

Programme of CESEM Reims for academic year 2007-2008 (BAC+4 / Bachelor)

Year 1

Semester 1	ECTS Credits	Semester 2	ECTS Credits
Intro to Marketing	3	Fundamentals of Marketing	1,5
Accounting	3	Marketing Simulation <i>MOOL</i>	2
Business Maths	3,5	Accounting	2
Applied Statistics	2	Accounting Simulation <i>Cafin</i>	2
Intro to MIS	1	Financial Analysis	2
Informatics (Excel)	1	Informatics (Access)	1,5
Introduction to Law	1,5	Applied Statistics	4
Economics	3	Economics	3,5
Européan Integration 1 : Compared political systems	2,5	Business Law	2
Human Resources Management	3	European Integration 2	3,5
Program Language	4	Program Language	4
Second Language	2	Second Language	2
Professional Development	0,5	Coaching for Internship	x
TOTAL	30	TOTAL	30

Year 2

Semester 1	ECTS Credits	Semester 2	ECTS Credits
INTERNSHIP		Market Studies	1,5
		International Accounting	2
		Financial Markets	2
		Accounting for Business	2
		Intro to MIS	1,5
		Supply Chain Management	4
		Organizational Behavior	3
		French Business Law	4
		European Economy	3
		Program Language	4
	Second Language	3	
TOTAL	30	TOTAL	30

Year 3

Semester 1	Credits	Semester 2	Credits
International Marketing	1,5		
Marketing simulation <i>MSOL</i>	4		
Finance	3		
Accounting	1,5		
Business Accounting	1,5		
International Financing	1,5	INTERNSHIP	
French Business Law	3		
International Economics	3		
EU Political Institutions	3		
European Business Policy	1,5		
French	3		
Business English	3		
Professional Development	0,5		
Coaching for Internship	x		
TOTAL	30	TOTAL	30

Year 4

Semester 1		Credits	Semester 2		Credits
Research Methodology		4	Research Methodology		
Business Ethics		1,5	Major 1		5
International Law		1,5			
Social Law		3	Major 2		5
French Taxation		3			
Strategic Management		4,5	4 Electives		12
Intro to Management Control		3			
Financial Investment		1,5			
Thesis		8			
TOTAL		30	TOTAL		30

4th Year Majors and electives

* Electives taught in English

Semester 2	Semester 2
Marketing	International Communication
Corporate Finance	Sustainable Development
Financial Markets	Expatriation Management
Management of Information Systems	Services Marketing
Human Resources Management	Marketing B to B
<i>2 majors of 45 hours for each student</i>	International Negotiation
	Controlling
	International Projects Financing
	International Financial Disclosure*
	Project Management
	Risk Management
	Supply Chain Management
	Business Intelligence
	Management of diversity
	Management of Change and consulting
	Global Leadership*
	Mergers and Strategic Alliances
	Acquiring and Selling Companies
	Team Management
	Auditing
	Strategic management
	<i>4 electives of 30 hours for each student</i>

MASTER IN INTERNATIONAL MANAGEMENT

(BAC+5 / Master)

TERM 1 Country A (Sept-Jan)	TERM 2 Country B (Feb-May)	TERM 3 Country B (June-Aug)
Managerial Economics	International Law	Master Thesis
Business Statistics	International Finance	
International Business	Marketing Strategy Master	
International Marketing	Business Policy	
International Governance	International Business Seminar	
Research Methods	Operations Management	