

1871

EN

**NORMANDIE
BUSINESS SCHOOL**

INTER- NATIONAL *Exchange*

PROGRAMMES



CONFÉRENCE DES
GRANDES
ÉCOLES



CAEN • LE HAVRE • PARIS • DUBLIN • OXFORD

2021 • 2022

THE FUTURE BELONGS TO EXPLORERS



Ever since its inception in 1871, EM Normandie has always been about exploring boundaries and opening new perspectives for students and graduates, companies and higher education. Its new signature, "Old School, Young Mind", is a reminder that one of the oldest French Business Schools can attract youth at its core through a forward-thinking spirit and a thirst for exploration.

In a globalised world where understanding foreign cultures is essential, EM Normandie learned to expand its reach beyond its Norman roots. Since 2013, 3 new campuses have been opened: one in Paris, one of Europe's economic capitals; one in Oxford, world capital for academic excellence, and one in Dublin, central hub for start-ups and innovation. With more than 700 international students attending EM Normandie each year, the School has put welcoming international students at the heart of its strategy. At a time when knowledge is everywhere and theory alone is not enough anymore, EM Normandie explores new learning methods to provide more tools for students to use in their future careers. From co-operative opportunities to classes taught either in French or 100% in English, everything is designed for students to grow through exciting interactive courses, flexible training programmes, and innovative learning experiences.

Anticipating future trends in technology and seeing career opportunities to be explored, the School has created new training programmes on all its campuses to provide students with tools they need to thrive in a professional environment through a combination of hard and soft skills actively sought by today's recruiters. To facilitate students integration in an ultra-competitive labour market, the School has been exploring synergies with the business world and earning trust from companies worldwide. Through innovative pedagogical approaches such as the Career Path, mandatory experiences abroad and comprehensive work-study programmes, EM Normandie puts students at the helm of their future.

Hendrik LOHSE
Director of International Affairs



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 stay at EM Normandie: discover our campuses, region, culture, language, dive into our social life and be part of our community. 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 by us !
And remember, this will be one of the best experience in your life !

Laurence BOITEUX
Deputy Director of International Affairs

KEY FIGURES



5,000
full-time and part-time students



82
full-time faculty members



97%
PhD holders amongst management lecturers



857
external contributors and professionals



330
staff members



200+
international partner universities



5,000
partner companies



20,000
alumni in **100+** countries

OUR EXPERTISE

Entrepreneurial Performances and Changes

Main research themes:

- Business Models and Innovative Financing (start-up financing, micro-financing, crowdfunding, etc.)
- Entrepreneurship and Societal Issues (agricultural entrepreneurship, woman entrepreneurship, access to energy for African micro-companies, changes in employment and individual entrepreneurship, entrepreneurial support, etc.)
- Management and Driving of SMEs (management control in small companies, governance of SMEs, growth and financing of SMEs, internationalisation of SMEs, accounting information systems and budgetary innovations in SMEs, digital transformation of SMEs, etc.)

Logistics-Land-Sea-Risk

Main research themes:

- Maritime and Port Logistics/International Transportation/Trade Facilitation
- Governance and Territorial Strategy/Economic and Territorial Intelligence
- Circular Economy and Energy Transition/Sustainable Logistics/CSR
- Logistics Risks/Territorial Risks

International Business Networks

Main research themes:

- Internationalisation in Global Networks
- Relations between the Business and Consumer Networks
- Multidisciplinary Port Marketing

Working and Living in Fluid Organisations

Main research themes:

- Boundaries (organisational boundaries; spatial and spatio-temporal boundaries; cultural and symbolic boundaries)
- Legitimacy (the construction of legitimacy; the combined evolution of rules and organisations; the legitimacy of management)
- Care (autonomy and accountability; the relational approach between individuals; the recognition of emotions)



AACSB is an American accreditation that acknowledges the excellence of the School, the relevance of its mission and strategy, the quality of its faculty and programmes, as well as the support provided to students throughout their journey. AACSB highlights the School's strengths: constant improvement of training, strong internationalisation, close links with the business world, educational innovation and research, culture of proximity and the power of its network. Only 5% of business schools in the world hold this label.



With the award of the EQUIS international accreditation delivered by the European Foundation for Management Development, EM Normandie has joined the very select club of 176 accredited universities and business schools worldwide. This label rewards the success of the School's academic model and quality approach. The team of auditors of this prestigious European label highlighted the school's anchoring in its territory, characterised by excellent relations with companies, the internationalisation of its programmes, an innovative pedagogy, and an important network of graduates.



Launched in 2019, the 'Bienvenue en France' label is the result of a national quality assurance process. Based on 5 criteria, it measures and promotes the welcome initiatives for international students in higher education. The awarded institutions can obtain from 1 to 3 stars for a period of 4 years.



The BSIS label measures the impact and attractiveness of business schools on their territory, in terms of finance, employment and activities. This label recognised the School's excellence of results, particularly at the economic level.



EM Normandie is ranked 71st in the Financial Times' list of the 100 best Masters in Management programmes in the world.



EM Normandie is ranked 71st in the QS Management Masters Rankings' list of the 129 best Masters in Management programmes in the world.



Learn more

About accreditations:

em-normandie.com/en/accreditations

About rankings:

em-normandie.com/en/rankings

ONE SCHOOL, FIVE CITIES TO EXPLORE

International at its core, EM Normandie is established in France, England and Ireland in 5 student acclaimed cities, start-ups and companies. Want to explore? Begin your journey with EM Normandie by the Normandy beaches, grow your network in the city of lights and find your passion in the streets of Oxford. Discover what makes each city unique, and find your next destination.



LE HAVRE

Le Havre, a major port town in Europe for freight and international trade, located at the mouth of the river Seine, is listed as UNESCO World Heritage since 2005. This dynamic city is always striving for innovation and attracts companies motivated by its logistics and industrial opportunities. For this new school year 2021, the new campus will blow out its first candle! Located just a few minutes away from the port, in the heart of the city, the new campus will have all the amenities to make you feel at home away from home.

With more than 15 student societies, life on campus can be the source of all sorts of professional and personal fulfilments. For international students who want to share experience with other expats, the Global Village student society is the association to join! With events such as orientation days, city visits and other cultural adventures, Global Village is making sure International students make the most out of their experience at EM Normandie.

CAEN

Caen is a lively university town with a distinctive identity, located 30 minutes away from the famous Normandy D-Day beaches. Some of the many sites of interest of the area include the Memorial Museum for World War II and History for Peace, the castle and abbeys built by William the Conqueror, etc. With nearly 30,000 students, the city of Caen is renowned for the quality of its student life and plethora of cultural offerings spread throughout the city.

The campus includes five amphitheatres, open-access computer rooms, language laboratories, a media library, relaxation rooms, community life areas and a working room open until 10pm on weekdays. Student society life is very active on campus, with over 20 to choose from. Amongst them, the International Student Council is dedicated to welcoming international students and ensuring their successful integration to EM Normandie's family.



PARIS

From the Louvre museum to the Arc de Triomphe, the city of light, at the heart of France's most dynamic economic region, is full of famous monuments that rival the castles, landscapes, forests and valleys surrounding the area. What more can be said about the city? With more than 600,000 companies, the Paris area is France's first economic region, the perfect way to kick-start your career. The Paris campus is located in the 16th district, a 20-minute walk from the Eiffel Tower.

Students on campus are welcomed with an infrastructure designed for their well-being and can enjoy facilities encouraging collaboration. Do you want to experience the city of light from a student society's perspective? Choose from more than a dozen associations and make your experience in the city unforgettable. International students on campus can count on the students' bureau in charge of promoting students through various events organised throughout the year.



OXFORD

Oxford is purpose-built for students and education with 38 colleges throughout the city and home to one of the world's top 3 universities. The city is also attractive because of the multitude of activities at your disposal: museums, boat trips, cultural activities (theatres, cinemas, concerts, etc.). Located in the city centre, the School's campus is close to all the main sights and shops, with London and its famous financial district a few miles away.

The campus houses a library, a cafeteria and a sports hall. Student society life on the Oxford campus is blooming with many projects in development. International students arriving on campus are enrolled in a "buddy programme" where they are assigned a designated EM Normandie ambassador to teach them the ropes of the city and facilitate their integration.

DUBLIN

Dublin is one of Europe's best tourist destinations and home to many international companies' EMEA headquarters (Google, Microsoft, Twitter, Amazon, etc.). Located in the city centre, the School's campus is located close to the International Financial Services Centre (IFSC). Small in size but big in character, the lively cosmopolitan city of Dublin promises a unique experience in your journey at EM Normandie. Experience the Irish culture through its folklore, and come and discover what the craic is!

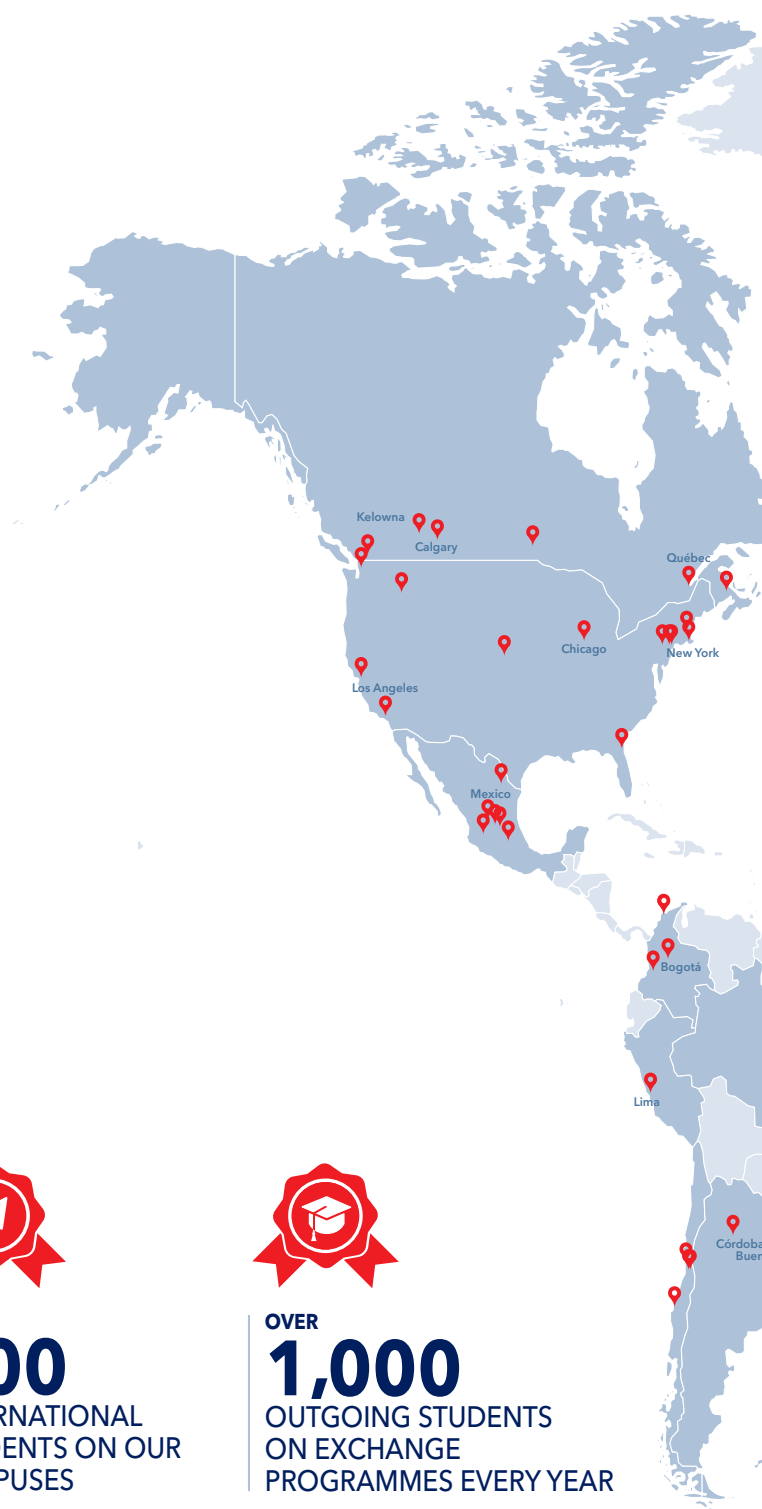
On this campus, students can take advantage of two large lecture rooms, a catering and a lounging area. With two years of existence and a small cohort of students, EM Normandie's student society life is organised around discovering the many aspects of the Irish culture, such as Gaelic sports, sightseeing and, of course, social life.



INTERNATIONAL AT HEART

With a network of over 200 partner universities around the world, two campuses abroad and international accreditations, EM Normandie has become a true global business school. More than 700 international students are welcomed every year on our campuses, and more than 1,000 students study abroad on exchange and dual degree programmes as part of their studies at EM Normandie.

The school's objective is to consolidate its international network and continue to build sustainable and comprehensive co-operations around the world. Internationalisation being at the heart of the school's mission, it not only supports student mobility but also engages its faculty in international projects and encourages them to entertain an international network for their teaching and research activities. In order to increase the diversity of the school's English-taught programmes, several international visiting professors are welcomed on the different campuses each year. We also are committed to developing internationalisation at home by recruiting international administration staff, ensuring english communication and developing a global mindset.



MORE THAN
40
NATIONALITIES
ON OUR
CAMPUSES



MORE THAN
200
PARTNERS
IN 60 COUNTRIES
AROUND THE WORLD



OVER
700
INTERNATIONAL
STUDENTS ON OUR
CAMPUSES

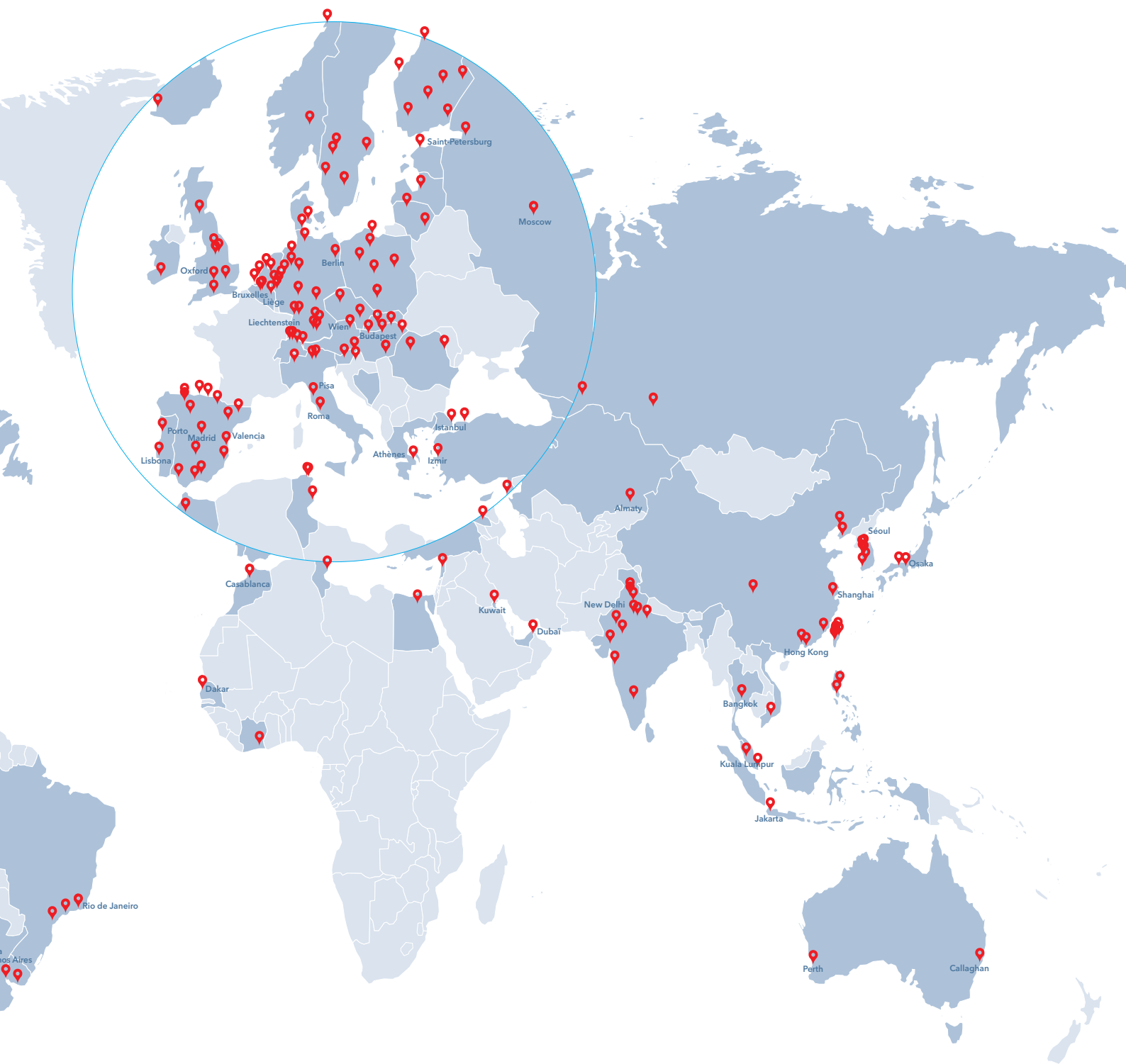


OVER
1,000
OUTGOING STUDENTS
ON EXCHANGE
PROGRAMMES EVERY YEAR

NEW ACCREDITED PARTNERSHIPS

CURTIN UNIVERSITY - Australia
UNIVERSIDAD ADOLFO IBANEZ - Chile
UNIVERSIDAD DE LOS ANDES - Chile
UNIVERSIDAD ICESI - Colombia
AMERICAN UNIVERSITY IN CAIRO (AUC) - Egypt
HHL LEIPZIG GRADUATE SCHOOL OF MANAGEMENT - Germany

TECHNICAL UNIVERSITY OF MUNICH - Germany
INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD - India
RITSUMEIKAN ASIA PACIFIC UNIVERSITY - Japan
CATOLICA LISBOA BUSINESS SCHOOL (CPBS) - Portugal
CATOLICA PORTO BUSINESS SCHOOL (CPBS) - Portugal
ISCTE INSTITUTO UNIVERSARIO DE LISBOA - Portugal



NATIONAL CHENGCHI UNIVERSITY - Taiwan
 KOC UNIVERSITY - Turkey
 SABANCI UNIVERSITY - Turkey
 URAL FEDERAL UNIVERSITY - Russia
 KYUNGPOOK NATIONAL UNIVERSITY - South Korea
 JÖNKÖPING UNIVERSITY - Sweden

UNIVERSITÄT ZÜRICH (UZH) - Switzerland
 UNIVERSITY OF GRONINGEN - The Netherlands
 UNIVERSIDAD DE MONTEVIDEO - Uruguay
 AMERICAN UNIVERSITY IN DUBAI - United Arab Emirates
 WASHINGTON STATE UNIVERSITY - USA

EXCHANGE PROGRAMMES

U

UNDERGRADUATE STUDIES



Master in Management (Grande École Programme) – 2nd year – Caen, Oxford, Dublin **NEW**

Bachelor in Management – 3rd year – Le Havre

Master in Management (Grande École Programme) – 3rd year – Caen, Oxford, Dublin **NEW**



Bachelor in Management – 3rd year – Le Havre

Master in Management (Grande École Programme) – 3rd year – Caen, Paris **NEW**, Le Havre

G

GRADUATE STUDIES



Master in Management (Grande École Programme) – 4th year

- International Management (Global Track) – Le Havre, Dublin **NEW**, Oxford

Master in Management (Grande École Programme) – 5th year

- Banking, Finance and Fintech – Oxford
- **NEW** Digital Marketing in Luxury and Lifestyle – Paris
- **NEW** Digital Sales – Dublin
- Financial Data Management – Caen
- International Business – Le Havre
- International Events Management – Paris
- International Logistics and Port Management – Le Havre
- **NEW** International Marketing and Business Development – Caen
- Supply Chain Management – Le Havre



Master in Management (Grande École Programme) – 4th year – Le Havre, Caen



Master in Management (Grande École Programme) – 5th year

- Audit and Finance – Le Havre
- Digital Strategy and Innovation – Paris
- Human Resource Management – Paris
- Information Systems and Digital Management – Caen
- Marketing Strategy and Commercial Development – Le Havre
- Supply Chain, Logistics and Innovations – Le Havre
- Start-ups and Digital Development – Caen



FOCUS ON BUILDING PROFESSIONAL SKILLS

EM Normandie helps you develop skills throughout your study path with internships, co-op programmes, in-company junior consulting projects and challenges, as well as meeting with professionals to give you the opportunity to build a unique professional profile that matches your personality and skills.



ENGLISH AND FRENCH TRACKS

Speaking French is not a prerequisite to join EM Normandie, as most programmes are taught in English on both Undergraduate and Graduate levels. Language courses can be offered in French as well as Chinese, Spanish, Italian, German, Russian, Portuguese, Arabic, and others upon request. Taking into account that a language class is subject to a minimum number of enrolled students.



FRENCH AS A FOREIGN LANGUAGE

The exchange programme's offer also includes a specific French Language and Culture class which is accessible from beginner to advanced level. The course combines exercises in listening, writing and speaking. Students will also participate in role-playing games in order to learn or improve their French. This class will be available on all campuses providing a sufficient number of students enrolled.



DUAL DEGREE PROGRAMMES

EM Normandie entertains a number of dual degree agreements for the Bachelor's Degree in International Management and the Master's Degree in Management Grande Ecole with international partner universities, allowing students to obtain two fully recognised degrees from both their home university and EM Normandie.

Students can be helped with their internship search and benefit from all Career Path services:

- Training modules on campus and via e-learning,
- Individual coaching sessions,
- Co-development and feedback workshops,
- Personal development tools and online platforms.

They can also access a network of 20,000 EM Normandie alumni to assist them with their job search after graduation.



contact the international development team
international@em-normandie.fr

SUMMER SCHOOL

Come and embark on a unique study experience with a diverse group of international students. During our summer school, students get the opportunity to learn within a cross-cultural environment, put knowledge into practice, benefit of business and cultural visits as well as social events and services to facilitate their integration and orientation.



Reasons to join:

- ▶ Benefit of an intercultural exposure
- ▶ Gain insights in Global Business and Management
- ▶ Transfer ECTS credits (with the approval of the home institution)
- ▶ Sharpen your competencies, knowledge and skills
- ▶ Develop your network and explore new areas and destinations
- ▶ Enjoy corporate events, cultural excursions, social events and services

DATES

Sessions of 2 weeks in June – July
Choice of courses at Undergraduate and/or Graduate levels
One course = 6 ECTS per session

DESTINATION

Normandy, Paris

TAILOR-MADE SHORT-TERM PROGRAMMES

EM Normandie has over 20 years of experience in running short-term programmes for undergraduate, graduate and post-graduate students.

From 1-day customised seminars to 6-week seasonal schools, short-term programmes combine academic input with industrial and cultural excursions so that participants can benefit from a unique experience of business and culture in France. Visits are organised to companies and institutions as well as to sites of cultural interest. In addition, students may earn ECTS credits.

The academic input can be based on themes such as:

- Cross-Cultural Management and Intercultural Competences
- Fashion & Luxury Brand Management
- Business Start-up
- Entrepreneurship
- Digital Marketing
- Experiential Marketing
- Global Marketing
- Marketing Analysis
- Innovation and Sustainability
- Logistics and Supply Chain Management
- Technology Innovation Management etc.

Cultural excursions:

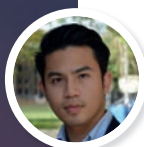
- Paris
- D-Day beaches
- Étretat
- Le Havre
- Deauville
- Mont-Saint-Michel

TESTIMONIALS



RUDRAJOY, India

"I went to EM Normandie Business School to complete my 1-month Global Study Programme and it has been a wonderful experience studying there... the knowledge gained is of great importance. The modules offered were relevant and helpful. I also went through a module of cross-cultural differences, which helped me adapt to a different culture. Thank you for such an amazing opportunity!"



THEERANOP, USA

"Classes were fun and were able to cover the foundations of each course on a condensed schedule. The highlight of my trip was probably all of the excursion trips that the school took me on."



FEDERICA, Italy

"The experience has been the best of my life! I always feel emotional when I think of it, and EM Normandie completely changed my life!!"



MAXIMILIAN, Germany

"I am grateful for having been able to take part in the Summer School. I was able to develop my skills in fields to which I would have not had access in my usual studies... On top of that, I have made many new friends around the globe!"



For further details, please contact

Séverine GROULT

International Development Manager

Tel.: +33 (0)2 31 46 93 87

email: short-term@em-normandie.fr

ACADEMIC REQUIREMENTS

Open to undergraduate and graduate students providing that applicants have the pre-requisites specified in the course's syllabus.

Courses taught and assessed in English

For non-native speakers of English:

B2 level CEFR (equal to TOEFL IBT 72, IELTS 5.0, TOEIC 750) is highly recommended.

ACCOMMODATION

EM Normandie will provide several options with negotiated rates. Participants may also decide to make their own arrangement. Cost of housing is supported by the attendees.

THE LEARNING EXPERIENCE, REDEFINED

With the acceleration of technological progress, increased global competition and changes in behaviours, having the ability to adapt has become a key factor for both companies and employees. While demonstrating know-how is essential, developing interpersonal skills (curiosity, team spirit, communication skills) has become vital in order to thrive in today's business environment. This combination of hard and soft skills lies at the heart of EM Normandie's strategy thanks to an innovative pedagogical approach: SmartEcole®.

Solving problems, managing emotions, listening to and understanding others, thinking creatively to innovate, communicating effectively, working in teams, etc. Soft skills have become an integral part of what companies are actively seeking, especially in industries where operational knowledge is a prerequisite. Nowadays, companies are looking for employees capable of demonstrating analysis, innovation and motivation skills. Empowering students to learn such skills is a founding principle of SmartEcole®. Developed by EM Normandie, this innovative pedagogy relies on digital tools to foster student participation and implication while in class and during their professional experience.

WHEN THE STUDENT BECOMES THE TEACHER

SmartEcole® is an online platform where students have access to a secure portal where the content of each course is shared in advance by their professors. "This pedagogy encourages knowledge to be shared, since the course is also based on the questions asked by students. The result is an active classroom where the line between students and professors is blurred," explains Mathilde Aubry, Associate Professor in Statistics and Economics. With SmartEcole®, participative pedagogy is front and centre! "Students are confronted with case studies and scenarios in which they are encouraged to try through failure before exploring new avenues of reflection and solutions with the aim of developing their analytical and critical thinking skills," comments Arnaud Delannoy, Associate Professor in Marketing.



INSIDE: NORMANDY'S BIGGEST STUDENT INCUBATOR

InsIDE, EM Normandie's institute for innovation and the development of entrepreneurship supports students in their business creation projects. It fosters exchanges between all actors of entrepreneurship by organising conferences, workshops and other events such as Start-up Weekends, Hackathons, After Work Events, etc. More than 200 business projects have been supported by InsIDE since its creation.





SERVICES TO STUDENTS

Airport pick up & orientation days

The international office organizes airport pick-ups and orientation days every semester to welcome you to our school. Throughout their first days with us, students will be invited to welcome coffees, ice breakers, intercultural workshops and many activities to get to know one another.

The HUB

The HUB is the single gateway for students once registered at EM Normandie. This department will help students before and during their study abroad with administrative formalities such as accommodation, immigration, social security etc. Each campus has a dedicated English-speaking coordinator within le HUB so that students' integration can be as smooth as possible.

Students societies

EM Normandie cultivates a rich and dynamic associative life that offers each student the opportunity to lead projects and fulfill a passion. Exchange students can participate during their semester or year with us. Moreover, student societies such as Global Village or ISC welcomes international students through fun activities and a buddy program with French students.

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.

Safety

Because we care about our community, EM Normandie established a safety procedure to ensure student wellbeing. We recently signed a partnership with IREMOS, a private security company, in order to ensure safety for our entire community. International students will be able to download a mobile app, get notifications in case of incidents. They will be informed of current events happening around them, have the possibility to sign up for a safety check and remain connected with our staff until they are safe.

HOW TO APPLY

Each semester, we welcome exchange students on our campuses. We trust our partner universities to select students in accordance with our fields of expertise and prerequisites. To apply and study with us, please find below the admission process, deadlines, and requirements.

	FALL & FULL-YEAR EXCHANGE	SPRING SEMESTER
NOMINATION DEADLINE	MAY 15 ST	OCTOBER 15 ST
APPLICATION DEADLINE	MAY 30 TH	OCTOBER 31 TH

NOMINATION

Once the student has been selected, the home university has to fill out an online nomination form. An invitation to nominate students online is usually sent in February for the fall semester or full year exchange and in July for the spring semester exchange.

APPLICATION

Upon nomination, prospective students are sent a link to an application form. The following documents need to be uploaded:

- Copy of ID or passport
- Transcripts of records for the completed years of study
- Proof of English or French language proficiency (see below)

The application form, along with the uploaded documents, will be reviewed by international coordinators. Once approved, students will receive a letter of acceptance that contains their academic calendar. Login details will also be sent, allowing students to register into the school's system and access the internal portal. International coordinators will get in touch with accepted students to provide information related to airport pickup and orientation days.

ENGLISH PROGRAMMES	
Undergraduate	B2, TOEFL IBT 72, IELTS 5.0, TOEIC 750
Graduate	B2, TOEFL IBT 83, IELTS 5.5, TOEIC 790
FRENCH PROGRAMMES	
Undergraduate & Graduate	B2, DELF, TCF

We accept language certificates from the home university. Native students in French or English are waived of this requirement.

“

EM Normandie was a great experience for me. I loved my international colleagues, I learnt a lot about their culture back home and it got me excited about exploring more and travelling more.

Monica - M2 International Business - Le Havre
Universti Degli Studi Di Napoli Federico II, Italy

Studying at the EM Normandie was a nice experience. The facilities of the university and the support of the staff and student organizations were very positive. Especially the International Office.

Jakob - European Business Programme - Caen
Hochschule Osnabrück, Germany

I was pleasantly surprised by how practical the classes at EM Normandie were. I learned a lot by doing real negotiations, analyzing real contracts and work with real businesses. I'm happy I chose for EM Normandie. An experience I won't forget.

Vincent - Cross-cultural Marketing & Negotiation - Caen
KU Leuven, Belgium

Making a lot of international friends is an experience you do not want to miss. EM Normandie will ensure you will make friends!

Duncan - Undergraduate Year 3 - Oxford
Erasmus University Rotterdam - Netherlands

”

5 REASONS TO CHOOSE EM NORMANDIE

1

A diverse study environment: **5 CAMPUSES**

in France, England, and Ireland
with multiple nationalities.

2

A tradition for **ACADEMIC EXCELLENCE**

International accreditations (AACSB, EQUIS) and rankings (Financial Times, QS) that certify excellence in teaching, innovative learning methods and programmes quality.

3

A practical learning **EXPERIENCE**

An innovative technology relying
on digital tools to foster student
participation and implication.

4

A wide **VARIETY**

of student services

- Orientation days
- Airport pick up
- Students societies

5

A **VIBRANT CAMPUS LIFE**

Become a member of the EM
Normandie community by joining on of
our many student clubs



Contact international office:
international@em-normandie.fr
More information on EM Normandie and its programmes:
www.em-normandie.com/en

CAEN

9, rue Claude Bloch
14052 CAEN CEDEX 4
+33 2 31 46 78 78

LE HAVRE

20, quai Frissard
76087 LE HAVRE CEDEX
+33 2 32 92 59 99

PARIS

64, rue du Ranelagh
75016 PARIS
+33 1 75 00 00 76

DUBLIN

Ulysses House
22-24 Foley Street
DUBLIN 1
+35 3190 111 75

OXFORD

Jericho Building - Oxpens Road
OXFORD OX1 1SA
+44 1865 681 407

International Office contact:

international@em-normandie.fr

More information on EM Normandie and its programmes:

em-normandie.com/en/international-candidates



1871

EM
NORMANDIE
BUSINESS SCHOOL

Non-profit organisation (law of 1901) under private law, École de Management de Normandie (EM Normandie Business School) was created by the Chambers of Commerce and Industry (CCI) of Seine Estuaire and Caen Normandie • Member of the Chapitre des Écoles de Management de la Conférence des Grandes Écoles (CGE) • Member of the Fondation Nationale pour l'Enseignement de la Gestion des Entreprises (FNEGE) • Active member of the Union des Grandes Écoles Indépendantes (UGEI) • Member of Campus France • Founding member of the European Master of Business Sciences (EMBS) • Classed as a Private higher education institution with a public interest (EESPIG) by the French Minister of Higher education, Research and Innovation • Member of the European Foundation for Management Development (EFMD) • Member of the Association to Advance Collegiate Schools of Business (AACSB) • BSIS Label • AACSB Accreditation • EQUIS Accreditation • EM Normandie supports sustainable development.

Design and production: 01/2021 - ©EM Normandie Communication Department - N° SIREN: 479 806 630 - Code NAF: 8542Z

Photography: EM Normandie Communication Department / @David Morganti / @Fabe Collage / @Envato

Printing: XXXXX - Sustainable forest management certification - Print run: 500 copies - Non-binding document.

Do not litter.



NORMANDIE



OLD SCHOOL ■ YOUNG MIND



COURSE OFFER 2021-2022

Important information to keep in mind when choosing courses or modules.

1. EM Normandie offers 2 major programmes:

- Master in Management (Grande Ecole Programme)
- Bachelor in Management International (BMI)

Master in Management consists of 5 years of studies:

3 years undergraduate + 2 years of graduate.

Starting from the 1st year of graduate studies (Year 4) students choose tracks which are equivalent to specializations.

2. You cannot mix courses from different semesters, different specializations and different levels of study.

3. Sometimes courses are offered within modules and if you want to take these courses you will have to take the entire module. Please ask if you are not sure.

4. Additional languages are: Spanish, Italian, German, Portuguese, Russian, Chinese, Arabic, Korean. However, a minimum number of students is required to open a class. Language courses (except English) are taught 15 hours in e-learning and 30 hours in-class format per semester.

5. EM Normandie imposes no minimum requirement as to the number of credits for exchange students because you will follow your home university's academic obligations. If the course is indicated as NCB (Non-credit bearing), it means that no credits are awarded for this course.

6. Courses **with a light blue background** are mandatory for dual degree students in BMI Year 3 and Master in Management Year 5 and have to be taken on top of the courses/modules offered in the programme. Please note that some specializations in the Master in Management programme have limited spots for dual-degree students. If we have more applicants than places, application files will be reviewed. Non-elected students will be offered an alternative programme.

7. Each course is validated by acquiring ECTS (European Credit Transfer System).

8. On undergraduate level classes **in italics and with a deep grey background** are electives, students will be allowed to choose up to two per semester in Year 2 and 1 elective in Year 3.

ATTN update:

- **electives have changed in U2 of Caen Campus, p. 5 (!).**
- **In Year 5 of graduate level you can choose up to 2 electives per semester.**
- **Digital Sales on Dublin Campus is added, p. 15 (!).**

9. In all Master in Management Year 5 specializations there is a possibility to enroll as a dual degree student.

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



TABLE OF CONTENTS (TOC)



UNDERGRADUATE PROGRAMMES – Year 2/3

Caen campus (5-6)

Le Havre campus (7)

Oxford campus (8-9)

Dublin campus (10-11)

GRADUATE PROGRAMMES – Year 4/5

Le Havre and Oxford campus (13)

Dublin (14-15)

Le Havre campus (16-18)

Oxford campus (19)

Paris campus (20-21)

Caen campus (22-23)



UNDERGRADUATE PROGRAMMES – Year 2/3

Caen campus (25)

Le Havre campus (26-27)

Paris campus (28)

GRADUATE PROGRAMMES – Year 4/5

Le Havre campus (30)

Caen campus (31)

Le Havre campus (32-35)

Paris campus (36-37)

Caen campus (38-39)



SHORT TERM PROGRAMMES



UNDERGRADUATE PROGRAMMES

YEAR 2 - YEAR 3



[Back to TOC](#)

Master in Management, Undergraduate Year 2 NEW

Caen Campus

FALL SEMESTER	
Course title	Credits
Financial Analysis	5
Economics Policies	5
Marketing of Services	5
<i>EU and Innovation !</i>	5
<i>History of Social Facts !</i>	5
<i>General Knowledge : AI !</i>	5
Information and Technology Management	5
Citizen Project	NCB
English	NCB
French as a Foreign Language	NCB



SPRING SEMESTER	
Course title	Credits
UK Labour Law	5
Sociology & Theory of Organizations	5
Statistics 2	5
<i>Working in Multicultural Teams !</i>	5
<i>Sensory Market Applications !</i>	5
<i>Introduction to Change Management !</i>	5
Information and Technology Management	5
Internship	3
Citizen Project	NCB
English	NCB
French as a Foreign Language	NCB

Master in Management, Undergraduate Year 3 NEW

Caen Campus

FALL SEMESTER	
Course title	Credits
Statistics	5
Project Management	5
Geopolitics	5
Sociology and Organisational Theory	5
Labour Law	5
Basics of Innovation and Technology	5
Management	5
English	5
French as a Foreign Language	NCB
Career Path	NCB



SPRING SEMESTER	
Course title	Credits
Applied and Alternative Economy	5
Organisational Behaviour & Management	5
Consumer Management	5
Strategy	5
Management Control	5
<i>Basics of International Trade</i>	5
<i>Entertainment Marketing</i>	5
<i>Digital Transformation and 4.0 Industry</i>	5
English	5
Internship	3
Responsible Project	NCB
French as a Foreign Language	NCB

Bachelor in Management, International Business, Undergraduate Year 3

Le Havre Campus

FALL SEMESTER	
Course title	Credits
*SAS (Marketing, Finance, Accounting, Spreadsheet, Business Game in Strategy)	NCB
International Press Review	3
International Business Law	3
International Marketing	4
International Trade	4
Career Path	2
International Logistics	4
Innovative Trends	3
International Organisational Behaviour	4
Business Intelligence	3
<i>Sales Technics</i>	4
French as a Foreign Language	NCB
Additional Language course	NCB

*Mandatory for all students



SPRING SEMESTER	
Course title	Credits
Business Ethics (compliance)	2
HRM (labour law, staff delegation)	2
International Finance (Financial Analysis 15H/Controlling 15H)	2
Entrepreneurship & Business Plan	3
Global Negotiations	2
Customer Satisfaction Management	2
Cultural Intelligence	2
Managing Global Teams	2
<i>New Trends in Marketing</i>	6
<i>Becoming a Transformational Leader</i>	6
<i>Research Methods & Dissertation</i>	10
Professionnal Contest	3
French as a Foreign Language	NCB
Additional Language course	NCB



NCB – Non Credit Bearing

[Back to TOC](#)

Master in Management, Undergraduate Year 2

Oxford Campus

FALL SEMESTER	
Course title	Credits
Financial Analysis	5
Economics Policies	5
Marketing of Services	5
<i>International Business</i>	5
<i>Working in Multicultural Teams</i>	5
<i>General Knowledge: The UK</i>	5
<i>Management of UK Sport</i>	5
Information and Technology Management	5
English	5
Associations/ Job	NCB
Additional Language course	NCB
French as a Foreign Language	NCB



SPRING SEMESTER	
Course title	Credits
UK Labour Law	5
Sociology & Theory of Organizations	5
Statistics 2	5
<i>Introduction to HR</i>	5
<i>Working in Multicultural Teams</i>	5
<i>General Knowledge: AI</i>	5
<i>Management of UK Creative Industries UK</i>	5
Information and Technology Management	5
English	5
Internship	3
Associations/ Job	NCB
Additional Language course	NCB
French as a Foreign Language	NCB

Master in Management, Undergraduate Year 3

Oxford Campus

FALL SEMESTER	
Course title	Credits
Statistics	5
Sociology and Organisational Theory	5
Labour Law	5
Geopolitics	5
Project Management	5
Basics of Innovation and Technology Management	5
English	5
Career Path	NCB
Additional Language course	NCB
French as a Foreign Language	NCB



SPRING SEMESTER	
Course title	Credits
Applied and Alternative Economy	5
Organisational Behaviour and Management	5
Consumer Management	5
Strategy	5
Management Control	5
<i>Business in Post-Brexit Europe</i>	5
<i>Understanding Climate Change</i>	5
<i>Digital Transformation and 4.0 Industry</i>	5
English	5
Internship	3
Responsible Project	NCB
Additional Language course	NCB
French as a Foreign Language	NCB

Master in Management, Undergraduate Year 2 NEW

Dublin Campus

FALL SEMESTER	
Course title	Credits
Financial Analysis	5
Economics Policies	5
Marketing of Services	5
<i>Business Ethics</i>	5
<i>Human Resources</i>	5
<i>Reinforcement of English</i>	5
Information and Technology Management	5
Career Path	NCB
English	NCB
French as a Foreign Language	NCB



SPRING SEMESTER	
Course title	Credits
Labour Law	5
Sociology & Theory of Organizations	5
Statistics 2	5
<i>Introduction to Strategy</i>	5
<i>Intercultural Marketing</i>	5
<i>Reinforcement of English</i>	5
Internship	3
Information and Technology Management	5
Citizen Project or Student Club	NCB
Career Path	NCB
English	NCB
French as a Foreign Language	NCB

Master in Management, Undergraduate Year 3 NEW

Dublin Campus

FALL SEMESTER	
Course title	Credits
Statistics	5
Labour Law	5
Geopolitics	5
Project Management	5
Sociology and Organisational Theory	5
Basics of Innovation and Technology Management	5
English	5
Career Path	NCB
Additional Language course	NCB
French as a Foreign Language	NCB



SPRING SEMESTER	
Course title	Credits
Applied and Alternative Economy	5
Organisational Behaviour and Management	5
Consumer Management	5
Strategy	5
Management Control	5
<i>Innovation / Business Modeling</i>	5
<i>Learning in a Changing World</i>	5
<i>International Trade - Sustainable Economy</i>	5
<i>Reinforcement of English</i>	5
Internship	3
English	5
Career Path	NCB
Responsible Project	NCB
Additional Language course	NCB
French as a Foreign Language	NCB

GRADUATE PROGRAMMES YEAR 4 - YEAR 5



[Back to TOC](#)

Master in Management: International Management - Global Track, Graduate Year 4

Le Havre & Oxford Campus

FALL SEMESTER	
Course title	Credits
International Accounting Standards and Financial Management	5
Cross Cultural Marketing	5
Management & Leadership	5
Innovation and Business Intelligence	5
International Trade, Purchasing and Logistics + International Business and Strategy	5
European Competition Law	5
Optional Consulting Project	5
French as a Foreign Language	NCB



SPRING SEMESTER	
Course title	Credits
Business Plan	5
Digital Marketing Strategy	5
Excel Macros & VBA	5
Organizational Development & Change	5
Doing Business in a Changing World: New Challenges and Opportunities	5
Competing in Emerging Economies	5
French as a Foreign Language	NCB

Master in Management: International Management - Global Track, Graduate Year 4 **NEW** Dublin Campus

FALL SEMESTER	
Course title	Credits
International Accounting Standards and Financial Management	5
Cross Cultural Marketing	5
Management & Leadership	5
Innovation and Business Intelligence	5
International Trade, Purchasing and Logistics + International Business and Strategy	5
European Competition Law	5
Optional Consulting Project	5
French as a Foreign Language	NCB



SPRING SEMESTER	
Course title	Credits
Business Plan	5
Digital Marketing Strategy	5
Excel Macros & VBA	5
Organizational Development & Change	5
Doing Business in a Changing World: New Challenges and Opportunities	5
Competing in Emerging Economies	5
French as a Foreign Language	NCB

Master in Management: Digital sales - Graduate Year 5 NEW

Dublin Campus !

FALL SEMESTER	
Course title	Credits
Digital Onboarding/ Digital Market and Consumers	5
Marketing Business Plan in the Digital Era	5
Data Driven Decision Making	5
Business Negotiation : Skills and Strategies	5
<i>Digitalisation and Corporate Finance</i>	5
<i>Cases in Ethical and Sustainable Development</i>	5
<i>Change Management and Organizational Transformation</i>	5
PROFESSIONAL SKILLS 1	5
Research Methods	
Career Development	
Negotiation Contest or Business Game	
French as a Foreign Language	NCB



SPRING SEMESTER	
Course title	Credits
Selling Techniques	5
Distribution & Procurement	5
Team Sales Force Management	5
Ethics for Leaders in the Digital Landscape & Digital Law	5
<i>Business Models and Performance</i>	5
<i>Critical Issues in Management</i>	5
<i>Leading In Multicultural Environments</i>	5
<i>Digital Disruption and Industry 4.0 (I4.0)</i>	5
PROFESSIONAL SKILLS 2	3
Career Development	
Digital Sales Contest 1	
French as a Foreign Language	NCB
Work Experience	15
Dissertation	12

Master in Management: International Business - Graduate Year 5

Le Havre Campus

FALL SEMESTER	
Course title	Credits
Advanced International Business (I) & Trade Marketing	5
Intercultural Management	5
International Finance	5
International Human Resources Management	5
International Marketing	5
<i>Digitalisation and Corporate Finance</i>	5
<i>Cases in Ethical and Sustainable Development</i>	5
<i>Change Management and Organizational Transformation</i>	5
PROFESSIONAL SKILLS 1	5
Research Methods	
Career Development	
International Business Contest 1	
French as a Foreign Language	NCB



SPRING SEMESTER	
Course title	Credits
OPERATIONS MANAGEMENT	5
International Operations Management	
Management of Emerging Markets	
STRATEGIC THINKING	5
Strategic Management	
Corporate Social Responsibility	
ADVANCED INTERNATIONAL BUSINESS (II)	5
International Business Negotiations	
International Project Management	
<i>Business Models and Performance</i>	5
<i>Critical Issues in Management</i>	5
<i>Leading In Multicultural Environments</i>	5
<i>Digital Disruption and Industry 4.0 (I4.0)</i>	5
PROFESSIONAL SKILLS 2	5
International Business Law	
Career Development	
International Business Contest 2	
French as a Foreign Language	NCB
Dissertation Week	NCB
Internship	15
Dissertation	12



NCB – Non Credit Bearing

[Back to TOC](#)

Master in Management: International Logistics and Port Management - Graduate Year 5

Le Havre Campus

FALL SEMESTER	
Course title	Credits
PRINCIPLES OF SUPPLY CHAIN	5
Basics of Logistics and Supply Chain	
Strategic Sourcing	
Sustainable Warehouse and Distribution Management	
COORDINATION IN SUPPLY CHAIN	5
Operations Management	
Integrating the Supply Chain	
SUPPLY CHAIN FINANCE	5
Cost and Revenue Management	
Supply Chain Audit	
LOGISTICS PERFORMANCE	5
Quality Management	
Process Engineering	
Negotiation	
Excel	
<i>Digitalisation and Corporate Finance</i>	5
<i>Cases in Ethical and Sustainable Development</i>	5
<i>Change Management and Organizational Transformation</i>	5
PROFESSIONALIZATION AND RESEARCH	5
Professional Techniques 1	NCB
Career Preparation	
Research Methodology	
Business Case Competition 1	
French as a Foreign Language	NCB



SPRING SEMESTER	
Course title	Credits
LOGISTICS AND INTERNATIONAL TRADE	5
Basics of Transportation and International Trade	
Legal Aspects of Logistics	
Risk and Crisis Management in Industry 4.0	
DEMAND AND SUPPLY IN MANAGEMENT	5
Demand Management	
Supply Management	
SUPPLY CHAIN PERFORMANCE	5
Value Optimization in the Era of Digitalization	
Value Chain Management	
SUPPLY CHAIN AND NEW TECHNOLOGIES	5
Information Technologies for Logistics Operations	
SAP Project and Logistics Simulation	
Digital Project Management	
<i>Business Models and Performance</i>	5
<i>Critical Issues in Management</i>	5
<i>Leading In Multicultural Environments</i>	5
<i>Digital Disruption and Industry 4.0 (I4.0)</i>	5
PROFESSIONALIZATION AND RESEARCH	
Professional Techniques 2	NCB
Business Case Competition 2	3
DISSERTATION	12
Career Preparation/Job Research Methodology	1
INTERNSHIP	15
French as a Foreign Language	NCB



NCB – Non Credit Bearing

[Back to TOC](#)

Master in Management: Supply Chain Management - Graduate Year 5

Le Havre Campus

FALL SEMESTER	
Course title	Credits
PRINCIPLES OF SUPPLY CHAIN	5
Basics of Logistics and Supply Chain	
Strategic Sourcing	
Sustainable Warehouse and Distribution Management	
COORDINATION IN SUPPLY CHAIN	5
Operations Management	
Integrating the Supply Chain	
SUPPLY CHAIN FINANCE	5
Cost and Revenue Management	
Supply Chain Audit	
LOGISTICS PERFORMANCE	5
Quality Management	
Process Engineering	
Negotiation	
Excel	
<i>Digitalisation and Corporate Finance</i>	5
<i>Change Management and Organizational Transformation</i>	5
<i>Cases in Ethical and Sustainable Development</i>	5
PROFESSIONALIZATION AND RESEARCH	5
Professional Techniques 1	NCB
Career Preparation	
Research Methodology	
Business Case Competition 1	
French as a Foreign Language	NCB



SPRING SEMESTER	
Course title	Credits
LOGISTICS AND INTERNATIONAL TRADE	5
Basics of Transportation and International Trade	
Legal Aspects of Logistics	
Risk and Crisis Management in Industry 4.0	
DEMAND AND SUPPLY IN MANAGEMENT	5
Demand Management	
Supply Management	
SUPPLY CHAIN PERFORMANCE	5
Value Optimization in the Era of Digitalization	
Value Chain Management	
SUPPLY CHAIN AND NEW TECHNOLOGIES	5
Information Technologies for Logistics Operations	
SAP Project and Logistics Simulation	
Digital Project Management	
<i>Business Models and Performance</i>	5
<i>Critical Issues in Management</i>	5
<i>Leading In Multicultural Environments</i>	5
<i>Digital Disruption and Industry 4.0 (I4.0)</i>	5
PROFESSIONALIZATION AND RESEARCH	
Professional Techniques 2	NCB
Business Case Competition 2	3
DISSERTATION	12
Career Preparation/Job Research Methodology	1
INTERNSHIP	15
French as a Foreign Language	NCB



NCB – Non Credit Bearing

[Back to TOC](#)

Master in Management: Banking, Finance and Fintech - Graduate Year 5

Oxford Campus

FALL SEMESTER	
Course title	Credits
INTRODUCTION TO PROGRAMME	5
Fundamentals of Accounting & Finance	
Business Analytics Applying 'R'	
Quantitative Methods for Finance	
BANKING I: RETAIL BANKING	5
Introduction to Banking	
Consumer and SME Banking	
Managerial Accounting	
BANKING II: MERGERS & ACQUISITIONS OF INVESTMENT BANKING	5
Corporate Finance & Investment decisions	
Accounting & Financial Statement Analysis	
FINTECH I: EMERGING SECTOR	5
Evolution and Industrial Organisation of the Fintech Sector	
Entrepreneurship Applied to Financial Services	
FINTECH II: CODING FOR FINANCE AND FINTECH	5
Object Oriented Programming: Methodology and Coding	
CONNECTING TO THE REAL WORLD I	5
Banking Business Context: Root Causes of the Decline of the Western Order	
Challenge 1: FINTECH	
Preparing for Research in Banking & Fintech: Research Methods	3
French as a Foreign Language	NCB



SPRING SEMESTER	
Course title	Credits
BANKING III: INVESTMENT PRODUCTS	5
Financial Instruments (Derivatives, Fixed Income Investments)	
BANKING IV: COMPLIANCE	5
Banking Regulations	
Tax and Legal Aspects in Banking	
BANKING V: OPERATIONAL RISK MANAGEMENT	5
Audit & Risk Management	
Banking IT Systems: Architecture & Data Security	
BANKING VI: FIDUCIARY RESPONSIBILITY	5
Ethics and Corporate Governance	
Asset Management	
FINTECH III: ADVANCED TOOLS	5
Project Management in Technology	
Blockchain	
CONNECTING TO THE REAL WORLD II	5
Banking Business Context: Scenario Planning in the New Order	
Challenge 2: Banking	
Site Visit Banks/Fintech in London	
DISSERTATION	12
INTERNSHIP	15
French as a Foreign Language	NCB



NCB – Non Credit Bearing

[Back to TOC](#)

Master in Management: International Events Management - Graduate Year 5

Paris Campus

FALL SEMESTER	
Course title	Credits
EVENTS ENVIRONMENT	5
Events Industry and Fields Visits	
Sustainable Development	
EVENTS COMMUNICATION	5
Event Communication	
Graphics and Photoshop	
EVENTS PROJECT MANAGEMENT	5
International Project Management	
EVENTS IMPLEMENTATION	5
Budget and Bidding	
Leading International Teams	
Experience the Event	
DIGITALISATION OF EVENTS	5
Digital and Mobile Marketing	
Event Production	
Contest	
Career Path	
<i>Digitalisation and Corporate Finance</i>	5
<i>Cases in Ethical and Sustainable Development</i>	5
<i>Change Management and Organizational Transformation</i>	5
Research Methodology	3
French as a Foreign Language	NCB



SPRING SEMESTER	
Course title	Credits
EVENTS MARKETING	5
Fundraising	
Event driven Destination Management	
Sponsorship and Partnership	
Marketing Analytics	
EVENTS MANAGEMENT	5
HRM in Events	
Legal Risks and Opportunities	
Risk and Safety Management	
EVENTS IN PRACTICE	5
Junior Consulting Project	
Sales and Negotiation	
Field Visits (incl. study trip)*	NCB
PERSONAL AND PROFESSIONAL DEVELOPMENT	5
InDesign	
Emotions and Conflict Management	
Fostering Creativity	
Career Path	
<i>Business Models and Performance</i>	5
<i>Critical Issues in Management</i>	5
<i>Leading In Multicultural Environments</i>	5
<i>Digital Disruption and Industry 4.0 (I4.0)</i>	5
INTERNSHIP	15
DISSERTATION	12
French as a Foreign Language	NCB



NCB – Non Credit Bearing

EXCHANGE STUDENTS can come in Fall or for a year only.

*Attention: Spring semester includes a mandatory study trip for Dual Degree students with a cost of 1 000€.
For more information, please contact incoming@em-normandie.fr.

[Back to TOC](#)

Master in Management: Marketing and Digital in Luxury and Lifestyle - Graduate Year 5

Paris Campus

FALL SEMESTER	
Course title	Credits
PERSONAL DEVELOPMENT	4
Career Path	
Research Methodology	3
Chinese Language (optional)	NCB
MARKETING ACTIVATION IN LUXURY	5
Building a Collection in Luxury	
Merchandising and Netchandising in Luxury	
Retail and Omnichannel in Luxury	
COMMUNICATION AND DIGITAL IN LUXURY	5
Communication Corporate and Event Project	
Social Media, E-reputation and Influence in Luxury	
DIGITAL DEVELOPMENT IN LUXURY	5
Digital Marketing Strategy and Project	
Web Development in Luxury	
HERITAGE IN LUXURY	5
French Touch and Savoir Faire	
Fashion and Design	
INNOVATION IN LUXURY	5
Experiential Luxury	
Digital Native Monobrand Experimentation	
<i>Digitalisation and Corporate Finance</i>	5
<i>Cases in Ethical and Sustainable Development</i>	5
<i>Change Management and Organizational Transformation</i>	5
French as a Foreign Language	NCB



SPRING SEMESTER	
Course title	Credits
BUSINESS MODELS IN LUXURY	5
Comparative Strategy in Luxury	
Supply Chain Management and Sourcing in Fashion and Luxury	
BRAND MANAGEMENT AND RESPONSABILITY IN LUXURY	5
Brand Management in Luxury	
Ethics and Sustainability in Luxury	
ECONOMIC PERFORMANCE IN LUXURY	5
Monitoring KPI of Digital Marketing Strategies	
Finance and Budget in Luxury	
INTERNATIONAL ENVIRONMENT IN LUXURY	5
New Consumers in Luxury	
Human Resources Policy in an International Environment	
Legal International Environment in Luxury and Intellectual Property	
PERSONAL DEVELOPMENT	1
Career Path and Visit in Italian Fashion*	
Chinese Language (optional)	NCB
<i>Business Models and Performance</i>	5
<i>Critical Issues in Management</i>	5
<i>Leading In Multicultural Environments</i>	5
<i>Digital Disruption and Industry 4.0 (I4.0)</i>	5
INTERNSHIP	15
DISSERTATION	12
French as a Foreign Language	NCB



NCB – Non Credit Bearing

EXCHANGE STUDENTS can come in Fall or for a year only.

*Attention: Spring semester includes a mandatory study trip to Milan for Dual Degree students with a cost of 500€ for hotel, flight, visits.

For more information, please contact incoming@em-normandie.fr.

[Back to TOC](#)

Master in Management: International Marketing and Business Development - Graduate Year 5 NEW

Caen Campus

FALL SEMESTER	
Course title	Credits
INTERNATIONAL MARKETING PROCESSES	5
Marketing management	
Cases of international marketing	
INTERNATIONAL OPERATIONS MANAGEMENT	5
International Contracts	
International Payment Means and Financial Risks	
International Logistics	
CROSS-NATIONAL BUSINESS	5
Cross-Cultural Management*	
International Business Negotiation	
MARKET RESEARCH	5
International Market Research Techniques	
INTERNATIONAL MARKETING IN PRACTICE	5
Career Path	
<i>Digitalisation and Corporate Finance</i>	5
<i>Cases in Ethical and Sustainable Development</i>	5
<i>Change Management and Organizational Transformation</i>	5
Research Methodology	3
Career Path	1
French as a Foreign Language	NCB



SPRING SEMESTER	
Course title	Credits
DIGITAL MARKETING AND SERVICES MARKETING	5
E-commerce, Web-Marketing and Mobile Marketing	
International Services Marketing	
MARKETING INNOVATION	5
New Product Development	
Brand Marketing	
INTERNATIONAL BUSINESS DEVELOPMENT	5
Strategy and Company International Development	
International Project Management	
INTERNATIONAL BUSINESS DEVELOPMENT IN PRACTICE	5
Career Path	
Business Game**	
<i>Business Models and Performance</i>	5
<i>Critical Issues in Management</i>	5
<i>Leading In Multicultural Environments</i>	5
<i>Digital Disruption and Industry 4.0 (I4.0)</i>	5
INTERNSHIP	15
DISSERTATION	12
French as a Foreign Language	NCB



NCB – Non Credit Bearing

*Visit of students from partner HTWR University in Saarbrücken, Germany in November

**Study tour to partner HTWR University in Saarbrücken, Germany in Spring with company visits and cultural events. Trip related expenses borne by the program. Group of maximum 40 students

[Back to TOC](#)

Master in Management: Financial Data Management - Graduate Year 5

Caen Campus

FALL SEMESTER	
Course title	Credits
DATA AND FINANCIAL DECISIONS	5
Advanced financial analysis	
Selecting investment and financing modes	
FINANCIAL MECANISMS	5
Accounts consolidation technique & IFRS	
Financial stakes of mergers & acquisitions operations	
DATA ARCHITECTURE & GOVERNANCE	5
Digital transformation and data management	
Evolution of key corporate information systems	
STRATEGIC DEPLOYMENT	5
Strategy & mastering risks	
Managing computing project	
PROFESSIONAL DEVELOPMENT	6
Finance Bootcamp & Research partnership - 4 weeks x 6h.	
Junior consulting project - 4 weeks x 3h.	
Career path	
<i>Digitalisation and Corporate Finance</i>	5
<i>Cases in Ethical and Sustainable Development</i>	5
<i>Change Management and Organizational Transformation</i>	5
Research Methodology	3
French as a Foreign Language	NCB



SPRING SEMESTER	
Course title	Credits
Decision making & predictive analysis tools	5
Budget modelisation & simulation	
Statistics applied to Finance	
PERFORMANCE MODELING	5
Key indicators & common reference	
Management controlling & social M.C. methods	
FINANCIAL MANAGEMENT	5
Management reporting and communication	
Leading cross-cultural teams & communication	
DATA MANAGEMENT	5
Cyber security, data ethics & CSR	
Data crunching	
CAREER PATH	1
<i>Business Models and Performance</i>	5
<i>Critical Issues in Management</i>	5
<i>Leading In Multicultural Environments</i>	5
<i>Digital Disruption and Industry 4.0 (I4.0)</i>	5
INTERNSHIP	15
THESIS	12
French as a Foreign Language	NCB



NCB – Non Credit Bearing

[Back to TOC](#)



UNDERGRADUATE PROGRAMMES YEAR 2 - YEAR 3



[Back to TOC](#)

Master in Management, Undergraduate Year 3

Caen Campus

FALL SEMESTER	
Course title	Credits
Statistiques - Maths Financières	5
Démarche Marketing	5
Analyse FI/des Coûts	5
Droit du Travail et des Contrats	5
Management de l'information et des technologies : les fondamentaux	5
Géopolitique	5
Anglais	5
Parcours carrière	NCB
Anglais Renforcé ou autres langues optionnelles	NCB



SPRING SEMESTER	
Course title	Credits
Economie Alternative et Appliquée	5
Comportement Organisationnel & Management	5
Comportement du Consommateur	5
Stratégie	5
Contrôle de Gestion	5
<i>Comprendre le Dérèglement Climatique et Agir pour la Transition</i>	5
<i>Pensées Stratégies Comparées</i>	5
<i>FIT (Finance, Investissement, Trésorerie)</i>	5
<i>Entertainment Marketing (in English)</i>	5
<i>Transformation Digitale et Industrie 4.0</i>	5
<i>Basics of International Trade (in English)</i>	5
Anglais	5
Stage	3
Projet Responsable	NCB



NCB – Non Credit Bearing

[Back to TOC](#)

Master in Management, Undergraduate Year 3

Le Havre Campus

FALL SEMESTER	
Course title	Credits
Statistiques - Maths Financières	5
Démarche Marketing	5
Analyse FI/des Coûts	5
Droit du Travail et des Contrats	5
Géopolitique	5
Management de l'information et des technologies	5
Anglais	5
Parcours Carrière	NCB
Anglais renforcé ou autre langue optionnelle	NCB



SPRING SEMESTER	
Course title	Credits
Economie Alternative et Appliquée	5
Comportement Organisationnel & Management	5
Comportement du Consommateur	5
Stratégie	5
Contrôle de Gestion	5
<i>Comprendre le Dérèglement Climatique et Agir Pour la Transition</i>	5
<i>FIT (Finance, Investissement, Trésorerie)</i>	5
<i>Transformation Digitale et Industrie 4.0</i>	5
Anglais	5
Stage	3
Projet responsable	NCB
Anglais renforcé ou autre langue optionnelle	NCB

Bachelor in Management, Logistique et Commerce International

Undergraduate Year 3

Le Havre Campus

FALL SEMESTER	
Course title	Credits
*SAS (Marketing, comptabilité/finance, culture juridique, ressources documentaires, tableur, business game)	NCB
AFFAIRES INTERNATIONALES	13
Droit International des Affaires	
Revue de Presse Internationale	
Marketing International	
Droit des Transports	
MANAGEMENT	5
Management d'Equipes Internationales	
Parcours Carrière	
SUPPLY CHAIN MANAGEMENT	12
Logistique Industrielle	
Tableur	
Achat	
LANGUES ET DEVELOPPEMENT	
Test Voltaire	NCB
Anglais	NCB
Autre langue Optionnelle	NCB
Méthodologie de la Recherche	NCB



SPRING SEMESTER	
Course title	Credits
AFFAIRES INTERNATIONALES	6
Ethique des Affaires	
Analyse Financière	
Business Plan	
Challenge	
TRANSPORTS INTERNATIONAUX	9
Commerce International	
Transport Maritime	
Transport Multi-Modal	
SUPPLY CHAIN MANAGEMENT	5
Supply Chain Management	
Logistique 4.0 (SAP/digitalisation/VMS)	
LANGUES ET DEVELOPPEMENT	
Intégrité Académique	NCB
Anglais	NCB
Autre Langue Optionnelle	NCB
MÉMOIRE	10

* Obligatoire pour tous les étudiants



NCB – Non Credit Bearing

[Back to TOC](#)

Master in Management, Undergraduate Year 3 NEW

Paris Campus

FALL SEMESTER	
Course title	Credits
Statistiques - Maths Financières	5
Démarche Marketing	5
Analyse FI/des Coûts	5
Droit du Travail et des Contrats	5
Géopolitique	5
Management de l'information et des technologies	5
Anglais	5
Parcours Carrière	NCB
Anglais renforcé ou autre langue optionnelle	NCB



SPRING SEMESTER	
Course title	Credits
Economie Alternative et Appliquée	5
Comportement Organisationnel & Management	5
Comportement du Consommateur	5
Stratégie	5
Contrôle de Gestion	5
<i>Comprendre le dérèglement climatique et agir pour la transition</i>	5
<i>FIT (Finance, Investissement, Trésorerie)</i>	5
<i>Transformation digitale et industrie 4.0</i>	5
<i>Pensées Stratégies Comparées</i>	5
<i>Entertainment Marketing (in English)</i>	5
<i>Basics of International Trade (in English)</i>	5
Stage	3
Projet responsable	NCB
Anglais renforcé ou autre langue optionnelle	NCB



GRADUATE PROGRAMMES YEAR 4 - YEAR 5



[Back to TOC](#)

Master in Management, Graduate Year 4

Le Havre Campus

FALL SEMESTER	
Course title	Credits
CORE COURSES	15
GRH pour manager & Leadership	
Eléments Financiers du Business Plan	
Innovation et Intelligence Economique	
Culture Digitale	
English	
TRACK MARKETING	15
Brand Development	
Brand Management	
Business Game Marketing	
TRACK FINANCE	15
Gestion Financière	
Comptabilité Multi-normes et Fiscalité	
Business Game Finance	
TRACK LOGISTIQUE	15
Commerce International, Achats & Logistique	
Supply Chain Management	
Business Game Logistique	



Here is how it works:

You can choose a track with a specialisation along with core courses and it will give you 30 ECTS in total.

TRACK: CORE+MARKETING	30
TRACK: CORE+FINANCE	30
TRACK: CORE+LOGISTIQUE	30

Master in Management, Graduate Year 4

Caen Campus

FALL SEMESTER	
Course title	Credits
CORE COURSES	15
GRH pour manager & leadership	
Eléments Financiers du Business Plan	
Innovation et Intelligence Economique	
Culture Digitale	
English	
TRACK MARKETING	15
Brand Development	
Brand Management	
Business Game Marketing	
TRACK FINANCE	15
Gestion Financière	
Comptabilité Multi-normes et Fiscalité	
Business Game Finance	
TRACK ENTREPREUNARIAT/INNOVATION	15
Business Model	
Management de l'Innovation	
Business Game ou Challenge	



Here is how it works:

You can choose a track with a specialisation along with core courses and it will give you 30 ECTS in total.

TRACK: CORE+MARKETING	30
TRACK: CORE+FINANCE	30
TRACK: CORE+CORE+ENTREPREUNARIAT/ INNOVATION	30

Master in Management: Audit/Finance d'Entreprise - Graduate Year 5

Le Havre Campus

FALL SEMESTER	
Course title	Credits
MANAGER LES GROUPES ET LES ENJEUX ECONOMIQUES	5
Consolidation	
Analyses économiques	
MANAGER ET CONTROLER	5
Management	
Contrôle de Gestion	
MANAGER LES SYSTEMES D'INFORMATION	5
Conférences (IA pour la finance, finance responsable, intro en Bourse)	
Architecture, gouvernance et sécurité des SI	
Gestion des projets SI, de la perf SI et audits	
CULTURE FINANCIERE	5
Comptabilité générale	
Anglais financier	
AUDITER	5
Jeu d'entreprise	
Méthodologie d'Audit	
Visites d'entreprise	
<i>Digitalisation and Corporate Finance</i>	5
<i>Change Management and Organizational Transformation</i>	5
<i>Cases in Ethical and Sustainable Development</i>	5
PROFESSIONNALISATION	9
Challenge	
Parcours Carrière	
Méthodologie de la Recherche	



SPRING SEMESTER	
Course title	Credits
GERER LES FINANCES DES GROUPES	5
Trésorerie des Groupes	
Fusion	
OPTIMISER LES EQUILIBRES FINANCIERS	5
Ingénierie Financière	
Gestion de la valeur	
Investissement/financement	
EVALUER L'ENTREPRISE	5
Evaluation d'entreprise	
Analyse financière	
CULTURE PROFESSIONNELLE ET INTERNATIONALE	6
Anglais financier	
Normes comptables internationales	
Parcours carrière	
<i>Business Models and Performance</i>	5
<i>Critical Issues in Management</i>	5
<i>Leading In Multicultural Environments</i>	5
<i>Digital Disruption and Industry 4.0 (I4.0)</i>	5
MÉMOIRE	12
STAGE	15



NCB - Non Credit Bearing

[Back to TOC](#)

Master in Management: Supply Chain, Logistique, Innovations - Graduate Year 5

Le Havre Campus

FALL SEMESTER	
Course title	Credits
FONDAMENTAUX DE LA SUPPLY CHAIN	5
Introduction à la Supply Chain	
Management des achats et approvisionnements	
Management de la chaîne d'approvisionnement	
MANAGEMENT OPERATIONS	5
Management des entrepôts et de la distribution	
Management de la demande et la production	
COORDINATION EN SUPPLY CHAIN MANAGEMENT	5
Management de la supply chain intégrée	
Négociation	
Management des processus et des flux	
PERFORMANCE LOGISTIQUE	5
Management de la qualité	
Audit logistique	
<i>Digitalisation and Corporate Finance</i>	5
<i>Cases in Ethical and Sustainable Development</i>	5
<i>Change Management and Organizational Transformation</i>	5
PROFESSIONALISATION	8
Méthodologie de la Recherche	
Techniques professionnelles & Excel	
Anglais	
Parcours carrière	
Challenge 1	



SPRING SEMESTER	
Course title	Credits
LOGISTIQUE ET COMMERCE INTERNATIONAL	5
Management des opérations de commerce	
Stratégies de logistique durable	
Procédures douanières	
TRANSPORT INTERNATIONAL	5
Transport multimodal	
Transport maritime et stratégies d'affaire	
Management des opérations portuaires	
LOGISTIQUE ET NOUVELLES TECHNOLOGIES	5
Logistique et systèmes d'informations (SAP)	
Projet SAP - Fresh Connection	
Management de projet digital	
SUPPLY CHAIN MANAGEMENT ET INNOVATIONS	5
Digitalisation et management de la chaîne de valeur	
Gestion de risque et de crise dans l'industrie 4.0	
<i>Business Models and Performance</i>	5
<i>Critical Issues in Management</i>	5
<i>Leading In Multicultural Environments</i>	5
<i>Digital Disruption and Industry 4.0 (I4.0)</i>	5
PROFESSIONALISATION	3
Parcours carrière	
Challenge 2	
MÉMOIRE	12
STAGE	15



NCB - Non Credit Bearing

[Back to TOC](#)

Master in Management: Stratégie Marketing et Développement Commercial - Graduate Year 5

Le Havre Campus - Option **Marketing** (au Spring) **NEW**



70% of the courses in French



30% of the courses in English
(more details to come)

FALL SEMESTER	
Course title	Credits
OUTILS POUR LE MANAGER	5
Anglais	
Gestion de projet	
Team building	
Parcours carrière	
NEGOCIATION COMMERCIALE	5
Négociation et prospection commerciales	
Closing et gestion de la relation client	
STRATEGIE COMMERCIALE	5
Stratégie commerciale: conception et mise en œuvre	
Optimisation des canaux de distribution	
STRATEGIE MARKETING	5
Marketing stratégique	
Données de panel	
<i>Digitalisation and Corporate Finance</i>	5
<i>Change Management and Organizational Transformation</i>	5
<i>Cases in Ethical and Sustainable Development</i>	5
DEVELOPPEMENT ET PROFESSIONNALISATION	5
Méthodologie de la Recherche	
Challenge 1	

SPRING SEMESTER MARKETING	
Course title	Credits
DEVELOPPEMENT DE NOUVEAUX PRODUITS	5
Innovation produit	
Innovation dans les services et expérience client	
Marketing entrepreneurial	
MARKETING DIGITAL	5
Web marketing et réseaux sociaux	
Marketing mobile	
GESTION DE LA MARQUE	5
Gestion de la marque	
Communication marketing intégrée	
OUTILS POUR LE MANAGER	5
Anglais	
Séminaires inspirants	
Gestion de projets en mode agile	
Parcours carrière	
<i>Business Models and Performance</i>	5
<i>Critical Issues in Management</i>	5
<i>Leading In Multicultural Environments</i>	5
<i>Digital Disruption and Industry 4.0 (I4.0)</i>	5
DEVELOPPEMENT ET PROFESSIONNALISATION	3
Challenge 2	
MEMOIRE	12
STAGE	15

Master in Management: Stratégie Marketing et Développement Commercial - Graduate Year 5

Le Havre Campus - Option **Commerce** (au Spring) **NEW**



70% of the courses in French



30% of the courses in English
(more details to come)

FALL SEMESTER	
Course title	Credits
OUTILS POUR LE MANAGER	5
Anglais	
Gestion de Projet	
Team Building	
Parcours Carrière	
NEGOCIATION COMMERCIALE	5
Négociation et Prospection Commerciales	
Closing et Gestion de la Relation Client	
STRATEGIE COMMERCIALE	5
Stratégie Commerciale: Conception et Mise en Oeuvre	
Optimisation des Canaux de Distribution	
STRATEGIE MARKETING	5
Marketing Stratégique	
Données de Panel	
<i>Digitalisation and Corporate Finance</i>	5
<i>Change Management and Organizational Transformation</i>	5
<i>Cases in Ethical and Sustainable Development</i>	5
DEVELOPPEMENT ET PROFESSIONNALISATION	5
Méthodologie de la Recherche	
Challenge 1	

SPRING SEMESTER COMMERCE	
Course title	Credits
PILOTAGE DE LA FORCE DE VENTE	5
Management de la Force de Vente	
Management d'Equipe	
CONSTRUIRE UNE PROPOSITION COMMERCIALE	5
Structuration d'une Proposition de Valeur et Appel d'Offre	
Droit Commercial	
NOUVELLES TECHNOLOGIES ET GESTION COMMERCIALE	5
Social Selling	
CRM et Gestion du Portefeuille Client	
OUTILS POUR LE MANAGER	5
Séminaires Inspirants	
Anglais	
Gestion de Projets en Mode Agile	
Parcours Carrière	
<i>Business Models and Performance</i>	5
<i>Critical Issues in Management</i>	5
<i>Leading In Multicultural Environments</i>	5
<i>Digital Disruption and Industry 4.0 (I4.0)</i>	5
DEVELOPPEMENT ET PROFESSIONNALISATION	3
Challenge 2	
MEMOIRE	12
STAGE	15



NCB - Non Credit Bearing

[Back to TOC](#)

Master in Management : Manager des Ressources Humaines - Graduate Year 5

Paris Campus

FALL SEMESTER	
Course title	Credits
COMPRENDRE LA FONCTION RH	5
Introduction, Cartographie de la Fonction RH	
Gestion des Ressources Humaines et Théorie des Organisations	
GESTION INDIVIDUELLE DES RESSOURCES HUMAINES	5
Droit du Travail	
Recrutement	
GESTION DES COMPETENCES	5
Gestion des Compétences	
Gestion des Carrières	
DEVELOPPEMENT DES COMPETENCES	5
Formation	
Gestion de la Performance et des Talents	
<i>Digitalisation and Corporate Finance</i>	5
<i>Cases in Ethical and Sustainable Development</i>	5
<i>Change Management and Organizational Transformation</i>	5
DEVELOPPEMENT DE COMPETENCES TRANSVERSALES	4
Méthodologie de la Recherche	
Anglais	
Parcours carrière	
PROFESSIONNALISATION - MISSION	3



SPRING SEMESTER	
Course title	Credits
GESTION COLLECTIVE DES RESSOURCES HUMAINES	5
Relations Professionnelles et Négociation	
Gestion du Changement	
PILOTAGE DIGITAL DES RH	5
Gestion de Projets RH et Transformation Digitale des Organisations	
HR Analytics	
PILOTAGE STRATEGIQUE DES RH	5
Stratégie de Rémunération (Contrôle de Gestion RH)	
International Human Resource Management (in english)	
DEVELOPPEMENT DE COMPETENCES TRANSVERSALES	4
L'art de la Gestion des Ressources Humaines	
Anglais des Gestions des Ressources Humaines	
Parcours carrière	
<i>Business Models and Performance</i>	5
<i>Critical Issues in Management</i>	5
<i>Leading In Multicultural Environments</i>	5
<i>Digital Disruption and Industry 4.0 (I4.0)</i>	5
MISSION	2
MEMOIRE	12
STAGE	15



NCB – Non Credit Bearing

[Back to TOC](#)

Master in Management: Stratégie Digitale et Innovation - Graduate Year 5 NEW

Paris Campus

FALL SEMESTER	
Course title	Credits
Enjeux Stratégiques et Juridiques de l'Economie Numérique	5
Technologies de l'Economie Numérique	5
Stratégie et Performance Digitale	5
Fondamentaux Techniques du Marketing Digital	5
<i>Digitalisation and Corporate Finance</i>	5
<i>Cases in Ethical and Sustainable Development</i>	5
<i>Change Management and Organizational Transformation</i>	5
Méthodologie de la Recherche	3
Anglais Presentation Skills et Leading Change ou Anglais TOEIC	0
Mission d'Entreprise	3
Parcours carrière	1



SPRING SEMESTER	
Course title	Credits
Conseil et innovation numérique	5
Gestion de projet et des données	5
Communication et distribution digitales	5
Acquisition et Customer Lifetime Value	5
Mission d'entreprise	2
<i>Business Models and Performance</i>	5
<i>Critical Issues in Management</i>	5
<i>Leading In Multicultural Environments</i>	5
<i>Digital Disruption and Industry 4.0 (I4.0)</i>	5
Mémoire	12
Stage	15
Parcours carrière	1

Master in Management: Manager des Systèmes d'Informations - Graduate Year 5

Caen Campus

FALL SEMESTER	
Course title	Crédits
FONDATION : GESTION DES SYSTEMES D'INFORMATION	5
Management des Systèmes d'information	
Réseaux et Télécommunications	
Méthodologie du Consultant	
PROGRAMMATION	5
VBA	
Programming Language (TBA) Python or Ruby	
BASE DE DONNÉES & BIG DATA	5
Base de Données Relationnelles et SQL	
Big Data	
FONDEMENTS TECHNIQUES	5
Développement Web et Design	
Urbanisation des SI et Modélisation des Processus	
CYBER SÉCURITÉ : I	5
Cyber Sécurité : Introduction	
Cyber Sécurité : Politique, Gouvernance et Standard	
<i>Digitalisation and Corporate Finance</i>	5
<i>Cases in Ethical and Sustainable Development</i>	5
<i>Change Management and Organizational Transformation</i>	5
DÉVELOPPEMENT PERSONNEL - CULTURE	NCB
Parcours Carrière	
Anglais	
DÉCOUVERTE DE NOUVEAUX HORIZONS	NCB
Méthodologie de la recherche	
Challenge	



SPRING SEMESTER	
Course title	Crédits
INTÉGRATION DES SI	5
Introduction à ERP	
Intégration des SI telles que CRM, Logistique, SCM, Finance, RH...	
CYBER SÉCURITÉ : II	10
Cyber sécurité : Assurance et la Sécurité de l'Information	
Cyber sécurité : Investigation Numérique (Forensics)	
Cyber sécurité : Audit des SI et de la Sécurité	
Business Intelligence et Tableau de Bord	
MANAGEMENT DES SI ET PROJET	5
Gestion du Risque (Risk Management)	
Management des Projets	
DÉVELOPPEMENT PROFESSIONNEL	5
Parcours Carrière	
Anglais	
<i>Business Models and Performance</i>	5
<i>Critical Issues in Management</i>	5
<i>Leading In Multicultural Environments</i>	5
<i>Digital Disruption and Industry 4.0 (I4.0)</i>	5
STAGE	15
MÉMOIRE	12

Master in Management: Entrepreneuriat Digital - Graduate Year 5

Caen Campus

FALL SEMESTER	
Course title	Credits
DIGITECH	5
Fondamentaux informatique, codage, Python, IA, conception de projets web par codage print 3D et robotique, agilité et design thinking	
Conception d'application et de site web sans codage (Glide, Adalo, Airtable, Zapier, Integromat)	
Graphism	
STARTING BLOCKS	5
From the idea to the project conception : from scratch avec les bon outils	
Entrepreneurship training support and new paradigms	
Build your project (legal, economic model, BP)	
Management et psychologie positive	
DIGITAL MARKETING STRATEGY	5
Digital marketing survey	
Social media and e-marketing strategies	
Story selling & telling vidéo (PREMIERE PRO)	
TERRITORY AND INNOVATION	5
Territorial innovation ecosystem	
Economie Sociale et Solidaire (ESS) : do differently / green entrepreneurship	
Undertake to international	
<i>Digitalisation and Corporate Finance</i>	5
<i>Cases in Ethical and Sustainable Development</i>	5
<i>Change Management and Organizational Transformation</i>	5
PROFESSIONALISATION & RESEARCH	6
Méthodologie de la Recherche	
Entrepreneurial mission : marketing survey apply to digital	
Anglais	
Parcours Carrière	



SPRING SEMESTER	
Course title	Credits
PROJECT MANAGEMENT	5
Online Project Management	
Créathon : from Problematic to Solution	
BUSINESS DEVELOPMENT	5
Direct Retail & DNVB (Digitally Natives Vertical Brands) : New Trends	
Business Development + Mobile devices	
DIGITAL DEVELOPMENT AND NEW TRENDS	5
E-réputation and Phygital : Build Your Network	
Social Community	
E-santé	
Agriculture Connectée	
Présentation du Projet Final	
RAISING FUNDS	5
Raising Funds : From crowdfunding & new trends to investment funds	
Levée de Fonds : les Fondamentaux	
PROFESSIONNALISATION	4
Anglais	
Challenge Levée de Fonds	
Parcours Carrière TALENT CHECK	
<i>Business Models and Performance</i>	5
<i>Critical Issues in Management</i>	5
<i>Leading In Multicultural Environments</i>	5
<i>Digital Disruption and Industry 4.0 (I4.0)</i>	5
MÉMOIRE	12
STAGE	15



NCB - Non Credit Bearing

[Back to TOC](#)

SHORT TERM PROGRAMMES



[Back to TOC](#)

Summer School - 100% online

5 to 16 July 2021



Join students from around the world to:

- Participate in a 2-week international experience
- Earn 6 to 12 ECTS (one course of 6 ECTS represents 30 contact-hours + self-study time).
- Sharpen your knowledge and skills within a variety of business subjects
- Build your network and exchange with international experts
- Learn about French business, culture and language thanks to a "French Touch" virtual cultural immersion

Time zones: 2 sessions available to accommodate international learners

- "Sunrise" sessions from 8:00 AM to 11:30 AM CEST time (Paris) = UTC+2
- "Sunset" sessions from 4:00 PM to 7:30 PM CEST time (Paris) = UTC+2

Teaching delivery: Online, synchronously (zoom)

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



Courses	
Course title	Credits
Cross-Cultural Management & Intercultural Competences	6
Cross-Cultural Negotiation Skills & Leadership	6
Experiential Marketing (available only at the sunrise session)	6
Fashion & Luxury Brand Management	6
Marketing Analytics	6



[Back to TOC](#)