

## EDHEC International BBA 4th year BM\_Sector Specializations\_ Fall Semester 2020/2021

*Course offer may be subject to change*

Campus	Course code	Course title	Language of instruction
<b>Students need to choose all courses from ONE sector specialisation (=26 ECTS)</b>			
<b>SECTOR SPECIALISATION : Ecommerce and Digital Business (26 ECTS)</b>			
NICE	3227	HECDB - CHALLENGE	FRENCH
NICE	3226	HECDB - CONSUMERS INSIGHTS & BIG DATA	ENGLISH
NICE	3225	HECDB - DESIGN WEB AND CONCEPTION	FRENCH
NICE	3230	HECDB - DIGITAL LAW & BRAND REPUTATION	ENGLISH
NICE	3224	HECDB - DIGITAL STRATEGY AND BUSINESS MODEL	ENGLISH
NICE	4818	HECDB - GOOGLE ANALYTICS AND REFERENCING (SEO / SEM / SEA)	ENGLISH
NICE	3231	HECDB - SUPPLY CHAIN MANAGEMENT	FRENCH
NICE	3229	HECDB - WEB STRATEGY AND PERFORMANCE	ENGLISH
<b>SECTOR SPECIALISATION : Luxe (26 ECTS)</b>			
NICE	3251	HLUX - CREATIVE BACHELOR PROJECT	FRENCH
NICE	3246	HLUX - LUXURY COMMUNICATION	ENGLISH & FRENCH
NICE	3247	HLUX - LUXURY PRODUCT & SERVICES MANAGEMENT + ELECTIF PARFUMS ET COSMETIQUES	ENGLISH & FRENCH
NICE	or 3247	HLUX - LUXURY PRODUCT & SERVICES MANAGEMENT + ELECTIF VINS ET SPIRITUEUX	ENGLISH & FRENCH
NICE	3248	HLUX - LUXURY RETAIL & E-RETAIL	ENGLISH
NICE	4381	HLUX - PHOTOSHOP	FRENCH
NICE	3242	HLUX - STRATEGIC APPROACH OF LUXURY BRANDS	ENGLISH
NICE	3243	HLUX - DROIT DE LA MARQUE	FRENCH
<b>Students need to choose both courses :</b>			
<b>Business Game 4 &amp; Strategic Management Seminar</b>			
NICE	3353	BUSINESS GAME 4	FRENCH
NICE	3356	STRATEGIC MANAGEMENT SEMINAR	FRENCH
NICE	3355	LEADERSHIP SEMINAR	FRENCH

**Teaching  
hours      ECTS**

15	5
42	5
27	2
15	2
33	5
18	3
15	2
15	2
30	5
18	3
36	4
36	4
24	3
21	2
36	7
15	2
18	3
15	2
15	2