

**BUSINESS STUDIES**

At INSEEC Grande École, exchange students design their academic path based on their interests, academic goals, and career aspirations.

**STEP 1 : CHOOSE YOUR PROGRAM & MAJOR****MASTER 1 PROGRAM MAJOR - 10 ECTS****OR****MASTER 2 PROGRAM MAJOR - 20 ECTS****STEP 2 : ADD ELECTIVE COURSES****MASTER 1 ELECTIVES OR MASTER 2 ELECTIVES**

Electives are blocks of courses between 2 ECTS &amp; 5 ECTS

**OPTIONAL : ADD FRENCH COURSES****FRENCH LANGUAGE AND FRENCH CULTURE****4 ECTS****IMPORTANT, PLEASE READ :****PROGRAM & MAJORS AVAILABILITY**

depends on the number of students registered. During the application process, students must rank 3 majors by order of preference. If their 1st choice does not open, they will be placed in their 2nd choice, and if necessary, their 3rd choice.

**FULL YEAR STUDENTS**

have to take Master 2 Program for Fall semester and Master 1 Program for Spring semester.

**DOUBLE DEGREE PROGRAM**

is available only to students from partner universities that have a **double degree agreement** with INSEEC Grande Ecole.

**STEP 1 : CHOOSE YOUR MAJOR DEPENDING ON YOUR PROGRAM**

**MASTER 1 PROGRAM - MAJORS**

Suitable for bachelor's and 1st year master's students.  
Equivalent to the **4th year of higher education.**

| LANGUAGE OF INSTRUCTION   | LEVEL    | MAJOR  | FALL 2025             | SPRING 2026           |
|---|----------|--|-----------------------|-----------------------|
|   | MASTER 1 | Geopolitics, Economics & Strategic Consulting        | PARIS, BORDEAUX, LYON | PARIS, BORDEAUX, LYON |
|   | MASTER 1 | Digitalization, Artificial Intelligence and Big Data | PARIS                 | PARIS                 |
|   | MASTER 1 | Business & Purchasing Management                     | LYON                  | LYON                  |
|   | MASTER 1 | Finance  | PARIS                 | PARIS                 |
|   | MASTER 1 | Finance  | LYON                  |                       |
|  | MASTER 1 | Marketing, Digital Transformation & Media Strate     | PARIS, BORDEAUX, LYON | PARIS, LYON           |

**MASTER 2 PROGRAM - MAJORS**

Suitable for 1st year master's and final-year master's students.  
Equivalent to the **5th year of higher education.**

| LANGUAGE OF INSTRUCTION  | LEVEL    | MAJOR  | FALL 2025             | SPRING 2026 |
|--|----------|--|-----------------------|-------------|
|  | MASTER 2 | International Business Management                  | PARIS, BORDEAUX, LYON |             |
|  | MASTER 2 | Digital Marketing, Innovation and Brand Management | PARIS                 |             |
|  | MASTER 2 | Luxury Brand Management                            | PARIS                 |             |
|  | MASTER 2 | Corporate Finance and Financial Analysis           | PARIS                 |             |

**DOUBLE DEGREE PROGRAM - MAJORS**

Available only to students from partner universities that have a **double degree agreement** with INSEEC Grande Ecole.


| LANGUAGE OF INSTRUCTION  | LEVEL    | MAJOR  | FULL YEAR             |
|--|----------|--|-----------------------|
|  | MASTER 2 | International Business Management                  | PARIS, BORDEAUX, LYON |
|  | MASTER 2 | Digital Marketing, Innovation and Brand Management | PARIS                 |
|  | MASTER 2 | Luxury Brand Management                            | PARIS                 |
|  | MASTER 2 | Corporate Finance and Financial Analysis           | PARIS                 |

Please refer to the last page of the course catalog for more details about the Double Degree structure.

## MASTER 1 - MAJORS

**IMPORTANT!** Master 1 Majors are suitable for bachelor's and 1st year master's students. Equivalent to the 4th year of higher education.

### MASTER 1 - GEOPOLITICS, ECONOMICS & STRATEGIC CONSULTING

|  IN ENGLISH | COURSES                                   | 10 ECTS | FALL                      | SPRING                    |
|--|---|---------|---------------------------|---------------------------|
|  | Corporate Law                             | 2       | PARIS<br>BORDEAUX<br>LYON | PARIS<br>BORDEAUX<br>LYON |
|  | Sustainable Management and Eco-innovation | 3       |                           |                           |
|  | Geopolitical Changes                      | 2       |                           |                           |
|  | International Trade & Globalization       | 3       |                           |                           |

### MASTER 1 - DIGITALIZATION, ARTIFICIAL INTELLIGENCE AND BIG DATA

|  IN ENGLISH | COURSES   | 10 ECTS | FALL  | SPRING |
|--|---|---------|-------|--------|
|  | Digital strategy & Digital Marketing              | 2       | PARIS | PARIS  |
|  | Sustainable Brand Management                      | 3       |       |        |
|  | Foundations of Digital Transformation and Society | 2       |       |        |
|  | Python Coding & Big Data Management               | 3       |       |        |


### MASTER 1 - BUSINESS & PURCHASING MANAGEMENT

|  IN ENGLISH | COURSES                                  | 10 ECTS | FALL | SPRING |
|--|--|---------|------|--------|
|  | Digital Strategy & Digital Marketing     | 2       | LYON | LYON   |
|  | Sustainable Brand management             | 3       |      |        |
|  | Sales Management                         | 2       |      |        |
|  | Purchasing, Procurement and Supply-chain | 3       |      |        |

### MASTER 1 - FINANCE

|  IN ENGLISH OR IN FRENCH | COURSES   | 10 ECTS | FALL                | SPRING              |
|---|---|---------|---------------------|---------------------|
|   | Investment Decision / Decisions d'investissement                        | 3       | PARIS<br>in English | PARIS<br>in English |
|   | Advanced Accounting / Comptabilité avancée                              | 3       |                     |                     |
|   | Financial Mathematics / Mathématiques financières                       | 2       | LYON<br>in French   |                     |
|   | Financial Markets & Green Finance / Marchés financiers et finance verte | 2       |                     |                     |

### MASTER 1 - MARKETING, INNOVATION DIGITALE & STRATEGIE MEDIA

|  IN FRENCH | COURSES                          | 10 ECTS | FALL                      | SPRING        |
|---|----------------------------------|---------|---------------------------|---------------|
|   | Stratégie et marketing digital   | 2       | PARIS<br>BORDEAUX<br>LYON | PARIS<br>LYON |
|   | Management des marques durables  | 3       |                           |               |
|   | Stratégies de Communication 360° | 3       |                           |               |
|   | Planning Stratégique             | 2       |                           |               |

## MASTER 2 - MAJORS

**IMPORTANT !** Master 2 Majors are suitable for 1st year master's and final-year master's students. **Equivalent to the 5th year of higher education.**

### MASTER 2 - INTERNATIONAL BUSINESS MANAGEMENT

| IN ENGLISH  | COURSES                                   | 20 ECTS                                | FALL | SPRING                    |
|--|---|--|------|---------------------------|
|  |   | Geopolitics for International Business | 2    | PARIS<br>BORDEAUX<br>LYON |
|  | Global Finance                            | 3                                      |      |                           |
|  | Global Legal Environment                  | 2                                      |      |                           |
|  | Global Macroeconomics                     | 2                                      |      |                           |
|  | International Business Project Management | 2                                      |      |                           |
|  | International Management Strategy         | 3                                      |      |                           |
|  | International Marketing Strategy          | 3                                      |      |                           |
|  | International Purchasing and Sourcing     | 3                                      |      |                           |


### MASTER 2 - DIGITAL MARKETING, INNOVATION AND BRAND MANAGEMENT

| IN ENGLISH  | COURSES  | 20 ECTS              | FALL | SPRING |
|--|--|----------------------|------|--------|
|  |  | Retail & E-Retailing | 3    | PARIS  |
|  | Relationship Marketing & CRM                               | 3                    |      |        |
|  | Marketing Innovation and New Tools of Business Development | 3                    |      |        |
|  | Sensory Marketing, Customer Experience and Neuro Marketing | 3                    |      |        |
|  | Green and Responsible Marketing                            | 2                    |      |        |
|  | Communication and New Media                                | 3                    |      |        |
|  | Artificial Intelligence, Big Data & Marketing              | 3                    |      |        |

### MASTER 2 - LUXURY BRAND MANAGEMENT

| IN ENGLISH  | COURSES   | 20 ECTS                        | FALL | SPRING |
|--|---|--------------------------------|------|--------|
|  |   | Luxury Brand Equity Management | 3    | PARIS  |
|  | Art and Luxury Brands Universes                     | 3                              |      |        |
|  | Communication and New Media in Luxury Sector        | 3                              |      |        |
|  | Corporate and Social Responsibility in Luxury       | 3                              |      |        |
|  | Origins & History of Luxury                         | 3                              |      |        |
|  | Luxury Brand Distribution And Retailing             | 2                              |      |        |
|  | Luxury Consumption Behavior and Customer Experience | 3                              |      |        |

### MASTER 2 - CORPORATE FINANCE AND FINANCIAL ANALYSIS

| IN ENGLISH  | COURSES                                  | 20 ECTS                                     | FALL | SPRING |
|--|--|---|------|--------|
|  |  | Investment capital : M&A and Private Equity | 2    | PARIS  |
|  | Asset, Wealth & Portfolio Management     | 2   |      |        |
|  | International Capital Market             | 2   |      |        |
|  | Recent Developments in Corporate Finance | 2   |      |        |
|  | Corporate Risk Management                | 2   |      |        |
|  | Corporate Legal Aspects                  | 2   |      |        |
|  | Startups: Value Creation and Financing   | 2   |      |        |
|  | Financial Analysts & Investor Relations  | 2   |      |        |
|  | Advanced Bloomberg                       | 2   |      |        |
|  | VBA                                      | 2   |      |        |

## STEP 2 : ADD ELECTIVE COURSES



### IMPORTANT, PLEASE READ :

- Electives must be selected as a **block of courses**; individual course selection is not allowed.
- Master 1 students must select Master 1 Electives. Master 2 must select Master 2 Electives.
- You must complete a **minimum of 20 ECTS** (including both your major and electives) and ensure you meet the **credit requirements of your home university**.
- The language of instruction for your electives will match that of your major. **You cannot mix courses in English and French.**

## MASTER 1 - ELECTIVES

### BUILDING AUTONOMY

| COURSES  | 5 ECTS |                             |
|--|--------|-----------------------------|
| Insec Digital Innovation Challenge (IDIC)                                | 1      | AVAILABLE FOR MASTER 1 ONLY |
| Transitions in the contemporary world/ Transitions du monde contemporain | 2      |                             |
| Economic, Political and Social Issues                                    | 2      |                             |

### DIGITAL DATA & INFORMATION SYSTEM

| COURSES                      | 2 ECTS |                             |
|------------------------------|--------|-----------------------------|
| Advanced Excel/ Excel avancé | 2      | AVAILABLE FOR MASTER 1 ONLY |

### CORPORATE FINANCIAL MANAGEMENT

| COURSES   | 4 ECTS |                             |
|---|--------|-----------------------------|
| Introduction to Management Control/ Introduction au contrôle de gestion | 2      | AVAILABLE FOR MASTER 1 ONLY |
| Corporate Finance/ Finance d'entreprise                                 | 2      |                             |

### MARKETING AND MARKET UNDERSTANDING

| COURSES  | 4 ECTS |                             |
|--|--------|-----------------------------|
| Consumer's behavior/ Comportement du consommateur      | 2      | AVAILABLE FOR MASTER 1 ONLY |
| Applied market research / Etudes de marchés appliquées | 2      |                             |

### STRATEGY & MANAGEMENT


| COURSES   | 5 ECTS |                             |
|---|--------|-----------------------------|
| Strategic Management / Management stratégique                           | 3      | AVAILABLE FOR MASTER 1 ONLY |
| Project & Operations Management / Gestion des Projets et des Operations | 2      |                             |

## MASTER 2 - ELECTIVES

### STRATEGY EVENTS

| COURSES  |                                 | 6 ECTS |                             |
|--|---------------------------------|--------|-----------------------------|
| IN ENGLISH  | Open Innovation Challenge       | 2      | AVAILABLE FOR MASTER 2 ONLY |
|  | Crisis Night                    | 1      |                             |
|  | Business and Corporate Strategy | 3      |                             |

### ETHICS AND HRM

| COURSES  |   | 5 ECTS |                             |
|--|---|--------|-----------------------------|
| IN ENGLISH  | Organisational Behaviour & Advanced Management    | 3      | AVAILABLE FOR MASTER 2 ONLY |
|  | Business Ethics & Corporate Social Responsibility | 2      |                             |

## OPTIONAL : ADD FRENCH COURSES

## FRENCH COURSES ELECTIVES

### FRENCH COURSES

| COURSES |                 | 4 ECTS |                            |
|---------|-----------------|--------|----------------------------|
|         | French Language | 2      | AVAILABLE FOR MASTER 1 & 2 |
|         | French Culture  | 2      |                            |

## DOUBLE DEGREE PROGRAM

- Double Degree Program is available only to students from partner universities that have a **double degree agreement** with INSEEC Grande Ecole.
- Double Degree students must be enrolled as **full year students**.

### MANDATORY : CHOOSE YOUR DOUBLE DEGREE MAJOR

| LANGUAGE OF INSTRUCTION | LEVEL    | MAJOR  | FULL YEAR             |
|-------------------------|----------|--|-----------------------|
|                         | MASTER 2 | International Business Management                  | PARIS, BORDEAUX, LYON |
|                         | MASTER 2 | Digital Marketing, Innovation and Brand Management | PARIS                 |
|                         | MASTER 2 | Luxury Brand Management                            | PARIS                 |
|                         | MASTER 2 | Corporate Finance and Financial Analysis           | PARIS                 |

For more detailed information about these majors, please refer to the "MASTER 2 MAJORS" section.

### FALL 2025

#### MANDATORY DOUBLE DEGREE COURSES : STRATEGY, MANAGEMENT & METHODOLOGY

| IN ENGLISH  | COURSES                   | 16 ECTS |   |
|---|---------------------------|---------|---|
|   | Open Innovation Challenge | 2       | AVAILABLE FOR DOUBLE DEGREE STUDENTS ONLY |
| Crisis Night                                      | 1                         |         |   |
| Business and Corporate Strategy                   | 3                         |         |   |
| Organisational Behaviour & Advanced Management    | 3                         |         |   |
| Business Ethics & Corporate Social Responsibility | 2                         |         |   |
| Research Methodology                              | 3                         |         |   |
| Final Oral Exam Preparation                       | 2                         |         |   |

#### OPTIONAL : FRENCH COURSE

| COURSES         | 4 ECTS |                                 |
|-----------------|--------|---------------------------------|
| French Language | 2      | AVAILABLE FOR MASTER 1 & 2 & DD |
| French Culture  | 2      |                                 |

### SPRING 2026

#### MANDATORY DOUBLE DEGREE COURSES : STRATEGY EVENTS

| IN ENGLISH      | COURSES      | 24 ECTS |   |
|-----------------|--------------|---------|---|
|                 | Final Thesis | 15      | AVAILABLE FOR DOUBLE DEGREE STUDENTS ONLY |
| Final Oral Exam | 4            |         |   |
| Internship      | 5            |         |   |