

GRANDE ECOLE PROGRAM 2023-24

This is a **fixed program** which means that all courses are mandatory:
32 ECTS for Fall Semester or 60 ECTS for Full Academic Year

Start date of Fall Semester: 11.09.2023 / End of the first semester: 22/12/2023 (including the exam period)

Start date of Spring Semester: 02.01.2024 / End of the second semester: 01.03.2024 (including the exam period)

Modules	Core Skills Minor Major	Total Hours	Hours in presential mode (face to face)	Hours in e- learning	ECTS
Fall Semester					
Competitive intelligence	CORE SKILLS	30	20		4
French as a Foreign Language	Language	16	16		2
Purchasing process audit & export audit	International Management	20	16		6
Risk management	International Management	8	8		
Stakeholders and company social responsibility	CORE SKILLS	16	12		10
Global brand strategy	CORE SKILLS	12	12		
International business development strategy - Basics	International Management	20	16		
Emerging Marketing Opportunities	International Management	20	16		
Purchasing & sourcing	CORE SKILLS	20	16		
Information technology	CORE SKILLS	8	8		6
Process management & performance optimization	CORE SKILLS	12	8		
Supply chain management basics	International Management	20	20		
KPIs of export & transportation risk coverage	International Management	20	20		
SEMINARS					
Career days	Career	8			2
French as a Foreign Language	Language	20			2
FALL SEMESTER TOTAL CREDITS					32
SPRING SEMESTER					
International complex projects	International Management	20	16		8
International sales plan & processes	International Management	20	16		
International leads acquisition	International Management	20	16		
International consumer behaviour & loyalty strategy	CORE SKILLS	12	12		
Data Management	CORE SKILLS	12	12		2
International negotiation strategies	International Management	20	16		
Management control	CORE SKILLS	20	16		4
French as a Foreign Language	Language	8	8		2
Lean Management	CORE SKILLS	10	8		2
Quality Management	CORE SKILLS	10	10		
International transportation	International Management	12	12		2
Expertise	Professional	35	35		2
HEP Cooperation (<i>to be confirmed</i>)	Soft Skills	20	9	9	2
Dynamic public speaking	Soft Skills	14	12		2
Entrepreneurship: From Idea to Business Plan	CORE SKILLS	12	10		2
SPRING SEMESTER TOTAL CREDITS					28