etc.. Please find below more information about Projects, Challenges & Career Path proposed in our Programs.

▪ **MASTER IN MANAGEMENT - UNDERGRADUATE YEAR 2** - (*French Campus : Paris, Caen, Le Havre*)/ *Oxford Campus / Dublin Campus* )

**Citizen Project/ Projet Citoyen /Associative Project** : This project gives students the opportunity to get involved in subjects that are of real interest to them, either through the community life of the school, or through involvement in an external civic project. There is already a exciting range of associations and projects to choose from, or students may wish to create their own. The aim is to use management tools and apply them to running a school association or an external project (humanitarian, charity, cultural, sports, events, entrepreneurial projects), to be able to build a project starting from an idea or a need and to be able to present a project.

▪ **MASTER IN MANAGEMENT - UNDERGRADUATE YEAR 3** - (*French Campus : Paris, Caen, Le Havre*)/*Oxford Campus / Dublin Campus / Dubai Campus* )

**Responsible Project** : This project is a contest which will ask students to work on an analysis relating to the integration of the Sustainable Development Goals (SDGs: defined by the UN) within companies already committed to Sustainable Development (SD) and Social Responsibility (RS). Framework of the contest: students will have to establish a diagnosis that will be based on companies that have already mentioned their contribution to the SDGs in their CSR or sustainable development policy and propose recommendations for actions that could be developed in the chosen company.

**Career Path II / Parcours Carriere II** : This course will allow each student to clarify how they present themselves (their strengths and motivation) to find an internship in line with their personal and professional aspirations. They will acquire detailed knowledge of a profession and its stakeholders by participating in professional workshops. They will build a strategy for finding an internship and take ownership of the various recruitment processes to apply effectively.

▪ **BACHELOR IN MANAGEMENT YEAR 2** - (*Le Havre Campus /Dublin Campus*)

**International Business Challenge** : This course is a project: Students are placed in professional situations in teams of 3 to 4 people. Each team is given a problem to solve in a period of time spread over the whole semester.

▪ **MASTER IN MANAGEMENT - GRADUATE YEAR 5** - ((*French Campus : Paris, Caen, Le Havre*)/*Oxford Campus / Dublin Campus / Dubai Campus* )

**Career Path/Parcours Carriere - Fall semester** : The objective of this course is to help students finding solutions, ideas and advice to a question they may have in relation to their career orientation. The codevelopment method is used. In sub-groups of 5, students will play the roles of a client and of a consultant. A student plays the role of a client and explains an issue, project or concern that he has faced during his previous experiences. The other students in the group, playing the consultants, listen and then ask open questions to help the client clarifying his project.

**Career Path/Parcours Carriere S2 - Spring Semester** : this course is an individual Graduation Interview : Each interview will last 30 minutes. A professional recruiter, lecturing in the Career Path Scheme, will play the role of the recruiter. Each student will submit to the recruiter his/her CV, an Internship or Employment Advertisement relevant to his/her professional project and a "skills assessment" file enabling each student to present their service offer. Each student will receive constructive feedback at the end of the interview.

## Additional information about EM Normandie learning experience

### ▪ MASTER IN MANAGEMENT - INTERNATIONAL BUSINESS GRADUATE YEAR 5 - *Le Havre Campus*

**International Business Challenge 1- Fall Semester** : The students are supposed to work within two weeks on a company's business case. The case is introduced in a briefing session done by a representative of the company. Hereafter, a Q&A session with the company as well as a supervision session by the head of the programme is provided throughout the two weeks of runtime. Finally, a presentation on the solution of the raised problem of the company should be held.

**International Business Challenge 2 - Spring Semester** : Experience of working on real issues for an international company. Provide the student with the opportunity to undertake an investigation into different areas, under the guidance of a supervisor. Enable the students to place the taught course into a practical context. Experience of working on real issues for an international company. Provide the student with the opportunity to undertake an investigation into different areas, under the guidance of a supervisor. Enable the students to place the taught course into a practical context.

### ▪ MASTER IN MANAGEMENT - FINANCIAL DATA MANAGEMENT GRADUATE YEAR 5 - *Paris Campus*

**Challenge - Fall Semester** : During this course, students will implement real projects for real companies. Provided by a company carefully selected by the programme leader, each team is composed of 4 students that compete one against the other on the same project of 3 weeks. Technical assistance is provided by teachers from the School. Each team has to present the results of its work at the end of the project to a panel of company executives and managers who are specialists of the selected topic. The team prepares an oral presentation with visual aids. The panel evaluates the quality of the analysis and recommendations, the team's cohesion and its ability to respond to the questions asked.

### ▪ MASTER IN MANAGEMENT - MARKETING AND DIGITAL IN LUXURY AND LIFESTYLE GRADUATE YEAR 5 - *Paris Campus*

**Challenge - Fall Semester** : Sponsored by Institut National des Métiers d'Art and coached by a professor from EM Normandie, this "challenge" mission is focused on a problematic formulated by a real luxury company which possesses the Entreprise du Patrimoine Vivant label. Each of the groups of students will have to analyse a specific company and to audit and help it with digital recommendations. Intercultural groups of students is requested for this project to provide international overview of the company and its environment.

### ▪ MASTER IN MANAGEMENT - SUSTAINABLE BUSINESS STRATEGY GRADUATE YEAR 5 - *Paris Campus*

**Learning Expedition 1 & 2 - Fall & Spring Semester** : The learning expeditions takes the form of a consulting mission. Provided by a company carefully selected by the academic director, students hold a consultant position for a length of 2 to 6 months. The consulting mission is undertaken by groups of 3 to 6 students utilizing consulting methodology, coached by company's project managers in collaboration with the academic director, as well as the program lecturers. Hence, students benefit from the support of these courses lecturers to succeed their mission. Visits to the company and workshop sessions are scheduled during the consulting mission.

### ▪ MASTER IN MANAGEMENT - SUPPLY CHAIN LOGISTIQUE & INNOVATIONS GRADUATE YEAR 5 - *Le Havre Campus*

**Challenge 1** : This course aims to train the student to follow, understand and model the logistics processes of an organization. It prepares the student to defend and justify his/her ideas in front of professionals and to work in a team. The course will consist of a visit to a company, interviews with operators and managers, and the collection of information to respond to a set of specifications provided by the company. Two weeks of group work at the school with the support of the mission's prescriber and a teacher.



## Additional information about EM Normandie learning experience

### ▪ MASTER IN MANAGEMENT - STRATEGIE MARKETING ET DEVELOPPEMENT COMMERCIAL GRADUATE YEAR 5 - *Le Havre Campus*

**Challenge DCF- Spring Semester :** This course is a challenge carried out by teams aiming at putting into practice semesters 1 & 2 courses, on a real case of a company. The objective of the course is to understand the existing situation and challenges of a company in order to develop a marketing strategy and a commercial development plan. Learn to work in a group on a commercial competition. Based on business development or diversification objectives, student teams are competing to produce a business plan, a control and decision-making tool. They present it to the company's management board in 15 minutes who will choose designates the most performing team of students.

### **Mission Longue (Corporate Mission) - Fall Semester :**

During this mission, teams of 3 or 4 students will be asked to propose relevant actions to the company, taking into account the terms of reference of the specifications, based on a marketing and sales strategy mission within a company. The teams have at their disposal a person in charge of the mission who provides the tutoring in the company. His role is as follows:

- To guide the work done by the students, requiring them to behave like professionals
- To share with the students their professional experience and their vision of the company
- Evaluate the involvement, behavior and work of each student in the team
- Participate in the final jury of the mission

### ▪ MASTER IN MANAGEMENT ELECTIVES - YEAR 5 :

#### **Business Models & Performance - Spring Semester :**

Please note that this business game is not intended for students of finance. Nevertheless, it is not possible to follow this course if the student does not master the basic concepts; namely, cost control, income statement and balance sheet.

#### **Digitalization & Corporate Finance - Fall Semester :**

**Please note that** This course is intended for students who wish to enter the accounting, auditing, banking or management control professions after their studies. Mastery of basic accounting notions is necessary.

## Undergraduate Level Courses



### ENGLISH

#### UNDERGRADUATE PROGRAMMES – Year 2/3

Caen campus (9-10)

Dubai campus (11-12)

Dublin campus (13-15)

Le Havre campus (16-17)

Oxford campus (18-20)

Paris campus (21-24)

### FRENCH

#### UNDERGRADUATE PROGRAMMES – Year 2/3

Caen campus (41-42)

Le Havre campus (43)

Paris campus (44-45)

## Graduate Level Courses



#### GRADUATE PROGRAMMES – Year 4/5

Caen campus (26)

Dubai Campus (27)

Dublin (28)

Le Havre campus (29-32)

Oxford campus (33-34)

Paris campus (35-39)

#### GRADUATE PROGRAMMES – Year 4/5

Caen campus (47)

Le Havre campus (48-51)

Paris campus (52)

1871

EN

NORMANDIE  
BUSINESS SCHOOL

# UNDERGRADUATE ENGLISH



[Back to TOC](#)





## CAEN CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
FINANCIAL ANALYSIS	5	CONTRACT AND EMPLOYMENT LAW	5
ECONOMIC POLICIES	5	SOCIOLOGY & THEORY OF ORGANISATIONS	5
MARKETING OF SERVICES	5	STATISTICS 2	5
INTRODUCTION TO TAXES	5	INTERNATIONAL TRADE	5
TECH FOR BUSINESS - DATA MANAGEMENT	5	TECH FOR BUSINESS - WEBMARKETING	5
& CYBERSECURITY		CITIZEN PROJECT or ASSOCIATION	NCB*
CITIZEN PROJECT or ASSOCIATION	NCB*	ENGLISH	NCB*
ENGLISH	NCB*	REINFORCED ENGLISH	NCB*
REINFORCED ENGLISH	NCB*	FRENCH AS A FOREIGN LANGUAGE **	NCB*
FRENCH AS A FOREIGN LANGUAGE **	NCB*	INTERNSHIP*** (4 weeks from mid-April to end of August)	NCB*
<b>Electives (possibility to choose 1) :</b>		<b>Electives (possibility to choose 1) :</b>	
EUROPEAN UNION AND INNOVATION	5	WORKING IN MULTICULTURAL TEAMS	5
HISTORY OF SOCIAL EVENTS	5	INTRODUCTION TO CHANGE MANAGEMENT	5
GENERAL KNOWLEDGE : ARTIFICIAL INTELLIGENCE	5		

\*\*\*INTERNSHIP : optional

\*\*FRENCH AS A FOREIGN LANGUAGE is a distance learning course : Please indicate your level of language on your learning agreement among the 4 below:

French for Beginners (never learnt French before)

French for False Beginners (**A1 CECR**)

French for Intermediate Learners (**A2/B1 CECR**)

French for Advanced Learners (**B2/C1 CECR**)

\*NCB : Non Credit Bearing - Please note that class attendance is mandatory & that the course will be graded. Grade will appear on transcript.



## CAEN CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
CASH AND RISK MANAGEMENT	5	APPLIED AND ALTERNATIVE ECONOMICS	5
INTERNATIONAL LOGISTICS	5	ORGANIZATIONAL BEHAVIOUR AND MANAGEMENT	5
AGILE MANAGEMENT	5	CONSUMER BEHAVIOUR	5
E-COMMERCE MANAGEMENT	5	STRATEGY	5
TECH FOR BUSINESS : DIGITAL INFLUENCE	5	COST CONTROL	5
GEOPOLITICS	5	CAREER PATH 2	1
ENGLISH	NCB*	ENGLISH	NCB*
REINFORCED ENGLISH	NCB*	REINFORCED ENGLISH	NCB*
FRENCH AS A FOREIGN LANGUAGE***	NCB*	FRENCH AS A FOREIGN LANGUAGE***	NCB*
		RESPONSIBLE PROJECT	NCB*
		INTERNSHIP (8-12 weeks from mid-May to end of August)	3
		<b>Electives** (possibility to choose 1) :</b>	
		FINANCE INVESTMENT CASH FLOW	5
		UNDERSTANDING CLIMATE CHANGE AND ACTING FOR TRANSITION	5
		AGILE INTRAPRENEURSHIP PROJECT	5
		COMPARATIVE STRATEGIC THINKING	5
		DIGITAL TRANSFORMATION & 4.0 INDUSTRY	5
		<b>Electives** (possibility to choose 1) :</b>	
		ANTHROPOLOGY	5
		LAW AND ECONOMICS	5

\*\*\*FRENCH AS A FOREIGN LANGUAGE is a distance learning course :  
 Please indicate your level of language on your learning agreement among the 4 below :  
 French for Beginners (never learnt French before)  
 French for False Beginners (**A1 CECR**)  
 French for Intermediate Learners (**A2/BI CECR**)  
 French for Advanced Learners (**B2/CI CECR**)

\*\*Electives : Students may choose one elective of each color. They can not choose more than one blue elective or more than one light orange elective

Elective Courses taught in French

10

\*NCB : Non Credit Bearing - Please note that class attendance is mandatory & that the course will be graded. Grade will appear on transcript

[Back to TOC](#)



## DUBAI CAMPUS

## FALL SEMESTER

Course title	Credits
INTERNATIONAL MARKETING	5
PRINCIPLES OF BUSINESS STRATEGY	5
DISTRIBUTION CHANNELS	5
BUSINESS DATA AND ANALYTICS	5
FINANCIAL ANALYSIS	5
BUSINESS ENGLISH	NCB*
<i>Electives (possibility to choose 1) :</i>	
CRITICAL THINKING	5
BUSINESS HISTORY	5

## SPRING SEMESTER

Course title	Credits
--------------	---------

NO COURSES OFFERED



## DUBAI CAMPUS

## FALL SEMESTER

Course title	Credits
CASH AND RISK MANAGEMENT	5
INTERNATIONAL LOGISTICS	5
AGILE MANAGEMENT	5
E-COMMERCE	5
TECH FOR BUSINESS : DIGITAL INFLUENCE	5
GEOPOLITICS	5
BUSINESS ENGLISH	NCB*
REINFORCED ENGLISH	NCB*

## SPRING SEMESTER

Course title	Credits
APPLIED AND ALTERNATIVE ECONOMICS	5
ORGANISATIONAL BEHAVIOUR AND MANAGEMENT	5
CONSUMER BEHAVIOUR	5
STRATEGY	5
COST CONTROL	5
CAREER PATH 2	1
BUSINESS ENGLISH	NCB*
REINFORCED ENGLISH	NCB*
RESPONSIBLE PROJECT	NCB*
INTERNSHIP (8 to 12 weeks after the exam period)	3
<b>Electives (possibility to choose 1) :</b>	5
DIGITAL TRANSFORMATION & 4.0 INDUSTRY	5
UNDERSTANDING CLIMATE CHANGE	5





## DUBLIN CAMPUS

## FALL SEMESTER

Course title	Credits
INTERNATIONAL MARKETING	5
PRINCIPLES OF BUSINESS STRATEGY	5
DISTRIBUTION CHANNELS	5
BUSINESS DATA AND ANALYTICS	5
FINANCIAL ANALYSIS	5
BUSINESS ENGLISH	NCB*
<i>Electives (possibility to choose 1) :</i>	
CRITICAL THINKING	5
BUSINESS HISTORY	5

## SPRING SEMESTER

Course title	Credits
ENTREPRENEURSHIP IN A DIGITAL ECOSYSTEM	5
INFORMATION SYSTEMS	5
BUSINESS NEGOTIATION	5
STRATEGIC MARKETING	5
MANAGEMENT CONTROL	5
BUSINESS ENGLISH	NCB*
INTERNATIONAL BUSINESS CHALLENGE	NCB*
<i>Electives (possibility to choose 1) :</i>	
BANKING AND INTERNATIONAL PAYMENTS	5
OPERATIONS MANAGEMENT	5



## DUBLIN CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
FINANCIAL ANALYSIS	5	CONTRACT AND EMPLOYMENT LAW	5
ECONOMIC POLICIES	5	SOCIOLOGY & THEORY OF ORGANISATIONS	5
MARKETING OF SERVICES	5	STATISTICS 2	5
INTRODUCTION TO TAXES	5	INTERNATIONAL TRADE	5
TECH FOR BUSINESS - DATA MANAGEMENT & CYBERSECURITY	5	TECH FOR BUSINESS - WEBMARKETING	5
ASSOCIATIVE or CITIZEN PROJECT	NCB*	ASSOCIATIVE or CITIZEN PROJECT	NCB*
ENGLISH	NCB*	ENGLISH	NCB*
REINFORCED ENGLISH	NCB*	REINFORCED ENGLISH	NCB*
ORGANISATIONAL COMMUNICATIONS	5	INTERNSHIP** (4 weeks from mid-April to end of August)	NCB*
		INNOVATION & EU INSTITUTIONS	5

\*\*INTERNSHIP : optional

[Back to TOC](#)

\*NCB : Non Credit Bearing - Please note that class attendance is mandatory & that the course will be graded. Grade will appear on transcript



## DUBLIN CAMPUS

## FALL SEMESTER

Course title	Credits
CASH AND RISK MANAGEMENT	5
INTERNATIONAL LOGISTICS	5
AGILE MANAGEMENT	5
E-COMMERCE MANAGEMENT	5
TECH FOR BUSINESS : DIGITAL INFLUENCE	5
GEOPOLITICS	5
ENGLISH	NCB*
REINFORCED ENGLISH	NCB*

## SPRING SEMESTER

Course title	Credits
APPLIED AND ALTERNATIVE ECONOMICS	5
ORGANISATIONAL BEHAVIOUR AND MANAGEMENT	5
CONSUMER BEHAVIOUR	5
STRATEGY	5
COST CONTROL	5
CAREER PATH 2	1
ENGLISH	NCB*
REINFORCED ENGLISH	NCB*
RESPONSIBLE PROJECT	NCB*
INTERNSHIP (8-12 weeks from end of April to August)	3
<b>Electives (possibility to choose 1) :</b>	
DIGITAL TRANSFORMATION & 4.0	5
INDUSTRY	5
THE ART OF PUBLIC SPEAKING	5
INTERNATIONAL TEAMS	5



## LE HAVRE CAMPUS

## FALL SEMESTER

Course title	Credits
INTERNATIONAL MARKETING	5
PRINCIPLES OF BUSINESS STRATEGY	5
DISTRIBUTION CHANNELS	5
BUSINESS DATA AND ANALYTICS	5
FINANCIAL ANALYSIS	5
BUSINESS ENGLISH	NCB*
FRENCH AS A FOREIGN LANGUAGE**	NCB*

**Electives (possibility to choose 1) :**

CRITICAL THINKING	5
BUSINESS HISTORY	5

## SPRING SEMESTER

Course title	Credits
ENTREPRENEURSHIP IN A DIGITAL ECOSYSTEM	5
INFORMATION SYSTEMS	5
BUSINESS NEGOTIATION	5
STRATEGIC MARKETING	5
MANAGEMENT CONTROL	5
BUSINESS ENGLISH	NCB*
FRENCH AS A FOREIGN LANGUAGE**	NCB*
INTERNATIONAL BUSINESS CHALLENGE	NCB*

**Electives (possibility to choose 1) :**

OPERATION MANAGEMENT	5
BANKING AND INTERNATIONAL PAYMENTS	5

**\*\*FRENCH AS A FOREIGN LANGUAGE** is a distance learning course : Please indicate your level of language on your learning agreement, among the 4 below :

French for Beginners (never learnt French before)

French for False Beginners **(A1 CECR)**

French for Intermediate Learners **(A2/B1 CECR)**

French for Advanced Learners **(B2/C1 CECR)**





### LE HAVRE CAMPUS

#### FALL SEMESTER

Course title	Credits
DISSERTATION RESEARCH METHODS	5
INTERNET OF THINGS AND BLOCKCHAIN	5
MARKETING MANAGEMENT	5
INTERNATIONAL FINANCE	5
GEOPOLITICS	5
MULTICULTURAL MANAGEMENT	5
ENGLISH OR FRENCH LANGUAGE	NCB*
CAREER PATH	2

#### SPRING SEMESTER

Course title	Credits
BACHELOR THESIS***	10
BUSINESS GAME	5
ENGLISH OR FRENCH LANGUAGE	NCB*
INTERNSHIP (12 weeks minimum from April)	5
<b><u>Concentration Option 1**:</u></b>	
SERVICE INDUSTRIES: Services Marketing	5
SERVICE INDUSTRIES: Tourism and Hospitality Services	5
SERVICE INDUSTRIES: Financial and Gaming Services	5
<b><u>Concentration Option 2**:</u></b>	
DIGITAL BUSINESS: Digital Marketing Applications	5
DIGITAL BUSINESS: Internet Law and Cybersecurity	5
DIGITAL BUSINESS: e-Commerce operations	5
<b><u>Concentration Option 3**:</u></b>	
LOGISTICS: Multimodal Transportation	5
LOGISTICS: Logistics 4.0	5
LOGISTICS: Port Management	5
<b>**Options can be mixed.</b>	

\*\*\*\*FRENCH AS A FOREIGN LANGUAGE is a distance learning course : Please indicate your level of language on your learning agreement among the 4 below :

French for Beginners (never learnt French before)

French for False Beginners (**A1 CECR**)

French for Intermediate Learners (**A2/BI CECR**)

French for Advanced Learners (**B2/CI CECR**)

[Back to TOC](#)

\*\*\*Course open for dual-degree students only

\*NCB : Non Credit Bearing - Please note that class attendance is mandatory & that the course will be graded. Grade will appear on transcript



## OXFORD CAMPUS

## FALL SEMESTER

Course title	Credits
FINANCIAL ANALYSIS	5
ECONOMIC POLICIES	5
MARKETING OF SERVICES	5
INTRODUCTION TO TAXES	5
TECH FOR BUSINESS - DATA MANAGEMENT & CYBERSECURITY	5
ASSOCIATION	NCB*
ENGLISH	NCB*

**Electives (possibility to choose 1) :**

ENTREPRENEURSHIP PROJECT	5
GENERAL KNOWLEDGE : THE UK	5
GENERAL KNOWLEDGE : ARTIFICIAL INTELLIGENCE	5
UK SPORTS MANAGEMENT	5

## SPRING SEMESTER

Course title	Credits
CONTRACT AND EMPLOYMENT LAW	5
SOCIOLOGY & THEORY OF ORGANISATIONS	5
STATISTICS 2	5
INTERNATIONAL TRADE	5
TECH FOR BUSINESS - WEBMARKETING	5
ASSOCIATION	NCB*
ENGLISH	NCB*
INTERNSHIP** (4 weeks from mid-April to end of August)	NCB*

**Electives (possibility to choose 1) :**

ORGANISATIONAL COMMUNICATIONS	5
MANAGEMENT OF UK CREATIVE INDUSTRIES	5
INTERNATIONAL TEAMS	5

\*\*INTERNSHIP : optional

\*NCB : Non Credit Bearing - Please note that class attendance is mandatory & that the course will be graded. Grade will appear on transcript



## OXFORD CAMPUS

## FALL SEMESTER

Course title	Credits
CASH AND RISK MANAGEMENT	5
INTERNATIONAL LOGISTICS	5
AGILE MANAGEMENT	5
E-COMMERCE MANAGEMENT	5
TECH FOR BUSINESS : DIGITAL INFLUENCE	5
GEOPOLITICS	5
ENGLISH	NCB*

## SPRING SEMESTER

Course title	Credits
APPLIED AND ALTERNATIVE ECONOMICS	5
ORGANISATIONAL BEHAVIOUR AND MANAGEMENT	5
CONSUMER BEHAVIOUR	5
STRATEGY	5
COST CONTROL	5
CAREER PATH 2	1
ENGLISH	NCB*
RESPONSIBLE PROJECT	NCB*
INTERNSHIP (8 to 12 weeks from April to end of August)	3

***Electives (possibility to choose 1) :***

DIGITAL TRANSFORMATION & 4.0 INDUSTRY	5
BUSINESS IN POST-BREXIT EUROPE	5
UNDERSTANDING CLIMATE CHANGE	5



ENGLISH

# BACHELOR IN BUSINESS ADMINISTRATION - YEAR 3



OXFORD CAMPUS

**NEW**

## FALL SEMESTER

Course title	Credit
--------------	--------

NO COURSES OFFERED

## SPRING SEMESTER

Course title	Credit
--------------	--------

DIGITAL MARKETING	5
MERCHANDISING AND CATEGORY MANAGEMENT	5
BANKING AND INTERNATIONAL PAYMENTS	5
LOGISTICS 4.0	5
ECONOMIC POLICIES AND SUSTAINABLE DEVELOPMENT	5
RESEARCH SEMINAR 2: APPLIED RESERACH: GATHERING, ANALYZING & REPORTING RESERACH DATA	5
ENGLISH	NCB*
CAREER PATH	NCB*

\*NCB : Non Credit Bearing - Please note that class attendance is mandatory & that the course will be graded. Grade will appear on transcript

[Back to TOC](#)





## PARIS CAMPUS

## FALL SEMESTER

Course title	Credit
HUMAN RESOURCE MANAGEMENT	5
PRINCIPLES OF BUSINESS STRATEGY	5
PROJECT MANAGEMENT	5
FINANCIAL ANALYSIS	5
MARKET RESEARCH	5
FRENCH AS A FOREIGN LANGUAGE**	NCB*
BUSINESS SEMINAR 1: NATIONAL BUSINESS CHALLENGE	5

## SPRING SEMESTER

Course title	Credit
ENTREPRENEURSHIP	5
INFORMATION SYSTEMS	5
BUSINESS NEGOCIATION	5
LOGISTICS	5
MANAGEMENT CONTROL	5
FRENCH AS A FOREIGN LANGUAGE**	NCB*
RESEARCH SEMINAR 2: RESEARCH TOPICS: REVIEWING RESEARCH PAPERS	5

**\*\*FRENCH AS A FOREIGN LANGUAGE** is a distance learning course : Please indicate your level of language on your learning agreement among the 4 below :

French for Beginners (never learnt French before)

French for False Beginners **(A1 CECR)**

French for Intermediate Learners **(A2/B1 CECR)**

French for Advanced Learners **(B2/C1 CECR)**

\*NCB : Non Credit Bearing - Please note that class attendance is mandatory & that the course will be graded. Grade will appear on transcript



PARIS CAMPUS

**NEW****FALL SEMESTER**

Course title	Credit
STRATEGIC MARKETING	5
STRATEGIC MANAGEMENT	5
NEW PRODUCT DEVELOPMENT	5
MULTIMODAL TRANSPORTATION	5
TOTAL QUALITY MANAGEMENT	5
BUSINESS SEMINAR 2 : FIELD VISIT & BUSINESS REPORTING	5
FRENCH AS A FOREIGN LANGUAGE**	NCB*

**SPRING SEMESTER**

Course title	Credit
--------------	--------

NO COURSES OFFERED

**\*\*FRENCH AS A FOREIGN LANGUAGE** is a distance learning course : Please indicate your level of language on your learning agreement among the 4 below :

French for Beginners (never learnt French before)

French for False Beginners (**A1 CECR**)

French for Intermediate Learners (**A2/B1 CECR**)

French for Advanced Learners (**B2/C1 CECR**)

\*NCB : Non Credit Bearing - Please note that class attendance is mandatory & that the course will be graded. Grade will appear on transcript



## PARIS CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
FINANCIAL ANALYSIS	5	CONTRACT AND EMPLOYMENT LAW	5
ECONOMIC POLICIES	5	SOCIOLOGY & ORGANIZATIONAL THEORIES	5
MARKETING OF SERVICES	5	STATISTICS 2	5
INTRODUCTION TO TAXES	5	INTERNATIONAL TRADE	5
TECH FOR BUSINESS - DATA MANAGEMENT	5	TECH FOR BUSINESS - WEBMARKETING	5
& CYBERSECURITY		CITIZEN PROJECT	NCB*
CITIZEN PROJECT	NCB*	ENGLISH	NCB*
ENGLISH	NCB*	REINFORCED ENGLISH	NCB*
REINFORCED ENGLISH	NCB*	FRENCH AS A FOREIGN LANGUAGE **	NCB*
FRENCH AS A FOREIGN LANGUAGE **	NCB*	INTERNSHIP *** (4 weeks from mid-April to end of August)	NCB*
<b>Electives (possibility to choose 1) :</b>		<b>Electives (possibility to choose 1) :</b>	
EUROPEAN UNION AND INNOVATION	5	WORKING IN MULTICULTURAL TEAMS	5
HISTORY OF SOCIAL EVENTS	5	INTRODUCTION TO CHANGE MANAGEMENT	5
GENERAL KNOWLEDGE : ARTIFICIAL INTELLIGENCE	5	LUXURY MARKETING	5

\*\*\*INTERNSHIP : optional

\*\*FRENCH AS A FOREIGN LANGUAGE is a distance learning course : Please indicate your level of language on your learning agreement among the 4 below :

French for Beginners (never learnt French before)

French for False Beginners **(A1 CECR)**

French for Intermediate Learners **(A2/B1 CECR)**

French for Advanced Learners **(B2/C1 CECR)**

\*NCB : Non Credit Bearing - Please note that class attendance is mandatory & that the course will be graded. Grade will appear on transcript



## PARIS CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
CASH AND RISK MANAGEMENT	5	APPLIED AND ALTERNATIVE ECONOMICS	5
INTERNATIONAL LOGISTICS	5	ORGANISATIONAL BEHAVIOUR AND MANAGEMENT	5
AGILE MANAGEMENT	5	CONSUMER BEHAVIOUR	5
E-COMMERCE MANAGEMENT	5	STRATEGY	5
TECH FOR BUSINESS : DIGITAL INFLUENCE	5	COST CONTROL	5
GEOPOLITICS	5	CAREER PATH II	1
ENGLISH	NCB*	ENGLISH	NCB*
REINFORCED ENGLISH	NCB*	REINFORCED ENGLISH	NCB*
FRENCH AS A FOREIGN LANGUAGE ***	NCB*	FRENCH AS A FOREIGN LANGUAGE***	NCB*
CAREER PATH I	1	RESPONSIBLE PROJECT	NCB*
		INTERNSHIP (8 to 12 weeks from mid-May to end of August)	3
		<b>**Electives (possibility to choose 1) :</b>	
		UNDERSTANDING CLIMATE CHANGE AND ACTING FOR TRANSITION	5
		COMPARATIVE STRATEGIC THINKING	5
		<b>**Electives (possibility to choose 1) :</b>	
		FINANCE INVESTMENT CASH FLOW	5
		ENTERTAINMENT MARKETING	5

**\*\*Electives :** Students may choose one elective of each color.  
They can not choose more than one blue elective or more than one light orange elective

**\*\*\*FRENCH AS A FOREIGN LANGUAGE** is a distance learning course : Please indicate your level of language on your learning agreement among the 4 below :

French for Beginners (never learnt French before)

French for False Beginners **(A1 CECR)**

French for Intermediate Learners **(A2/B1 CECR)**

French for Advanced Learners **(B2/C1 CECR)**

\*NCB : Non Credit Bearing - Please note that class attendance is mandatory & that the course will be graded. Grade will appear on transcript.)



1871

EN

NORMANDIE  
BUSINESS SCHOOL

# GRADUATE ENGLISH



[Back to TOC](#)



# MASTER IN MANAGEMENT – GRADUATE YEAR 5

## INTERNATIONAL MARKETING AND BUSINESS DEVELOPMENT



### CAEN CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
MARKETING MANAGEMENT	5	E COMMERCE WEBMARKETING AND MOBILE MARKETING	NCB*
INTERNATIONAL OPERATIONS MANAGEMENT	5	NEW PRODUCT DEVELOPMENT	5
CROSS-CULTURAL MANAGEMENT	5	INTERNATIONAL BUSINESS DEVELOPMENT	5
INTERNATIONAL BUSINESS NEGOTIATION	5	BRAND AND SERVICES MARKETING	5
INTERNATIONAL MARKET RESEARCH	5	INTERNATIONAL DEVELOPMENT IN PRACTICE	NCB*
CAREER PATH	NCB*	INTERNSHIP (6 months after the exam period)	5
RESEARCH METHODOLOGY	5	CAREER PATH	1
FRENCH AS A FOREIGN LANGUAGE***	NCB*	DISSERTATION**	10
<b>Electives :</b>		FRENCH AS A FOREIGN LANGUAGE***	NCB*
CASES IN ETHICAL AND SUSTAINABLE DEVELOPMENT	5	<b>Electives :</b>	
CHANGE MANAGEMENT & ORGANIZATIONAL TRANSFORMATION	5	BUSINESS MODELS AND PERFORMANCE	5
DIGITALIZATION AND CORPORATE FINANCE	5	CRITICAL ISSUES IN MANAGEMENT	5
MANAGEMENT AND FUTURE STUDIES	5	LEADING IN MULTICULTURAL ENVIRONMENTS	5
		DIGITAL DISRUPTION AND INDUSTRY 4.0	5

\*\*\*FRENCH AS A FOREIGN LANGUAGE is a distance learning course : Please indicate your level of language in your learning agreement among the 4 below :

French for Beginners (never learnt French before)

French for False Beginners (**A1 CECR**)

French for Intermediate Learners (**A2/B1 CECR**)

French for Advanced Learners (**B2/C1 CECR**)

\*\*Course open for dual-degree students only

\*NCB : Non Credit Bearing - Please note that class attendance is mandatory & that the course will be graded. Grade will appear on transcript



### DUBAI CAMPUS

#### FALL SEMESTER

Course title	Credits
--------------	---------

NO COURSES OFFERED

#### SPRING SEMESTER

Course title	Credits
--------------	---------

DIGITAL MARKETING	5
INTERNATIONAL TRADE, BUSINESS AND STRATEGY	5
EXCEL MACROS & VBA	5
ORGANIZATIONAL DEVELOPMENT & CHANGE	5
DOING BUSINESS IN A CHANGING WORLD	5
COMPETING IN EMERGING ECONOMIES	5
BUSINESS ENGLISH	NCB



### DUBLIN CAMPUS

#### FALL SEMESTER

Course title	Credits
NO COURSES OFFERED	

#### SPRING SEMESTER

Course title	Credits
DIGITAL MARKETING	5
BUSINESS ENGLISH	NCB
EXCEL MACROS & VBA	5
INTERNATIONAL TRADE, BUSINESS AND STRATEGY	5
ORGANIZATIONAL DEVELOPMENT & CHANGE	5
DOING BUSINESS IN A CHANGING WORLD	5
COMPETING IN EMERGING ECONOMIES	5



### LE HAVRE CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
INTERNATIONAL ACCOUNTING STANDARDS AND FINANCIAL MANAGEMENT	5	BUSINESS GAME (DO YOUR BUSINESS PLAN !)	5
CROSS CULTURAL MARKETING	5	DIGITAL MARKETING	5
INTERNATIONAL TRADE, BUSINESS AND STRATEGY	5	EXCEL MACROS & VBA	5
HRM FOR MANAGER	5	ORGANIZATIONAL DEVELOPMENT & CHANGE	5
INNOVATION & BUSINESS INTELLIGENCE	5	DOING BUSINESS IN A CHANGING WORLD	5
EUROPEAN COMPETITION LAW	5	COMPETING IN EMERGING ECONOMIES	5
FRENCH AS A FOREIGN LANGUAGE **	NCB*	FRENCH AS A FOREIGN LANGUAGE **	NCB*
		INTERNSHIP (8 to 12 months after the exam period)	NCB*

**\*\*FRENCH AS A FOREIGN LANGUAGE** is a distance learning course : Please indicate your level of language in your learning agreement among the 4 below :

French for Beginners (never learnt French before)

French for False Beginners **(A1 CECR)**

French for Intermediate Learners **(A2/B1 CECR)**

French for Advanced Learners **(B2/C1 CECR)**

\*NCB : Non Credit Bearing - Please note that class attendance is mandatory & that the course will be graded. Grade will appear on transcript.)



### LE HAVRE CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
INTERCULTURAL MANAGEMENT	5	STRATEGIC THINKING	5
ADVANCED INTERNATIONAL BUSINESS (I) AND INTERNATIONAL BUSINESS LAW	5	OPERATIONS MANAGEMENT	5
INTERNATIONAL MARKETING	5	ADVANCED INTERNATIONAL BUSINESS (II)	5
INTERNATIONAL HUMAN RESOURCES MANAGEMENT	5	INTERNATIONAL FINANCE	5
CAREER PATH	NCB*	INTERNATIONAL BUSINESS CHALLENGE II	5
INTERNATIONAL BUSINESS CHALLENGE I	5	CAREER PATH	1
RESEARCH METHODOLOGY	5	INTERNSHIP (6 months after the exam period)	9
FRENCH AS A FOREIGN LANGUAGE***	NCB*	DISSERTATION**	10
<b>Electives :</b>		FRENCH AS A FOREIGN LANGUAGE***	NCB*
DIGITALIZATION AND CORPORATE FINANCE	5	<b>Electives :</b>	
CASES IN ETHICAL AND SUSTAINABLE DEVELOPMENT	5	DIGITAL DISRUPTION AND INDUSTRY 4.0	5
CHANGE MANAGEMENT AND ORGANIZATIONAL TRANSFORMATION	5	BUSINESS MODELS AND PERFORMANCE	5
MANAGEMENT AND FUTURE STUDIES	5	LEADING IN MULTICULTURAL ENVIRONMENTS	5
		CRITICAL ISSUES IN MANAGEMENT	5

*\*\*Course open for dual-degree students only*

*\*\*\*FRENCH AS A FOREIGN LANGUAGE is a distance learning course : Please indicate your level of language on your learning agreement among the 4 below :*

*French for Beginners (never learnt French before)*

*French for False Beginners (A1 CECR)*

*French for Intermediate Learners (A2/BI CECR)*

*French for Advanced Learners (B2/CI CECR)*

*\*NCB : Non Credit Bearing - Please note that class attendance is mandatory & that the course will be graded. Grade will appear on transcript.)*



### LE HAVRE CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
SUPPLY CHAIN ESSENTIALS	3	INTERNATIONAL LOGISTICS ESSENTIALS	3
OPERATION & QUALITY MANAGEMENT	5	EFFECTIVE TRANSPORT OPERATIONS	3
STRATEGIC PROCUREMENT	5	PORT ECONOMICS & PERFORMANCE	5
SUSTAINABILITY in SCM	5	STRATEGIC SHIPPING MANAGEMENT	5
SUPPLY CHAIN PERFORMANCE	3	COMMUNICATION in INTERNATIONAL LOGISTICS	2
SUPPLY CHAIN ANALYTICS	1	IMMERSIVE & EXPERIENTIAL BUSINESS SIMULATIONS	2
INFORMATION & SIMULATION SYSTEMS for SCM	1	MARITIME INNOVATIONS & DIGITAL TRANSFORMATION	3
BUSINESS COMPETITION 1	2	BUSINESS COMPETITION 2	2
RESEARCH METHODOLOGY	5	INTERNSHIP (6 months after the exam period)	9
CAREER PATH	NCB*	DISSERTATION**	10
FRENCH AS A FOREIGN LANGUAGE***	NCB*	FRENCH AS A FOREIGN LANGUAGE***	NCB*
<b>Electives :</b>		CAREER PATH	1
DIGITALIZATION AND CORPORATE FINANCE	5	<b>Electives :</b>	
CASES IN ETHICAL AND SUSTAINABLE DEVELOPMENT	5	BUSINESS MODELS AND PERFORMANCE	5
CHANGE MANAGEMENT AND ORGANIZATIONAL TRANSFORMATION	5	CRITICAL ISSUES IN MANAGEMENT	5
MANAGEMENT AND FUTURE STUDIES	5	LEADING IN MULTICULTURAL ENVIRONMENTS	5
		DIGITAL DISRUPTION AND INDUSTRY 4.0	5

**Please note that study schedule is one week of classes per month.**

\*NCB : Non Credit Bearing - Please note that class attendance is mandatory & that the course will be graded. Grade will appear on transcript.)

\*\*Course open for dual-degree students only

\*\*\*FRENCH AS A FOREIGN LANGUAGE is a distance learning course : Please indicate your level of language on your learning agreement among the 4 below :

French for Beginners / French for False Beginners (A1 CECR)/ French for Intermediate Learners (A2/BI CECCR)/ French for Advanced Learners (B2/CI CECCR)





## LE HAVRE CAMPUS

## FALL SEMESTER

Course title	Credits
SUPPLY CHAIN ESSENTIALS	3
OPERATION & QUALITY MANAGEMENT	5
STRATEGIC PROCUREMENT	5
SUSTAINABILITY in SCM	5
SUPPLY CHAIN PERFORMANCE	3
SUPPLY CHAIN ANALYTICS	1
INFORMATION & SIMULATION SYSTEMS for SCM	1
BUSINESS COMPETITION 1	2
RESEARCH METHODOLOGY	5
CAREER PATH	NCB*
FRENCH AS A FOREIGN LANGUAGE***	NCB*
<b>Electives :</b>	5
DIGITALIZATION AND CORPORATE FINANCE	
CASES IN ETHICAL AND SUSTAINABLE DEVELOPMENT	5
CHANGE MANAGEMENT AND ORGANIZATIONAL TRANSFORMATION	5
MANAGEMENT AND FUTURE STUDIES	5

## SPRING SEMESTER

Course title	Credits
TRANSPORT MANAGEMENT	3
FACILITY LOCATIONS & CUSTOMER CARE	3
DEMAND PLANNING	5
SUPPLY & PRODUCTION SYSTEMS	5
SUPPLY CHAIN INNOVATIONS	3
IMMERSIVE & EXPERIENTIAL BUSINESS SIMULATIONS	2
COMMUNICATION in SCM	2
BUSINESS COMPETITION 2	2
INTERNSHIP	9
DISSERTATION**	10
FRENCH AS A FOREIGN LANGUAGE***	NCB*
CAREER PATH	NCB*
<b>Electives :</b>	5
BUSINESS MODELS AND PERFORMANCE	
CRITICAL ISSUES IN MANAGEMENT	5
LEADING IN MULTICULTURAL ENVIRONMENTS	5
DIGITAL DISRUPTION AND INDUSTRY 4.0	5

**Please note that study schedule is one week of classes per month.**

\*NCB : Non Credit Bearing - Please note that class attendance is mandatory & that the course will be graded. Grade will appear on transcript.)

\*\*Course open for dual-degree students only

\*\*\*FRENCH AS A FOREIGN LANGUAGE is a distance learning course : Please indicate your level of language on your learning agreement among the 4 below :

French for Beginners / French for False Beginners (**A1 CECR**) / French for Intermediate Learners (**A2/B1 CECR**) / French for Advanced Learners (**B2/C1 CECR**)



### OXFORD CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
INTERNATIONAL ACCOUNTING STANDARDS AND FINANCIAL MANAGEMENT	5	BUSINESS PLAN	5
CROSS CULTURAL MARKETING	5	DIGITAL MARKETING**	5
INTERNATIONAL TRADE, , BUSINESS AND STRATEGY	5	EXCEL MACROS & VBA	5
HRM FOR MANAGER	5	ORGANIZATIONAL DEVELOPMENT & CHANGE**	5
INNOVATION & BUSINESS INTELLIGENCE	5	DOING BUSINESS IN A CHANGING WORLD	5
EUROPEAN COMPETITION LAW	5	COMPETING IN EMERGING ECONOMIES	5

**\*\* « CHARTERED MANAGEMENT INSTITUTE » : “CMI Level 7 Certificate in Strategic Management and Leadership Practice”:**  
*Please note that students who have completed the following 2 courses (Digital Marketing & Organizational Development & Change) will be awarded the CMI level 7 certificate in Strategic Management and Leadership Practice” (UK masters' degree level).  
 With 10 UK Credits per course and a maximum possible total of 20 UK credits.*



### OXFORD CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
INTRODUCTION TO PROGRAMME	5	BANKING IV : COMPLIANCE	5
BANKING I: RETAIL BANKING	5	BANKING V : OPERATIONAL RISK MANAGEMENT	5
BANKING II : M&A FOR INVESTMENT BANKING	5	BANKING III: PORTFOLIO MANAGEMENT & INVESTMENT	5
FINTECH I: EMERGING SECTOR	5	FINTECH III : ADVANCED TOOLS	5
FINTECH II: CODING FOR FINANCE AND FINTECH	5	BANKING VI: FIDUCIARY RESPONSIBILITY	5
CONNECTING TO THE REAL WORLD I	NCB*	CONNECTING TO THE REAL WORD	NCB*
CAREER PATH	NCB*	CAREER PATH	1
RESEARCH METHODOLOGY	5	DISSERTATION**	10
<b>Electives :</b>		INTERNSHIP (6 months after the exam period)	9
CASES IN ETHICAL AND SUSTAINABLE DEVELOPMENT	5	<b>Electives :</b>	
CHANGE MANAGEMENT AND ORGANIZATIONAL TRANSFORMATION	5	BUSINESS MODELS AND PERFORMANCE	5
MANAGEMENT AND FUTURE STUDIES	5	CRITICAL ISSUES IN MANAGEMENT	5
		LEADING IN MULTICULTURAL ENVIRONMENTS	5
		DIGITAL DISRUPTION AND INDUSTRY 4.0	5

\*\*Course open for dual-degree students only

\*NCB : Non Credit Bearing - Please note that class attendance is mandatory & that the course will be graded. Grade will appear on transcript



## PARIS CAMPUS

**NEW**

FALL SEMESTER	
Course title	Credits
INTRODUCTION TO FINANCE	5
CROSS CULTURAL MANAGEMENT	5
INTERNATIONAL TRADE, BUSINESS & LOGISTICS	5
HR MANAGEMENT	5
INNOVATION & BUSINESS INTELLIGENCE	5
RESEARCH METHODS	5
FRENCH AS A FOREIGN LANGUAGE **	NCB*
CAREER PATH & SOFT SKILLS	2

SPRING SEMESTER	
Course title	Credits
BUSINESS GAME ( DO YOUR BUSINESS PLAN)	5
DIGITAL MARKETING	5
ORGANIZATIONAL DEVELOPMENT & CHANGE	5
DOING BUSINESS IN A CHANGING WORLD	5
COMPETING IN EMERGING ECONOMIES	5
DISSERTATION	2
FRENCH AS A FOREIGN LANGUAGE **	NCB*
INTERNSHIP ( <i>after the exam period</i> )	NCB*

**\*\*FRENCH AS A FOREIGN LANGUAGE** is a distance learning course : Please indicate your level of language on your learning agreement among the 4 below :

French for Beginners (never learnt French before)

French for False Beginners **(A1 CECR)**

French for Intermediate Learners **(A2/B1 CECR)**

French for Advanced Learners **(B2/C1 CECR)**

**\*NCB : Non Credit Bearing** - Please note that class attendance is mandatory & that the course will be graded. Grade will appear on transcript



### PARIS CAMPUS

#### FALL SEMESTER

Course title	Credits
ADVANCED FINANCIAL ANALYSIS & GROUP MANAGEMENT	5
FINANCIAL MANAGEMENT	5
DATA ARCHITECTURE & GOVERNANCE	5
PROJECT MANAGEMENT & PROGRAMMING	5
CAREER PATH	NCB*
RESEARCH METHODOLOGY	5
CHALLENGE	5
FRENCH AS A FOREIGN LANGUAGE***	NCB*

#### Electives :

CASES IN ETHICAL AND SUSTAINABLE DEVELOPMENT	5
CHANGE MANAGEMENT AND ORGANIZATIONAL TRANSFORMATION	5
MANAGEMENT AND FUTURE STUDIES	5

#### SPRING SEMESTER

Course title	Credits
DECISION MAKING & PREDICTIVE ANALYSIS TOOLS	5
KEY INDICATORS & COMMON REFERENCES	5
MANAGEMENT REPORTING & COMMUNICATION	5
DATA MANAGEMENT	5
STRATEGY & MASTERING RISKS	5
MISSION LONG DURATION ( <i>Corporate Mission</i> )	NCB*
CAREER PATH	1
INTERNSHIP ( <i>6 months after the exam period</i> )	9
DISSERTATION**	10
FRENCH AS A FOREIGN LANGUAGE***	NCB*

#### Electives :

CRITICAL ISSUES IN MANAGEMENT	5
LEADING IN MULTICULTURAL ENVIRONMENTS	5
DIGITAL DISRUPTION AND INDUSTRY 4.0	5

\*\*Course open for dual-degree students only

\*\*\*FRENCH AS A FOREIGN LANGUAGE is a distance learning course : Please indicate your level of language on your learning agreement among the 4 below :

French for Beginners (never learnt French before)

French for False Beginners (**A1 CECR**)

French for Intermediate Learners (**A2/B1 CECR**)

French for Advanced Learners (**B2/C1 CECR**)

\*NCB : Non Credit Bearing - Please note that class attendance is mandatory & that the course will be graded. Grade will appear on transcript



### PARIS CAMPUS

#### FALL SEMESTER

Course title	Credits
MARKETING ACTIVATION IN LUXURY	5
COMMUNICATION AND DIGITAL IN LUXURY	5
DIGITAL DEVELOPMENT IN LUXURY	5
CHALLENGE	5
RESEARCH METHODOLOGY	5
CAREER PATH	NCB*
FRENCH AS A FOREIGN LANGUAGE***	NCB*

#### Electives :

CHANGE MANAGEMENT AND ORGANIZATIONAL TRANSFORMATION	5
MANAGEMENT AND FUTURE STUDIES	5

#### SPRING SEMESTER

Course title	Credits
BUSINESS MODELS IN LUXURY	5
BRAND MANAGEMENT AND RESPONSABILITY	5
ECONOMIC PERFORMANCE IN LUXURY	5
INTERNATIONAL ENVIRONMENT IN LUXURY	5
EXPERIENTIAL LUXURY	5
INTERNSHIP (6 months after the exam period)	9
CAREER PATH	1
DISSERTATION**	10
FRENCH AS A FOREIGN LANGUAGE***	NCB*

#### Electives :

CRITICAL ISSUES IN MANAGEMENT	5
LEADING IN MULTICULTURAL ENVIRONMENTS	5
DIGITAL DISRUPTION AND INDUSTRY 4.0	5

**GPA of 3.0 on a 4.0 scale is required to access this specialization.**

\*\*\*FRENCH AS A FOREIGN LANGUAGE is a distance learning course : Please indicate your level of language on your learning agreement among the 4 below :

French for Beginners (never learnt French before)

French for False Beginners **(A1 CECR)**

French for Intermediate Learners **(A2/B1 CECR)**

French for Advanced Learners **(B2/C1 CECR)**

\*\*Course open for dual-degree students only

\*NCB : Non Credit Bearing - Please note that class attendance is mandatory & that the course will be graded. Grade will appear on transcript



## PARIS CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
MEETING STRATEGIES FOR SOCIAL TRANSFORMATION (Master's Inaugural Lesson)	5	CORPORATE CREATIVITY LEADERSHIP (Organizational Approach)	5
MEETING STRATEGIES FOR SOCIAL TRANSFORMATION (Learning Expeditions)	NCB*	DIGITAL SOCIAL EXPERIENCE	5
EVENT MANAGEMENT AS A COMPLEX PROJECT	5	LIVE SOCIAL EXPERIENCE	NCB*
ADVANCED PROFICIENCY IN EVENT MANAGEMENT	5	INNOVATIVE SOCIAL EXPERIENCE	NCB*
DESIGN THINKING (User Approach)	5	EVENT SUSTAINABILITY	NCB*
LOCAL INNOVATIVE ECOSYSTEMS	5	EXPERIENCE & EVENT PERFORMANCE	5
RESEARCH METHODOLOGY	5	WORK EXPERIENCE - INTERNSHIP (4-6 months - after the exam period)	5
CAREER PATH	NCB*	CAREER PATH	1
FRENCH AS A FOREIGN LANGUAGE***	NCB*	DISSERTATION**	10
<b>Electives :</b>		FRENCH AS A FOREIGN LANGUAGE***	NCB*
DIGITALIZATION AND CORPORATE FINANCE	5	<b>Electives :</b>	
CASES IN ETHICAL AND SUSTAINABLE DEVELOPMENT	5	BUSINESS MODELS AND PERFORMANCE	5
CHANGE MANAGEMENT AND ORGANIZATIONAL TRANSFORMATION	5	CRITICAL ISSUES IN MANAGEMENT	5
MANAGEMENT AND FUTURE STUDIES	5	LEADING IN MULTICULTURAL ENVIRONMENTS	5
		DIGITAL DISRUPTION AND INDUSTRY 4.0	5

\*\*\*FRENCH AS A FOREIGN LANGUAGE is a distance learning course : Please indicate your level of language in your learning agreement among the 4 below :

French for Beginners (never learnt French before)

French for False Beginners (A1 **CECR**)

French for Intermediate Learners (**A2/BI CECR**)

French for Advanced Learners (**B2/CI CECR**)

\*\*Course open for dual-degree students only

[Back to TOC](#)

\*NCB : Non Credit Bearing - Please note that class attendance is mandatory & that the course will be graded. Grade will appear on transcript





### PARIS CAMPUS

#### FALL SEMESTER

Course title	Credits
CONSULTING SKILLS	5
SUSTAINABILITY AS A BUSINESS	5
IMPACT INVESTING AND SOCIAL ENTREPRENEURSHIP	5
CORPORATE GOVERNANCE AND BUSINESS ETHICS	5
GLOBAL STRATEGY & SUSTAINABLE SUPPLY CHAINS	5
RESEARCH METHODOLOGY	5
LEARNING EXPEDITION 1	NCB*
CAREER PATH	1
FRENCH AS A FOREIGN LANGUAGE***	NCB*
<b>Electives :</b>	
DIGITALIZATION AND CORPORATE FINANCE	5
CASES IN ETHICAL AND SUSTAINABLE DEVELOPMENT	5
CHANGE MANAGEMENT AND ORGANIZATIONAL TRANSFORMATION	5
MANAGEMENT AND FUTURE STUDIES	5

#### SPRING SEMESTER

Course title	Credits
TECHNOLOGICAL INNOVATION AND SUSTAINABILITY	5
RESPONSIBLE LEADERSHIP	5
BUSINESS ANALYTICS FOR SUSTAINABILITY	5
CREATIVITY AND SOCIAL INNOVATION	NCB*
LEARNING EXPEDITION 2	NCB*
AGILE PROJECT MANAGEMENT	NCB*
CAREER PATH	1
DISSERTATION**	10
INTERNSHIP (6 months after the exam period)	5
FRENCH AS A FOREIGN LANGUAGE***	NCB*
<b>Electives :</b>	
BUSINESS MODELS AND PERFORMANCE	5
CRITICAL ISSUES IN MANAGEMENT	5
LEADING IN MULTICULTURAL ENVIRONMENTS	5
DIGITAL DISRUPTION AND INDUSTRY 4.0	5

\*\*Course open for dual-degree students only

**GPA of 3.2 on a 4.0 scale is required to access this specialization.**

\*\*\*FRENCH AS A FOREIGN LANGUAGE is a distance learning course : Please indicate your level of language in your learning agreement among the 4 below :

French for Beginners (never learnt French before)

French for False Beginners (A1 CECR)

French for Intermediate Learners (A2/B1 CECR)

French for Advanced Learners (B2/C1 CECR)

\*NCB : Non Credit Bearing - Please note that class attendance is mandatory & that the course will be graded. Grade will appear on transcript

1871

EN

NORMANDIE  
BUSINESS SCHOOL

# UNDERGRADUATE FRENCH



[Back to TOC](#)



## CAEN CAMPUS

## FALL SEMESTER

Course title	Credits
ANAYSE FINANCIERE	5
POLITIQUES ECONOMIQUES	5
MARKETING DES SERVICES	5
INTRODUCTION A LA FISCALITE	5
TECH FOR BUSINESS Gestion des données et Cybersécurité	5
PROJET CITOYEN/ ASSOCIATION	NCB*
ANGLAIS	NCB*
ANGLAIS RENFORCE	NCB*

**Electives (possibility to choose 1) :**

CONTROVERSES EN ETHIQUE DES AFFAIRES	5
TRAVAILLER DANS DES EQUIPES MULTICULTURELLES	5
HISTOIRE DES FAITS SOCIAUX	5

## SPRING SEMESTER

Course title	Credits
DROIT DES CONTRATS ET DU TRAVAIL	5
SOCIOLOGIE ET THEORIES DES ORGANISATIONS	5
STATISTIQUES 2	5
COMMERCE INTERNATIONAL	5
TECH FOR BUSINESS Introduction au webmarketing	5
PROJET CITOYEN / ASSOCIATION	NCB*
ANGLAIS	NCB*
ANGLAIS RENFORCE	NCB*
STAGE** (4 weeks from mid-April to end of August)	NCB*

**Electives (possibility to choose 1) :**

INITIATION A LA CONDUITE DU CHANGEMENT	5
INNOVATION DANS L'UNION EUROPEENNE	5
MARKETING AGROALIMENTAIRE	5

\*NCB : Non Credit Bearing - Please note that class attendance is mandatory & that the course will be graded. Grade will appear on transcript

\*\*STAGE: optional



## CAEN CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
STATISTIQUES ET MATHÉMATIQUES FINANCIÈRES	5	ECONOMIE APPLIQUÉE ET ALTERNATIVE	5
DÉMARCHE MARKETING	5	COMPORTEMENT ORGANISATIONNEL ET MANAGEMENT	5
ANALYSE FINANCIÈRE	5	COMPORTEMENT DU CONSOMMATEUR	5
DROIT DU TRAVAIL ET DES CONTRATS	5	STRATÉGIE	5
TECH FOR BUSINESS : LES FONDAMENTAUX	5	CONTRÔLE DE GESTION	5
GÉOPOLITIQUE	5	PARCOURS CARRIERE II	1
PARCOURS CARRIÈRES I	NCB*	ANGLAIS	NCB*
ANGLAIS	NCB*	ANGLAIS RENFORCÉ	NCB*
ANGLAIS RENFORCÉ	NCB*	STAGE (8 to 12 weeks from mid-May to end of August)	3
		<b>Electives ** (possibility to choose 1) :</b>	5
		FINANCE, INVESTISSEMENT, TRÉSORERIE	
		TRANSFORMATION DIGITALE ET INDUSTRIE 4.0	5
		COMPRENDRE LE DÉRÈGLEMENT CLIMATIQUE ET AGIR POUR LA TRANSITION	5
		PROJET INTRAPRENEURIAL AGILE	5
		PENSÉES STRATÉGIQUES COMPARÉES	5
		LES FONDAMENTAUX DU COMMERCE INTERNATIONAL	5
		<b>Electives** (possibility to choose 1) :</b>	5
		ANTHROPOLOGY	5
		LAW AND ECONOMICS	

**\*\*Electives** : Students may choose one elective of each color.  
**They can not choose more than one blue elective**

\*NCB : Non Credit Bearing - Please note that class attendance is mandatory & that the course will be graded. Grade will appear on transcript



### LE HAVRE CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
METHODOLOGIE DE RECHERCHE	5	MEMOIRE (THESIS)***	10
DEMARCHE MARKETING	5	Business Game	5
ENTREPRENEURIAT	5	ANGLAIS	NCB*
SUPPLY CHAIN MANAGEMENT	5	STAGE (12 weeks minimum after the exam period)	5
MANAGEMENT DE LA QUALITE	5	<b>Concentration Option 1**:</b> INDUSTRIE DES SERVICES: Marketing des Services 5 INDUSTRIE DES SERVICES: Services du Tourisme et de l'Hôtellerie 5 Option INDUSTRIE DES SERVICES: Financial and Gaming Services 5 <b>Concentration Option 2**:</b> BUSINESS DIGITALE: Applications en Marketing Digital 5 BUSINESS DIGITALE: Droit de l'Internet et de la Cybersécurité 5 BUSINESS DIGITALE: Operations de eCommerce 5 <b>Concentration Option 3**:</b> LOGISTIQUE: Transport Multimodal 5 LOGISTIQUE: Logistique 4.0 5 LOGISTIQUE: Management Portuaire 5	
LEADERSHIP ET MANAGEMENT DES EQUIPES	5		
ANGLAIS	NCB*		
PARCOURS CARRIERE	2		

\*\*Choose one expertise option, options cannot be mixed.

\*\*\*Course open for dual-degree students only

\*NCB : Non Credit Bearing



## PARIS CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
ANAYSE FINANCIERE	5	DROIT DES CONTRATS ET DU TRAVAIL	5
POLITIQUES ECONOMIQUES	5	SOCIOLOGIE ET THEORIES DES ORGANISATIONS	5
MARKETING DES SERVICES	5	STATISTIQUES 2	5
INTRODUCTION A LA FISCALITE	5	COMMERCE INTERNATIONAL	5
TECH FOR BUSINESS GESTION DES DONNÉES ET CYBERSÉCURITÉ	5	TECH FOR BUSINESS INTRODUCTION AU WEBMARKETING	5
PROJET CITOYEN	NCB*	PROJET CITOYEN	NCB*
ANGLAIS	NCB*	ANGLAIS	NCB*
ANGLAIS RENFORCE	NCB*	ANGLAIS RENFORCE	NCB*
		STAGE** (4 weeks from mid-April to end of August)	NCB*
<b>Electives (possibility to choose 1) :</b>		<b>Electives (possibility to choose 1) :</b>	
HISTOIRE DES FAITS SOCIAUX	5	CONTROVERSES EN ETHIQUE DES AFFAIRES	5
TRAVAILLER DANS DES EQUIPES MULTICULTURELLES	5	MARKETING DU LUXE	5
PENSEE CRITIQUE ET COMMUNICATION MANAGERIALE	5	MARKETING SENSORIEL	5
INTRODUCTION A LA PSYCHOLOGIE	5	MANAGEMENT DES OPERATIONS	5



## PARIS CAMPUS

## FALL SEMESTER

Course title	Credits
STATISTIQUES ET MATHÉMATIQUES FINANCIÈRES	5
DÉMARCHE MARKETING	5
ANALYSE FINANCIÈRE	5
DROIT DU TRAVAIL ET DES CONTRATS	5
TECH FOR BUSINESS : LES FONDAMENTAUX	5
GÉOPOLITIQUE	5
PARCOURS CARRIÈRES I	NCB*
ANGLAIS	NCB*
ANGLAIS RENFORCÉ	NCB*

## SPRING SEMESTER

Course title	Credits
ECONOMIE APPLIQUÉE ET ALTERNATIVE	5
COMPORTEMENT ORGANISATIONNEL ET MANAGEMENT	5
COMPORTEMENT DU CONSOMMATEUR	5
STRATÉGIE	5
CONTRÔLE DE GESTION	5
PARCOURS CARRIÈRE II	1
ANGLAIS	NCB*
ANGLAIS RENFORCÉ	NCB*
STAGE (8 to 12 weeks from mid-May to end of August)	3
<b>Electives** (possibility to choose 1) :</b>	
COMPRENDRE LE DÉRÈGLEMENT CLIMATIQUE ET AGIR POUR LA TRANSITION	5
PROJET INTRAPRENEURIAL AGILE	5
LES FONDAMENTAUX DU COMMERCE INTERNATIONAL	5
ENTREPRISE ET SOCIÉTÉ, ANALYSE DES FAITS SOCIAUX	5
PENSÉES STRATÉGIQUES COMPARÉES	5
<b>(possibility to choose 1) :</b>	
FINANCE, INVESTISSEMENT, TRÉSORERIE	5
ENTERTAINMENT MARKETING	5

**\*\*Electives** : Students may choose one elective of each color. They may not choose more than one blue elective or more than one light orange elective

\*NCB : Non Credit Bearing - Please note that class attendance is mandatory & that the course will be graded. Grade will appear on transcript



1871

EN

NORMANDIE  
BUSINESS SCHOOL

# GRADUATE FRENCH



[Back to TOC](#)



## CAEN CAMPUS

## FALL SEMESTER

## SPRING SEMESTER

GRH POUR MANAGER	5
ÉLÉMENTS FINANCIERS DU BUSINESS PLAN	5
INNOVATION & INTELLIGENCE ÉCONOMIQUE	5
CULTURE DIGITALE	NCB*
ANGLAIS	NCB*
ANGLAIS RENFORCÉ	NCB*

NO COURSES OFFERED

**Expertise Option 1\*\*:**

MARKETING: GESTION DE LA MARQUE 5

MARKETING: DÉVELOPPEMENT DE LA MARQUE 5

MARKETING: BUSINESS GAME MARKETING 5

**Expertise Option 2\*\*:**

FINANCE: COMPATIBILITÉ MULTI-NORMES ET FISCALITÉ 5

FINANCE: GESTION FINANCIÈRE 5

FINANCE: BUSINESS GAME FINANCE 5

**Expertise Option 3\*\*:**

ENTREPRENEURIAT: BUSINESS MODELS 5

ENTREPRENEURIAT: MANAGEMENT DE L'INNOVATION 5

ENTREPRENEURIAT: BUSINESS GAME ENTREPRENEURIAT 5

**\*\*Choose one expertise option, options cannot be mixed.**

\*NCB : Non Credit Bearing - Please note that class attendance is mandatory & that the course will be graded. Grade will appear on transcript



### LE HAVRE CAMPUS

#### FALL SEMESTER

Course title	Credit
GRH POUR MANAGER	5
ÉLÉMENTS FINANCIERS DU BUSINESS PLAN	5
INNOVATION & INTELLIGENCE ÉCONOMIQUE	5
CULTURE DIGITALE	NCB*
ANGLAIS	NCB*
ANGLAIS RENFORCÉ	NCB*

#### SPRING SEMESTER

Course title	Credits
STRATÉGIE INTERNATIONALE	5
COMPRENDRE LE DÉRÈGLEMENT CLIMATIQUE ET AGIR POUR LA TRANSITION	5
MANAGEMENT INTERCULTUREL	5
EXCEL VBA	5
ANGLAIS INTENSIF	10

#### **Expertise Option\*\*:**

MARKETING: GESTION DE LA MARQUE	5
---------------------------------	---

MARKETING: DÉVELOPPEMENT DE LA MARQUE	5
---------------------------------------	---

MARKETING: BUSINESS GAME MARKETING	5
------------------------------------	---

#### **Expertise Option\*\*:**

FINANCE: COMPATIBILITÉ MULTI-NORMES ET FISCALITÉ	5
--	---

FINANCE: GESTION FINANCIÈRE	5
-----------------------------	---

FINANCE: BUSINESS GAME FINANCE	5
--------------------------------	---

#### **Expertise Option\*\*:**

LOGISTIQUE: COMMERCE INTERNATIONAL, LOGISTIQUE ET ACHATS	5
--	---

LOGISTIQUE: SUPPLY CHAIN MANAGEMENT	5
-------------------------------------	---

LOGISTIQUE: BUSINESS GAME SUPPLY CHAIN	5
--	---

**\*\*Choose one expertise option, options cannot be mixed.**

\*NCB : Non Credit Bearing - Please note that class attendance is mandatory & that the course will be graded. Grade will appear on transcript



## LE HAVRE CAMPUS

## FALL SEMESTER

## SPRING SEMESTER

GRH POUR MANAGER	5
ÉLÉMENTS FINANCIERS DU BUSINESS PLAN	5
INNOVATION & INTELLIGENCE ÉCONOMIQUE	5
CULTURE DIGITALE	NCB*
ANGLAIS	NCB*
ANGLAIS RENFORCÉ	NCB*

NO COURSES OFFERED

**Expertise Option 1\*\*:**

MARKETING: GESTION DE LA MARQUE	5
MARKETING: DÉVELOPPEMENT DE LA MARQUE	5
MARKETING: BUSINESS GAME MARKETING	5

**Option 2\*\*:**

FINANCE: COMPATIBILITÉ MULTI-NORMES ET FISCALITÉ	5
FINANCE: GESTION FINANCIÈRE	5
FINANCE: BUSINESS GAME FINANCE	5

**Option 3\*\*:**

LOGISTIQUE: COMMERCE INTERNATIONAL, LOGISTIQUE ET ACHATS	5
LOGISTIQUE: SUPPLY CHAIN MANAGEMENT	5
LOGISTIQUE: BUSINESS GAME SUPPLY CHAIN	5

**\*\*Choose one expertise option, options cannot be mixed.**

\*NCB : Non Credit Bearing - Please note that class attendance is mandatory & that the course will be graded. Grade will appear on transcript



## LE HAVRE CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
MANAGER LES GROUPES ET LES ENJEUX ECONOMIQUES	5	FINANCE 1- GERER LES FINANCES DES GROUPES	5
MANAGER ET CONTROLER	5	FINANCE 2- MAITRISER LES NORMES ET LES INVESTISSEMENTS	5
MANAGER LES SYSTEMES D'INFORMATION	5	FINANCE 3- GERER LA VALEUR ET L'INGENIERIE FINANCIERE	5
AUDITER	5	FINANCE 4- EVALUER L'ENTREPRISE	5
CHALLENGE BUSINESS PLAN	5	GERER LES AUDITS DE SPECIALITE : IT et RSE	5
PARCOURS CARRIERE	NCB*	STAGE (2 periods possible : Dec 2024 to May 2025 & Mid-July to Dec 2025)	9
MÉTHODOLOGIE DE RECHERCHE	5	PARCOURS CARRIERE	1
<b>Electives :</b>		MÉMOIRE **	10
CASES IN ETHICAL AND SUSTAINABLE DEVELOPMENT	5	<b>Electives :</b>	
CHANGE MANAGEMENT AND ORGANIZATIONAL TRANSFORMATION	5	CRITICAL ISSUES IN MANAGEMENT	5
MANAGEMENT AND FUTURE STUDIES	5	LEADING IN MULTICULTURAL ENVIRONMENTS	5
		DIGITAL DISRUPTION AND INDUSTRY 4.0	5

**Exchange students can only apply for a fall semester or full-year exchange.**

\*\*Course open for dual-degree students only

\*NCB : Non Credit Bearing - Please note that class attendance is mandatory & that the course will be graded. Grade will appear on transcript.)



FRENCH

# MASTER IN MANAGEMENT – GRADUATE YEAR 5

## STRATEGIE MARKETING ET DEVELOPPEMENT COMMERCIAL



### LE HAVRE CAMPUS

#### FALL SEMESTER

Course title	Credits
SAVOIR MANAGER 1 (MANAGEMENT, LEADERSHIP ET COMMUNICATION)	5
LE SAVOIR FAIRE DU MARKETING DIGITAL	5
OFFRE ET NÉGOCIATION	5
DE LA STRATÉGIE MARKETING À L'EXPÉRIENCE CLIENT	5
MÉTHODOLOGIE DE RECHERCHE	5
MISSION LONGUE ( <i>Corporate Mission</i> )	5
PARCOURS CARRIÈRE	NCB*

#### **Electives :**

DIGITALIZATION AND CORPORATE FINANCE	5
CASES IN ETHICAL AND SUSTAINABLE DEVELOPMENT	5
CHANGE MANAGEMENT AND ORGANIZATIONAL TRANSFORMATION	5
MANAGEMENT AND FUTURE STUDIES	5

#### SPRING SEMESTER

Course title	Credits
SAVOIR MANAGER 2 (BUSINESS MANAGEMENT GESTION AGILE ET GESTION D'EQUIPE)	5
STRATÉGIE COMMERCIALE	5
MARQUE ET COMMUNICATION	5
GESTION CLIENT	5
MARKETING ET INNOVATION	5
MÉMOIRE**	10
PARCOURS CARRIÈRE S2	1
CHALLENGE DFC	NCB*
STAGE ( <i>6 months after the exam period</i> )	9

#### **Electives :**

BUSINESS MODELS AND PERFORMANCE	5
CRITICAL ISSUES IN MANAGEMENT	5
LEADING IN MULTICULTURAL ENVIRONMENTS	5
DIGITAL DISRUPTION AND INDUSTRY 4.0	5

\*\*Course open for dual-degree students only

[Back to TOC](#)

51

\*NCB : Non Credit Bearing - Please note that class attendance is mandatory & that the course will be graded. Grade will appear on transcript.)



## PARIS CAMPUS

FALL SEMESTER		SPRING SEMESTER	
Course title	Credits	Course title	Credits
GRH & MANAGEMENT HUMAIN	5	RECRUTEMENT & GRH RESPONSABLE	5
DROIT DU TRAVAIL	5	HR ANALYTICS	5
FORMATION & GESTION DES COMPETENCES	5	STRATEGIE DE REMUNERATION (Contrôle de Gestion RH)	5
DEVELOPPEMENT DES COMPÉTENCES	5	INTERNATIONAL HUMAN RESOURCE MANAGEMENT	5
METHODOLOGIE DE LA RECHERCHE	5	L'ART DE LA GRH	5
MISSION S1 ( <i>Corporate Mission</i> )	5	PARCOURS CARRIERES	1
PARCOURS CARRIÈRE	NCB*	MÉMOIRE**	10
<b>Electives :</b>		MISSION S2 ( <i>Corporate Mission</i> )	NCB*
DIGITALIZATION AND CORPORATE FINANCE	5	STAGE (6 months after the exam period)	9
CASES IN ETHICAL AND SUSTAINABLE DEVELOPMENT	5	<b>Electives :</b>	
CHANGE MANAGEMENT AND ORGANIZATIONAL TRANSFORMATION	5	BUSINESS MODELS AND PERFORMANCE	5
MANAGEMENT AND FUTURE STUDIES	5	CRITICAL ISSUES IN MANAGEMENT	5
		LEADING IN MULTICULTURAL ENVIRONMENTS	5
		DIGITAL DISRUPTION AND INDUSTRY 4.0	5

**Please note that study schedule is one or two weeks of classes per month.**

\*\*Course open for dual-degree students only

\*NCB : Non Credit Bearing - Please note that class attendance is mandatory & that the course will be graded. Grade will appear on transcript.)



CAEN | LE HAVRE | PARIS | BOSTON | DUBAÏ | DUBLIN | OXFORD



# ROAD MAP

2024 | 2025





# ROAD MAP

<b>Message of the International Affairs Director</b>	<b>3</b>
<b>Our campuses</b>	<b>4</b>
<b>Certified excellence</b>	<b>6</b>
<b>Our different services</b>	<b>8</b>
<b>Partner Universities</b>	<b>9</b>
<b>Application process</b>	<b>11</b>
<b>Grading system &amp; Exams</b>	<b>12</b>
<b>Academic life</b>	<b>13</b>
<b>Student clubs</b>	<b>14</b>
<b>Administrative formalities at EM Normandie</b>	<b>15</b>
<b>Contact us</b>	<b>16</b>



**Laurence Boiteux**  
International Affairs Director

We are pleased and honored that you are considering joining us for your studies. EM Normandie is developed to support a multicultural student body. The school has fostered an international spirit, with a priority geared towards student experience. We are committed to developing and educating leaders who will make a difference for the future. Central to our success is our ability to transform students and impact your critical thinking and vision of the world. We will provide you enthusiastic teaching but not only, your experience will also be about intercultural awareness, adaptability, and developing your network in a global and fast changing world.

We hope that you will take advantage of all the opportunities during your studies at EM Normandie. Supporting you is central to our mission at the International Office and we will guide you every step of the way. You are very much welcome here, we want you to feel at home. We wish you a tremendous stay with us! And remember, this will be one of the best experiences in your life.

**1 000**

International students

---

**+200**

Partner Universities

---

**175**

international Visiting  
Professors

---

**26 000**

Alumni

---

**+400**

Staff Members

---

**6 500**

Students

# ONE SCHOOL SIX CAMPUS



## Caen

Caen, located in the Normandy region of France, is a city with medieval history and architecture. Known for its impressive heritage, it is home to the famous Saint-Étienne Abbey and the castle of William the Conqueror. The city, which suffered greatly during World War II, has been carefully restored, showcasing its cobblestone streets, charming markets and vibrant cultural scene. Caen is also a strategic point for discovering the D-Day beaches and other historic sites in the region.

### Opening hours

Monday to Friday 7:30 a.m. to 21:00 p.m.

### Where to eat

Caen campus has a cafeteria selling lunch packages, vending machines for hot drinks, soft drinks, and snacks. You can also bring your lunch-box; microwaves are available.



## Le Havre

Le Havre, located on the Normandy coast, is a French port city known for its modern architecture and active port. Rebuilt after its devastation during World War II, the city features a unique urban layout designed by Auguste Perret, a UNESCO World Heritage Site. The port of Le Havre is one of the largest in France and plays a crucial role in international trade. The city offers visitors a mix of maritime history, contemporary art and a lively cultural scene, highlighted by the André Malraux Museum of Modern Art.

### Opening hours

Monday to Friday from 7:30 a.m. to 21:00 p.m.

### Where to eat

Le Havre campus has a cafeteria selling lunch packages, vending machines for hot drinks, soft drinks, and snacks. You can also bring your lunch-box; microwaves are available.



## Paris

Paris, the city of light, is a fascinating melting pot of culture, history and sophistication. With its iconic Eiffel Tower standing majestically over the Seine River, Paris is known for its stunning architectural monuments and charming cobblestone streets. Magnificent museums such as the Louvre and the Musée d'Orsay are home to artistic treasures that attract culture lovers from all over the world. The city exudes romance in its quaint cafes, elegant boutiques and sprawling gardens like those in Luxembourg. With a rich history, exquisite gastronomy and innate elegance, Paris remains an incomparable destination that captivates at every turn.

### Opening hours

Monday to Friday from 7:30 a.m. to 21 :00 p.m.

### Where to eat

Paris campus has a cafeteria selling lunch packages, vending machines for hot drinks, soft drinks, and snacks. You can also bring your lunch-box; microwaves are available.



## Dubai

Dubai, an architectural jewel in the middle of the desert, stands as a symbol of modernity and opulence. Its futuristic skyline is dominated by skyscrapers of avant-garde design, highlighting the iconic Burj Khalifa, the tallest tower in the world. Man-made islands, such as Palm Jumeirah, showcase exceptional luxury with world-class resorts. Traditional souks and modern shopping centers coexist, offering everything from exotic spices to luxury brands. With its unique blend of tradition and innovation, Dubai is positioned as a cosmopolitan destination, attracting visitors with its luxurious atmosphere, world-class events and bold vision of the future.

### Opening hours

Monday to Friday from 7:30 a.m. to 21 :00 p.m.

### Where to eat

Restaurants around the campus.



## Dublin

Dublin, Ireland's vibrant capital, captivates with its historic charm and welcoming atmosphere. On the banks of the River Liffey, the city showcases stunning Georgian architecture and picturesque parks, such as St Stephen's Green. Known for its rich literary tradition, it is home to emblematic places such as the Chester Beatty Library and Trinity College, where the famous Book of Kells is kept. Lively pubs, such as the Temple Bar, are iconic places to enjoy live music and Irish hospitality. Dublin also embraces modernity with the Docklands district, reflecting its evolution into a dynamic metropolis without losing its deep-rooted cultural essence.

### Opening hours

Monday to Friday from 7:30 a.m. to 21 :00 p.m.

### Where to eat

Dublin campus does not have a cafeteria, but there are many options around the neighbourhood near Talbot



## Oxford

Oxford, the historic university city in the heart of England, dazzles with its majestic architecture and academic atmosphere. Home to the prestigious University of Oxford, its ancient colleges and limestone buildings offer a stunning view. The tranquil meanders of the River Cherwell and the gardens of Christ Church College add a touch of serenity. With century-old bookstores like Blackwell's and cobblestone alleys, the city exudes a unique literary aura. Culture and history intertwine around every corner, from the Bodleian Library to the Ashmolean Museum. Oxford, with its combination of scholarship and quaint charm, remains a fascinating destination for students and visitors alike.

### Opening hours of the campus

Monday to Friday 7:30 a.m. to 21:00 p.m.

### Where to eat

Caen campus has a cafeteria selling lunch packages, vending machines for hot drinks, soft drinks, and snacks. You can also bring your lunch-box; microwaves are available.



# CERTIFIED EXCELLENCE

**EQUIS, AACSB & AMBA accredited** : less than 1% of Business Schools in the world have the triple crown

85<sup>th</sup> among the best European Business Schools and 65<sup>th</sup> place among the **best Masters in Management of the Financial Times**

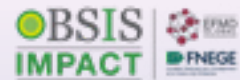
95<sup>th</sup> out of 176 in the annual ranking of the best Masters in Management by **QS World University Rankings**

**Conference of Grandes Ecoles** among 38 Grandes Ecoles de Management awarding the Master Degree among more than 200 business and management schools in France

**BSIS et EFMD** (European Foundation for Management Development) label

**EESPIG**: Private Higher Education Institution of General Interest awarded by MESRI

New member of **CLADEA**





Introduced by **ChoosemyCompany**, a company specialising in gathering, analysing and publishing certified reviews, the accreditation is awarded solely on the basis of the opinions of the students. It measures student satisfaction at higher education institutions through a questionnaire that focuses on 5 areas: the quality of facilities and respect for the environment, quality of teaching, student life, the strength of relationships with businesses and outlook for the future. EM Normandie is currently ranked in the top 10 schools on the Happy Index at School in France.

The involvement and enthusiasm of students resulted in EM Normandie Business School meeting the 3 essential criteria to win the accreditation (participation rate, recommendation rate

and satisfaction average). It will draw even more students to the school and symbolises a well-deserved prize for each and every member of staff at the school, who work so hard every day to give students high-quality services and enable them to live the EM Normandie Business School experience to the full.

The following points in particular set EM Normandie Business School apart from other organisations: approximately 8 out of 10 students are fully satisfied with the facilities and equipment provided and student life, and 75% are satisfied with the teaching provision at the school.



EM Normandie, ranked among France's top 74 Higher Education Institutions including 11 Business Schools, has received a distinction for its high-quality welcome initiatives for international students. The label, part of the 2018 French Prime Minister's «Bienvenue en France» Plan, recognizes the school's excellence in information and reception services across its campuses. EM Normandie excels in various areas: information accessibility, welcome schemes, diverse training programs, housing, campus life, and post-graduation support. Notably, its International Affairs department efficiently assists with administrative formalities along side the Hub. The Corporate and Careers department and the EM Normandie Alumni Association further enhance the integration and career prospects of international students. Student life is enriched by events and societies that promote international culture at the school.



# OUR DIFFERENT SERVICES

## Onboarding

Each semester, our school organizes orientation for both local and international students. Throughout your first days with us, you will be invited to many activities to get to know one another. We will also help you through administrative formalities. Our goal is to provide information and help students deal with day-to-day life issues while studying at EM Normandie.

## Orientation/career

This department is dedicated to helping students navigate and make informed decisions about their career paths during their time at the university and beyond. This department provides a range of resources and support to assist students in exploring potential careers, developing relevant skills, and successfully transitioning from academic life to the professional world.

## Accessibility and equal opportunities

With students' wellbeing at heart, a department is dedicated to equal rights, diversity, and opportunities. The school ensures all students a great experience each step of the way and helps accommodate students with disabilities. EM Normandie's is to allow all its students to explore their potential whatever, regardless of their situation. Committed since 2008 through the Handicap Charter of the Conférence des Grandes Ecoles (CGE) renewed in 2019, the school reinforces its commitment to the inclusion of students with disabilities and implements a whole series of measures to improve their daily lives.

## Well-being

We have the Balance and Inclusion department focused on promoting diversity, equity and inclusion within the academic community. The primary goal of such a service is to create an environment where all students, faculty and staff feel valued, respected and included. This service plays a crucial role in fostering an inclusive and equitable university environment, contributing to a positive learning and working experience for everyone involved.



# EXPLORE THE WORLD



OVER 200 PARTNER  
UNIVERSITIES IN 60  
COUNTRIES

Explore other ways of learning, thinking and living through an international exchange, and come back a different person. The School has forged strong partnerships with more than 200 partner universities on all continents, renowned for their excellence.

## NORTH AMERICA

### CANADA

Abbotsford ★  
Calgary ★  
Hamilton ★  
Kelowna ★  
Moncton ★  
Quebec ★  
St. John's ★  
Vancouver ★  
Victoria ★  
Winnipeg ★

### USA

Albuquerque ★  
Bellingham ★  
Boston ★  
Cedar City ★  
Chicago ★  
Denver ★

Jacksonville ★  
Livingston ★  
Los Angeles ★  
New York ★  
Pullman ★  
Rohnert Park ★  
Springfield ★  
Tampa ★  
Worcester ★

### MEXICO

Guanajuato ★  
Mexico ★  
Monterrey ★  
Puebla ★

## SOUTH AND CENTRAL AMERICA

### ARGENTINA

Buenos Aires ★  
Córdoba ★

### BRAZIL

Curitiba ★  
Rio de Janeiro ★  
São Paulo ★

### CHILE

Las Condes ★  
Niña del Mar ★  
Providencia ★  
Santiago ★  
Valparaíso ★

### COLOMBIA

Bogotá ★  
Cali ★  
Cartagena de Indias ★

### PERU

Lima ★

### URUGUAY

Montevideo ★

## AFRICA

### MOROCCO

Casablanca ★  
Ifrane ★  
Rabat ★

### EGYPT

New Cairo ★

### SENEGAL

Dakar ★

### TUNISIA

Carthage ★  
Tunis ★

## OCEANIA

### AUSTRALIA

Perth ★

★ AACSB, EFMD, EQUIS and/or AMBA-accredited universities.



## EUROPE

### GERMANY

Aix-la-Chapelle ★  
Augsburg  
Bamberg  
Berlin  
Bremen  
Cologne  
Dortmund  
Frankfurt am Oder  
Frankfurt am Main ★  
Hamburg  
Ingolstadt  
Karlsruhe  
Leipzig ★  
Munich ★  
Münster ★  
Osnabrück  
Regensburg  
Vallendar ★

### AUSTRIA

Innsbruck ★  
Vienna

### BELGIUM

Bruxelles ★  
Liège ★  
Louvain ★

### BOSNIA AND HERZEGOVINA

Sarajevo ★

### CYPRUS

Nicosia

### CROATIA

Zagreb ★

### DENMARK

Odense  
Sonderborg

### SPAIN

A Coruña  
Alcalá de Henares

Alicante  
Bilbao ★  
Ciudad Real  
Cordoba  
Granada  
León  
Madrid ★  
Malaga  
Pamplona  
Seville  
Valencia  
Valladolid  
Vic

### ESTONIA

Tallinn ★

### FINLAND

Joensuu  
Jyväskylä ★  
Kuopio  
Lappeenranta ★  
Oulu ★  
Tampere  
Vaasa ★

### GEORGIA

Tbilissi

### GREECE

Athens ★

### HUNGARY

Budapest ★  
Miskolc  
Szeged ★

### IRELAND

Cork ★  
Dublin ★

### ICELAND

Reykjavik ★

### ITALY

Bergamo

Milan  
Naples  
Pavia  
Pise  
Rome ★  
Verona

### LATVIA

Riga ★

### LIECHTENSTEIN

Vaduz

### LITHUANIA

Vilnius

### NORWAY

Bergen ★  
Bodo  
Lillehammer  
Oslo ★

### NETHERLANDS

Groningen ★  
Rotterdam  
Tilburg ★  
Utrecht  
Venlo

### POLAND

Krakow  
Katowice ★  
Poznań ★  
Toruń ★  
Warsaw ★

### PORTUGAL

Lisbon ★  
Porto ★

### ROMANIA

Bucharest  
Cluj-Napoca  
Iasi

### UNITED KINGDOM

Hatfield ★

Newcastle ★  
Nottingham ★  
Portsmouth ★  
Sheffield ★

### SLOVAKIA

Bratislava ★  
Košice

### SLOVENIA

Ljubljana ★  
Maribor ★

### SWEDEN

Gothenburg ★  
Jönköping ★  
Karlstad ★  
Stockholm ★  
Vaxjo ★

### SWITZERLAND

Berne  
Lucerne ★  
Saint-Gall  
Olten ★  
Winterthur ★  
Zurich ★

### TURKEY

Ankara ★  
Istanbul ★  
Izmir

## ASIA

### CHINA

Chengdu ★  
Dalian Shi  
Guangzhou ★  
Hong Kong ★  
Shanghai ★  
Shantou ★  
Suzhou ★

### SOUTH KOREA

Daegu ★  
Daejeon ★  
Gwangju ★  
Incheon ★  
Sejong ★  
Seoul ★

### UNITED ARAB EMIRATES

Ajman ★  
Dubai ★  
Sharjah ★

### INDIA

Ahmedabad ★  
Bangalore ★  
Chandigarh  
Ghaziabad ★

Gurugram  
Indore ★  
Kochi ★  
Kolkata ★  
New Delhi  
Udaipur ★

### INDONESIA

Jakarta ★

### PHILIPPINES

Quezon

### JAPAN

Beppu ★  
Nishinomiya  
Osaka  
Tokyo ★

### KAZAKHSTAN

Almaty ★

### KUWAIT

Kuwait ★

### MALAYSIA

Kuala Lumpur

### SINGAPORE

Singapore ★

### TAIWAN

Chiayi ★  
Hsinchu ★  
Kaohsiung ★  
Taichung ★  
Tainan ★  
Taipei ★  
Taoyuan ★

### THAILAND

Bangkok ★

### VIETNAM

Hô Chi Minh

# APPLICATION PROCESS

## Exchange student

These students are part of a university partnership, attending the program for a duration of six months or a full year without incurring any programme fees.

- 1 The home university coordinator or international office nominates the students through an online form. This step is necessary in order to approve the application.
- 2 The student fills out the online application form received, choose a programme and upload supporting documents :
  - Copy of passport
  - Transcript of records
  - Latest diploma ( double degree)
  - Language certificate
  - Learning agreement (signed by home university)
- 3 EM's International Affairs department evaluates the application and may ask for additional information
- 4 Letter of acceptance is sent to the student

### Deadlines

**Fall / Academic year :** April 15<sup>th</sup> for nominations, April 30<sup>th</sup> for applications .

**Spring semester :** October 15<sup>th</sup> for nominations, October 31<sup>st</sup> for applications.

### Learning agreement (only for exchange students)

This document serves as a comprehensive record for selecting the courses the student wish to enroll in for the upcoming semester. It is crucial to complete this form while submitting their application, as it provides us with valuable insight into the desired program and preferred course selection.

It is not possible to mix courses from different programmes. You may take less than 30 credits (ECTS) if you wish to, the minimum is 15 credits. This document must be approved and signed by the student, by the sending university and the receiving university.

The students have to make sure that they select a programme according to their level of studies: to find the course offer check our [website](#).

For support, candidates can contact [incoming@em-normandie.fr](mailto:incoming@em-normandie.fr)

## Fee paying students

These students are selected through the admissions recruitment service, with a majority hailing from various countries and covering the program expenses. To have information about our different programs check the course in our website.

- 1 Candidates fill out an online application (50 € fee) detailing their background and motivation
- 2 EM Normandie evaluates your eligibility on various criteria (academic, professional experience if adequate, soft skills and language proficiency...)
- 3 Candidates will be invited to book an appointment for their interview
- 4 Once your interview is done, if you are selected, you will receive your acceptance via email with information on the deposit payment

### Deadlines

Apply before March to obtain the Early Bird rate on your school fees. Applications are open until June 30<sup>th</sup>

[Link to the application platform](#)

For support, candidates can contact [applyto@em-normandie.fr](mailto:applyto@em-normandie.fr)

# GRADING & EXAMS

Grades in France are on a 20-point scale: 0 being the lowest grade and 20 the highest.  
The passing grade is 10/20

ECTS Grade	Score	Interpretation
A	>18	Outstanding - Pass
B	16 < 18	Excellent - Pass
C	14 < 16	Good - Pass
D	12 < 14	Satisfactory - Pass
E	10 < 12	Average - Pass
FX	7 < 12	Insufficient - Fail
F	< 7	Poor - Fail

# ACADEMIC LIFE

## The European Credit Transfer System ECTS

The validation of one semester is equivalent to 30 ECTS credits, a year to 60 ECTS. Exchange students will be able to attend resits/makeup exams (if their sending university allows it). A few weeks after official results.

A Transcript of records will be available in your student account WARD by the end of February for students staying for the Fall semester and by the middle of July for students staying for the Spring semester.

### Find out more

For more information about the higher education system in France, please consult the Campus France website:

<https://www.campusfrance.org/en>

## Academic Calendar

The academic year is divided into two semesters: fall semester (September to December) and spring semester (January to June). Once your application is processed, the International Office will confirm the exact dates of your programme.

## Bachelor Degree Candidates

The nominated student must have completed their first year of higher education and be in the process of completing their second year, with a total of 60 ECTS (or equivalent local credits) already validated and 60 ECTS in the process of validation.

## Holidays and Bank holidays

During your stay with us, you might have holidays in October, December, February or April. Usually, students have one or two weeks off. We will confirm dates to you when sending the academic calendar of your programme. For **bank holidays**, please consult this website for France or [here](#) for the UK.



## Dual Degree Candidates

Here, ambition meets academic exploration. Embrace collaboration, challenges, and growth on this unique journey. Your pursuit of knowledge isn't just academic; it's a transformative experience shaping tomorrow's leaders.

## Master Degree Candidates

The nominated student must have completed three years of higher education and be enrolled in the fourth year or M1 at their home university, meaning they have already validated 180 ECTS (or equivalent local credits) and are in the process of validating an additional 60 ECTS.



# STUDENT CLUBS

**Student clubs bring extra dynamism to EM Normandie's campuses by offering exciting events and projects in all domains: culture, sports, humanitarian and professional activities, or just for fun.**

Exchange students can enjoy all these activities anytime throughout the semester but in order to participate in projects they will need to be enrolled in a year exchange program.

**BDA : Bureau Des Arts (arts & culture club).**

The BDA aims to promote art and culture in all its forms to students: music, painting, literature, cinema ...

**BDS : Bureau Des Sports (sports club).**

The BDS offers numerous sports activities, competitions and events both within the school and outside.

**BDE : Bureau Des Étudiants (students club).**

The BDE's mission is to integrate all the EMiens and make them enjoy their student life as much as possible, thanks to campus activities and convivial evenings.



# ADMINISTRATIVE FORMALITIES



## VISA France

**European students:** there is no visa obligation as per the European immigration law.

**Non-European students:** a student visa is required.

**There are two types of visas:**

- Short-term visa (less than 3 months)
- Long-term visa (more than 3 months)

There is an official website for visa application to France : [here](#)



## VISA United Kingdom

**Since the Brexit, the UK government has decided to divide citizens in two lists:**

**Non-visa nationals:** EU, EEA & Swiss citizens can study in the UK for a short period (less than 6 months) without a visa.

**Visa nationals:** students from countries on this list will not be able to study at our campus as we cannot issue a visa for them.

Please check you students' eligibility on the government [website](#) and let us know if you have any questions/doubts.



## VISA Ireland

**European students:** no visa required, students can come for a semester or a full year.

**Non-European students:** visa required, students can only come for 1 semester.

**Exempted nationalities:** students can be exempt from a visa if their country [appears on this list](#).

**Remaining nationalities:** students will need to apply for a [visa short-term C](#) only for the dates they are physically in Ireland (the beginning of the semester will be online as the duration of courses is more than 90 days)



## VISA Dubai

You'll need to apply for the visa maximum 2 months before your exchange. Your passport should be valid for at least 6 months beyond the end of your stay and 2 blank pages. EM Normandie assists students in procuring a visa. Sponsorship from EM on an international student visa usually takes around 3 to 4 working days to process as long as the required documents and the visa fees are in order.

The student visa is valid for 60 days. A UAE residency and ID is required to remain in the country for the full duration of the study abroad period and necessary for all administrative issues (opening a bank account, housing...). In order to obtain the UAE visa the students needs to submit health information (blood work and Xray), fingerprints, an application form, 12 photos (ID picture with white background, all dressed and nothing on your face) fingerprints, an application form, the EM Normandie admission letter and a visa payment receipt.

**Approximate cost of one year of visa:**  
7000 AED (~1770€ ratemight change)

**Approximate cost of one semester of visa:**  
4000 AED (~1000€ ratemight change)

Please remember that despite our efforts to ensure your exchange with us under the best possible conditions, our School has absolutely no influence on the visa application processing time or the outcome of the application.

It is the student's responsibility to comply with and respect immigration procedures during their whole stay in the chosen country.

## The HUB

In order to live the international experience, it is important to carry out some administrative procedures. The HUB can help students answering some doubts concerning administrative formalities.

[lehub@em-normandie.fr](mailto:lehub@em-normandie.fr)

**Phone numbers:**

+33232927082 (Le Havre)

+33231469441 (Caen)

+33175000087 (Paris)

# Health coverage

## STUDENTS FROM NON-EEA\* UNIVERSITIES

### In France

The registration to the French Social Security (« Assurance Maladie ») is mandatory and free of charge and allows you to benefit from the reimbursement of your health expenses.

Online application: <https://etudiant-etranger.ameli.fr/#/>

To be reimbursed for your health expenses at the highest possible rate, we recommend to subscribe to a complementary health care coverage from :

- a private health insurance in your home country
- French health insurance companies dedicated to students. Here are our partners: STUDCORP and HEYME.

For more information on social security in France, visit [Campus France website](#).

### In United Kingdom and Ireland

Subscribe to a private health insurance in your home country that covers you for the duration of your stay with following guarantees : hospitalization, repatriation, medical fees, medicine reimbursement. You can use the medical services as a private patient and claim the costs back from your travel insurance.

### NHS (applies to Oxford campus only)

The National Health Service (NHS) in the UK is free for UK nationals, people from the European Union, and students with a visa valid for more than 6 months. For more information and online registration visit [here](#).

## STUDENTS FROM EEA\* UNIVERSITIES

Prior to your departure, you must ask for your European Health Insurance Card – EHIC - and bring it with you. Make sure that it is valid for the whole duration of your stay. All your health related expenses must be forwarded to the health care administration you are affiliated to in your country of studies.

### IN DUBAI

Health insurance is part of the visa assistance process provided by EM Normandie, the students gets it once their residency is finalized.

\* European Economic Area

## Contacts

Exchange students  
[incoming@em-normandie.fr](mailto:incoming@em-normandie.fr)

Fee-paying students  
[applyto@em-normandie.fr](mailto:applyto@em-normandie.fr)

The HUB  
[lehub@em-normandie.fr](mailto:lehub@em-normandie.fr)

Website  
<https://www.em-normandie.com/en>



# FACTSHEET EM NORMANDIE

## 2024 - 2025



- ✓ EM Normandie Business School
- ✓ Erasmus code: F LEHAVR04
- ✓ PIC Number: 949299328

## OUR CAMPUSES

- ✓ Caen: 9 rue Claude Bloch, 14052 CAEN CEDEX, FRANCE
- ✓ Le Havre: 20 quai Frissard, 76600 LE HAVRE, FRANCE
- ✓ Paris: 30-32 rue Henri Barbusse, 92110 CLICHY FRANCE
- ✓ Dubai: EM Normandie in the UAE, Block 14, 3rd Floor, Dubai Knowledge Park, UAE
- ✓ Dublin: Ulysses House, 22-24 Foley Street, Dublin 1 - DO1 W2T2, IRELAND
- ✓ Oxford: Jericho Building, Oxpens Road, Oxford OX1 1SA, UNITED KINGDOM

## USEFUL LINKS

- ✓ **EM Normandie Business School:** <https://www.em-normandie.com/en>
- ✓ **International students:** <https://www.em-normandie.com/en/international-candidates>
- ✓ **Exchange students:** <https://en.em-normandie.com/em-normandie-experience/open-world-studying-abroad/exchange-programmes>
- ✓ **EM Normandie Road map:** <https://en.em-normandie.com/sites/default/files/medias/documents/welcome-guide-2023-2024.pdf>
- ✓ **Short-term programmes:** <https://en.em-normandie.com/em-normandie-experience/open-world-studying-abroad/international-summer-school>

## NOMINATION/APPLICATION

- ✓ **Online nomination form**  
April 15th deadline (Fall semester or Full year), October 15th (spring semester)
- ✓ **Online application form:**  
April 30th deadline (Fall semester or Full year), October 31st (spring semester)

## ACADEMIC CALENDAR

- ✓ **Fall semester:** Early September to late December (exams included)
- ✓ **Spring semester:** Early January to April/May (exams included). An exception applies to Year 3 students who will start at the end of January.

The academic calendar depends on the programme and campus chosen by the student during application.



## OUR TEAM

### Dean – Director General:

✓ Mr Lilian (Elian) PILVIN  
[dean@em-normandie.fr](mailto:dean@em-normandie.fr)

### Dean of Development

Mr Hendrik LOHSE  
[hlohse@em-normandie.fr](mailto:hlohse@em-normandie.fr)

### Director of International Affairs:

✓ Ms Laurence BOITEUX  
[lboiteux@em-normandie.fr](mailto:lboiteux@em-normandie.fr)

### Assistant:

✓ Ms Sophie ZION  
[szion@em-normandie.fr](mailto:szion@em-normandie.fr)

### International Affairs coordinators:

[incoming@em-normandie.fr](mailto:incoming@em-normandie.fr)

[outgoing@em-normandie.fr](mailto:outgoing@em-normandie.fr)

- ✓ Ms Héloïse LARRET **Team Leader** (North America & Oceania)
- ✓ Ms Astrid CAVE (Western Europe)
- ✓ Ms Colleen BOURHIS (Northern & Eastern Europe)
- ✓ Ms Deus SANCHEZ (Africa, Middle-East & India, Latin America)
- ✓ Ms Lisa ANQUETIL (Southern Europe)
- ✓ Ms Marine BOUDAN (Asia, Kazakhstan)

### Erasmus (funds & mobility) and short-term programmes:

[short-term@em-normandie.fr](mailto:short-term@em-normandie.fr)

- ✓ Mr Adam AHARRAM  
(International Project Manager)  
[aaharram@em-normandie.fr](mailto:aaharram@em-normandie.fr)
- ✓ Ms Virginie DELMOTTE  
(Erasmus+ & Short-Term Programme leader)  
[vdelmotte@em-normandie.fr](mailto:vdelmotte@em-normandie.fr)

### International Affairs Managers:

[partnerships@em-normandie.fr](mailto:partnerships@em-normandie.fr)

- ✓ Ms Alexandra FROGER **Team Leader**  
(Americas & Oceania)  
[afroger@em-normandie.fr](mailto:afroger@em-normandie.fr)
- ✓ Ms Alexandra LAASRI  
(Northern and Southern Europe)  
[alaasri@em-normandie.fr](mailto:alaasri@em-normandie.fr)
- ✓ Ms Dorota LICHMIRA  
(Africa & Middle East & Asia)  
[dlichmira@em-normandie.fr](mailto:dlichmira@em-normandie.fr)
- ✓ Ms Séverine GROULT  
(Eastern and Western Europe)  
[sgroult@em-normandie.fr](mailto:sgroult@em-normandie.fr)

## COURSE OFFER

- ✓ **Course offer :** [Click here](#)
  - Undergraduate and graduate programmes, fully in English or fully in French.
  - Access to 6 campuses depending on their level of studies.
  - Possibility to change campuses during a full-year exchange (except for dual-degree)
  - Minimum requirement of 15 ECTS credits per semester
  - Complimentary French classes for English-taught programmes

## LANGUAGE REQUIREMENTS

- ✓ We accept language certificates from the home university.
- ✓ Native students in French or English are waived of this requirement
  - **Programmes taught in English:**
    - UNDERGRADUATE:** B2, TOEFL IBT 72, IELTS 5.5, TOEIC 750
    - GRADUATE:** B2, TOEFL IBT 83, IELTS 6.0, TOEIC 790
  - **Programme taught in French:**
    - UNDERGRADUATE & GRADUATE :** B2 on DELF and TCF scores

# STUDENTS SERVICES

## ✓ Accommodation

EM Normandie has a partnership with an online housing platform, [Studapart](#), where you can find offers from property owners, student residences, agencies or the school community. You can connect to Studapart once you have your EM Normandie login. Please note that we do not offer on-campus housing. For more information:

please contact [accommodation@em-normandie.fr](mailto:accommodation@em-normandie.fr)

## ✓ Student Concierge Club

An assistance service for your study abroad with a 100% digital platform and a French/English team are at your disposal to assist you with all your administrative procedures. The offer includes membership, 24/7 concierge service for 6 months at a cost of 150 euros.

Access the [EM Normandie membership form](#) with the code SCCEMNORMAN2022.

More information on: <https://studentconciergeclub.com/fr/SFEZSF>

## MONTHLY EXPENSES

- **Le Havre / Caen** ≈ 800€
- **Paris** ≈ 1200€
- **Dublin** ≈ 1600€
- **Oxford** ≈ 1000£
- **Dubai** ≈ 1700€

## VISAS & IMMIGRATION

We will deliver acceptance letters for all students once their application file is complete. This letter can be used for visa purposes. For more details on visas depending on the campus and country of choice, please refer to [our road map](#).

## MEDICAL INSURANCE

### FRANCE

- [French Social Security](#) is mandatory and free of charge. For more information, please visit the [Campus France website](#). European students must ask for their EHIC card before arriving.
- We still recommend to subscribe to a complementary health care coverage from : EM Normandie preferred rates: [STUDCORP](#) & [HEYME](#) (promo code EM Normandie : 76EMN-10)

### UNITED KINGDOM

- **Subscribe to a private health insurance in your home country**

### IRELAND

- **Non- European students:** subscribe to a private health insurance in your home country
- **European students :** order an EHIC card before arriving.

### EMIRATES

- **Medical insurance is included in your residence permit**

For more details, please refer to [our road map](#).