

**EDHEC International BBA 3rd year \_Academic specialization: Marketing OR Finance\_ Fall Semester 2019/2020**

Campus	Course code	Course title	Language of instruction	Teaching hours	ECTS
NICE & LILLE	3453	ADVANCED BUSINESS FRENCH FOR VISITING STUDENTS	FRENCH	30	5
NICE & LILLE	3296	CSR & BUSINESS ETHICS	FRENCH	15	2,5
NICE & LILLE	3292	STRATEGIC ANALYSIS	FRENCH	15	2,5
NICE & LILLE	6185	TEAM & PROJECT MANAGEMENT <b>(Online course)</b>	FRENCH		5
		<b>Academic specialisations (Minor) Students need to choose ONE minor (20 ECTS)</b>			
		<b>ACADEMIC SPECIALISATION : FINANCE (20 ECTS )</b>			
NICE & LILLE	5469	FIN-INTRODUCTION TO DERIVATIVES	FRENCH	15	1,5
NICE & LILLE	5463	FIN-FINANCIAL DIAGNOSIS & BUSINESS EVALUATION	FRENCH	30	3
NICE & LILLE	5470	FIN-APPLIED LAW TO FINANCE	FRENCH	30	2,5
NICE & LILLE	5467	FIN-INTERNATIONAL TREASURY MANAGEMENT	ENGLISH	30	2,5
NICE & LILLE	5465	FIN-FUNDING POLICY	FRENCH	15	1,5
NICE & LILLE	5464	FIN-INVESTMENT POLICY	FRENCH	30	3
NICE & LILLE	5466	FIN-QUANTITATIVE TECHNIQUES APPLIED TO FINANCE	FRENCH	30	3
NICE & LILLE	5468	FIN-VBA1	FRENCH	30	3
		<b>ACADEMIC SPECIALISATION : MARKETING (20 ECTS)</b>			
		<b>Students need to choose 2 mandatory elective courses amongst the 4 electives offered</b>			
NICE & LILLE	3771	MKT - ELECTIVE MARKETING OF FRAGRANCE & COSMETIC PRODUCTS	FRENCH	15	1
NICE & LILLE	4002	MKT - ELECTIVE SPORTS MARKETING	FRENCH	15	1
NICE & LILLE	4050	MKT - ELECTIVE EXPERIENTIAL & SENSORY MARKETING	FRENCH	15	1
NICE & LILLE	4592	MKT-ELECTIF- MARKETING B2B ET HIGH TECH	FRENCH	15	1
NICE & LILLE					
NICE & LILLE	6190	MKT- MARKETING LAW	FRENCH	15	1,5
NICE & LILLE	6192	MKT- BRAND 3.0	FRENCH	30	3
NICE & LILLE	6188	MKT- CORPORATE COMMUNICATION AND 360 DEGREE	FRENCH	30	3
NICE & LILLE	6189	MKT- QUANTITATIVE METHODS IN MARKETING	FRENCH	30	3
NICE & LILLE	6191	MKT- SERVICES MARKETING	FRENCH	30	3
NICE & LILLE	6193	MKT - ONLINE & OFFLINE RETAIL	FRENCH	30	3
NICE & LILLE	6194	MKT - PRICING	FRENCH	15	1,5