



COURSES OFFERED TO EXCHANGE STUDENTS

Spring semester 2024

ESCE Paris

GENERAL INFORMATION

1 - Preamble

ESCE's main purpose is to prepare its future graduates to become leaders in economy and business at the worldwide scale. The rules presented here attempt to define the best ways to achieve this goal. The school requires that each student uses their sense of responsibility and desire to succeed by adopting a strong sense of self-discipline.

The ESCE's curriculum is organized in 2 cycles of studies:

First Cycle	Second Cycle
<i>Undergraduate</i>	<i>Graduate</i>
1 st Year: 60 ECTS	4 th Year: 60 ECTS
2 nd Year: 60 ECTS	5 th Year: 60 ECTS
3 rd Year: 60 ECTS	

Each year of study is validated by 60 ECTS credits (European Credits): it is a total of 300 ECTS credits for the entire program. The courses are structured in modules, each module consists of specific subjects.

The validation of an ECTS module is achieved by obtaining the average of 10/20. Except in cases clearly determined, the modules do not compensate each other.

Within each module, only the grades obtained in the different subjects will compensate each other. At the beginning of the semester, all students receive an updated version of the School rules, thus acknowledging and agreeing with the rules of ESCE.

2 - Academic Calendar

Be careful, all dates are subject to changes and may not be definitive.

Spring semester 2024	
Orientation day (mandatory)	Friday, January 5 th , 2024
Start of classes	Monday, January 8 th , 2024
Course changes period (Add & Drop)	End of January
End of the semester (exams included)	Friday, May 31 st , 2024

BANK HOLIDAYS IN FRANCE - 2024
New Year's Day: 01/01/2024
Easter Monday: 01/04/2024
Labor Day: 01/05/2024
Victory Day: 08/05/2024
Ascension Day: 09/05/2024
Whit Monday: 20/05/2024

It is not possible to start the exchange program later than two weeks after the start of the lectures due to mandatory attendance rules and because groups are done in the first week of the semester. Arrivals after January 22nd will not be allowed.

Dates of final exams cannot be changed, and students should check the date of the last exams before booking flights.

3 - Attendance and punctuality

ESCE provides to its students training in international management, which requires that each student participates in all pedagogical activities (classes, exams, conferences, etc.).

The students are required to be on time to all classes. The professors might refuse to let late students in, in this case the student will be considered as absent.

The students should imperatively respect the schedule given by the Direction of Studies (punctuality, respect the attributed group). No permutation of classes will be allowed. **The attendance to all classes is mandatory.**

As the attendance is prerequisite to academic success at ESCE, attendance will be checked by signature at every class and exams. The check is done through a nominative call by the professor. After that, the students should sign a roll-call list. The signature will be used as a proof that the student was in class.

A maximum of **15 hours of unjustified absences are tolerated during the semester.** Otherwise, if the student misses more than 15 hours, they will receive -25% in the continuous assessment.

In exceptional cases of absence (hospitalization, long-term illness, etc.), a temporary adjustment of the attendance rules may be granted by the Directors of Studies, at the student’s request.

Issues related to absences due to family events will be dealt with by the Direction of Academic Affairs.

The students are expected to inform the Direction of Academic affairs as early as possible.

At the beginning of the semester, all students receive the academic rules as well as the calendar of the continuous assessments for each subject. In case of absence in one or more continuous assessments of the same subject the student will be asked to contact the professor or the person in charge of that course.

4 - ECTS and Evaluation system

Modules and ECTS Credits:

To validate a subject, it is necessary to reach the minimum average of 10/20. This average may include:

- Continuous assessments for the semester,
- Specific reports planned on the beginning of the semester,
- Oral or written exams.

The validation of the module (average of 10/20 or more) leads to the accreditation of all the ECTS credits for that module.

Evaluation system in France is out of 20 and 10 is the minimum required to pass:

17-20 = excellent ; 15-16 = very good ; 13-14 = good ; 11-12 = satisfactory ; 10 = sufficient; 9-0 = failed

Equivalency of grades at ESCE and ECTS												
ESCE	20	19	18	17	16	15	14	13	12	11	10	9 to 0
ECTS	A	A	A	B	B	C	C	D	D	E	E	F

5 - Exams

For most subjects, assessments are organized as follow: 40% for continuous assessment and 60% for the final exam. Some subjects, however, are evaluated 100% based on continuous assessment. Continuous assessment means that the evaluation will be organized by the professor during the semester and final exam means that the exam will take place at the end of the semester.

Please note that if you choose subjects from Year 2, 3 and 4, exam clashes may occur. When the exams schedule are published, you will be informed of your exams' dates and organizational details

6 – Re-sitting Exams

Due to calendar reasons, there is no option to re-take exams for international exchange students at ESCE.

7 - Course selection

Students will receive the course selection guidelines via e-mail. They must choose their courses according to their home university requirements. Students must get their courses approved before selecting them on our platform. To avoid courses clashes, we strongly recommend **not** to mix courses from different years. Please note all students' course selection will depend on the number of spots available for each course.

Students must select all courses from one same major (4th; 5th year courses) and **complete their selection with 2nd year courses and courses for exchange students.**

Example:

*Alice is studying Management at her home university. She needs to validate 30 ECTS during her exchange mobility. Alice selects the **Export Management** major, 6 courses for a total of 18 ECTS. She also selects 3 courses for exchange students, for a total of 9 ECTS, and one culture course for exchange students, for 3 ECTS. Alice selected 10 courses for a total of 30 ECTS. She got her home university approval, and confirmed the following course selection on ESCE online platform:*

Alice's course selection (example)	ECTS	Hours
Culture courses for exchange students		
EE _ French Civilization	3	18
Export management major (18 ECTS, 108 hours)		
Global Market reaserch and sustainable practices	3	18
International Market Selection & the challenge: Les Jeunes talents de l'export	3	18
International digital sales and marketing	3	18
Cross border logistics and sustainability	3	18
Export mode	3	18
International Contract Law & Geopolitics	3	18
Courses for exchange students		
Doing Business In (online course)	3	18
EE _ Business Communication	3	18
EE _ European Lobbying	3	18

ESCE Curriculum – Spring 2024

The following courses are exclusively for exchange students in ESCE Paris Campus during the Spring 2024 semester.

Courses for exchange students	ECTS	Hours	Online course	Taught in French	Taught in English
Le forum des humanités / humanities <i>(online course – French with English subtitles)</i>	2	12	✓	French with English subtitles	
Les rendez-vous de la géopolitique / geopolitics meetings <i>(online course – French with English subtitles)</i>	2	12	✓	French with English subtitles	
International Business Practices <i>(Online course)</i>	3	24	✓		✓
International project management <i>(online course)</i>	3	24	✓		✓
Doing Business In <i>(online course)</i>	3	18	✓		✓
Ethics & artificial intelligence <i>(online course)</i>	3	18	✓		✓
EE _ Business Communication	3	18			✓
EE _ European Lobbying	3	18			✓
EE _ Current Economic Issues	3	18			✓
EE _ Inter-Cultural Persuasive Communication	3	18			✓
EE _ Corporate Social Responsibility	3	18			✓
EE _ International Strategic Management	3	18			✓
EE _ International Entrepreneurship	3	18			✓

3 rd year courses <i>All these courses are taught in ENGLISH</i>	ECTS	Hours*
Marketing 3 : International Marketing	2	12
Finance 3	4	24
Management 3: management of organizations and teams	3	18
Corporate strategy	3	18
Quantitative management methods	2	12

“EE” courses = courses for exchange students.

Hours = face-to-face hours, unless otherwise specified.

All courses will be accessible within the limits of the available number of seats.

Link to the courses syllabi: [SPRING 2024](#)

Please bear in mind that the syllabi are indicative and are communicated to help you choose your courses as well as possible. Your professors will give you the final syllabi for Spring 2024 at the beginning of the semester.

ECTS and number of hours will be the same as written here, in the course catalogue.

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The following courses are exclusively for exchange students in ESCE Paris Campus during the Spring 2024 semester.

Culture courses for exchange students	ECTS	Hours	Taught in French	Taught in English
EE _ French Civilization	3	18		✓
EE _ Zoom sur Paris <i>(Pre-requisites in French language: A2 level)</i>	4	30	✓	
EE _ La France à 360° <i>(Pre-requisites in French language: B1-B2 level)</i>	3	18	✓	

French courses for exchange students (recommended) <i>All these courses are taught in FRENCH</i>	ECTS	Hours
EE _ 1, 2, 3 Partez ! _ FRA0 (<i>beginner</i>)	4	30
EE _ Le Français jour après jour _ FRA1 (<i>false beginner</i>)	4	30
EE _ Le Français spontané _ FRA2 (<i>Elementary French</i>)	4	30
EE _ Acteur en Français _ FRB1 (<i>Intermediate</i>)	4	30
EE _ Architecture de l'expression _ FRB2 (<i>Upper intermediate</i>)	4	30

Language courses for exchange students <i>All these courses are taught in SPANISH</i>	ECTS	Hours
EE _ Spanish language (<i>beginner</i>)	4	30
EE _ Spanish language (<i>false beginner</i>)	4	30
EE _ Spanish language (<i>intermediate</i>)	4	30

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Hours = face-to-face hours, unless otherwise specified.

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The following courses are exclusively for exchange students in ESCE Paris Campus during the Spring 2024 semester.

4th year courses – master level courses <i>All courses are taught in ENGLISH</i>	<i>ECTS</i>	<i>Hours</i>
Sustainable Trade	1	12
Export management major (18 ECTS, 108 hours)		
Global Market reaserch and sustainable practices	3	18
International Market Selection & the challenge: Les Jeunes talents de l'export	3	18
International digital sales and marketing	3	18
Cross border logistics and sustainability	3	18
Export mode	3	18
International Contract Law & Geopolitics	3	18
International Digital Marketing major (18 ECTS, 108 hours)		
Social Media Advertising	3	18
Integrated Marketing Communications	3	18
CRM (Customer Relationship Management)	3	18
Strategic Brand Management in the age of sustainability	3	18
Digital Marketing	4	24
Digital Content Creation	2	12
Finance, Investment and Banking major (18 ECTS, 108 hours)		
Investments	3	18
Bloomberg	3	18
Advanced Corporate Finance	3	18
Financial Derivatives	3	18
Money and Banking	3	18
Fixed Income Securities	3	18

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The following courses are exclusively for exchange students in ESCE Paris Campus during the Spring 2024 semester.

5th year courses – master level courses <i>All courses are taught in ENGLISH</i>	<i>ECTS</i>	<i>Hours</i>
Corporate Finance major (18 ECTS, 108 hours)		
Mergers and Acquisitions	18	3
International Banking Regulation	18	3
Integrated Company Analysis	18	3
Sustainable financial Strategies	18	3
Working Capital Management	18	3
Consolidation and Group Accounts	18	3
Marketing major (18 ECTS, 102 hours)		
Innovation 5.0	18	3
Marketing Capstone for Sustainable Business	18	3
Marketing for a Sustainable 21st Century	18	3
Growth Hacking for marketers	18	3
New Technologies	18	3
Social Media Algorithms	18	3
International Business and Development major (18 ECTS, 108 hours)		
Location decision: offshoring, outsourcing and reshoring	18	3
Interorganizational management	18	3
International negotiation in business	18	3
Financial management & budget	18	3
Intercultural management	18	3
E-commerce for exporting	18	3

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ECTS and number of hours will be the same as written here, in the course catalogue.

 **ESCE** INTERNATIONAL
BUSINESS SCHOOL

