

The academic year of the Master in Management programme is divided into **8 Cycles**, from mid-September to early June.

1 Cycle = 4 Weeks = possibility to take **1 or 2 courses** (1 morning class and/or 1 afternoon class)

1 course = 5 ECTS credits = 30 hours (Management courses) or 45 hours (French language course)

Students willing to take 2 courses in one cycle must make sure to take **1 morning class**, and **1 afternoon class** in the same cycle so that the timetables do not overlap (see column entitled Time" here below / M = morning, A = afternoon, E = evening/ Class times for Cycles 4, 5, 6, 7 and 8 still need to be confirmed).

Online elective courses: In addition, students can register for a maximum of 1 online course per semester, as long as they register for at least 1 in-class course in each cycle of their stay.

Online core courses: Only open to double degree students, they do not appear on the list here below. The students concerned will be automatically registered to these courses.

Intermediate level courses are only open to Undergraduate / Bachelor Incoming Students

Advanced level courses are only open to Graduate / Master Incoming Students

Intermed/Adv level courses (= online courses) are offered to both Bachelor and Master Incoming Students

Contact: incoming.bordeaux@kedgebs.com

CYCLE 1 - September 22 - October 17, 2014 (final exams included)

Course title	Taught in:	Level	Title in English	Subject	Time
MORNING CLASSES					
French language for international students (Basic / Medium / Proficient)					
International Human Resource Management	English	Intermediate	International Human Resource Management	HRM	M
Pilotage opérationnel des achats	French	Intermediate	Operational management of purchasing	Purchasing mgmt	M
Management des opérations dans la supply chain	French	Intermediate	Operations Management in the Supply Chain	Supply chain mgmt	M
Relations internationales pour les managers	French	Intermediate	International Relations for managers	Strategy	M
Communication Marketing intégrée (partie 1)	French	Intermediate	Integrated Communication and Marketing (1st part)	Marketing	M
Management commercial	French	Intermediate	Business management	Marketing	M
Décisions financières et boursières	French	Intermediate	Financial decisions and stock exchange	Finance and Economics	M
Comptabilité approfondie	French	Intermediate	Advanced accounting	Accounting and control	M
Financial and International Accounting	English	Advanced	Financial and International Accounting	Accounting and control	M
Calcul et maîtrise des coûts de revient et démarche budgétaire	French	Advanced	Cost of good calculation and management, and budget process	Accounting and control	M
AFTERNOON CLASSES					
Exploring Asian Emerging Markets	English	Intermediate	Exploring Asian Emerging Markets	International Management	A
Global Wine Business	English	Intermediate	Global Wine Business	Finance and Economics	A
Communication Marketing intégrée (partie 1)	French	Intermediate	Integrated Communication and Marketing (1st part)	Marketing	A
Sport et Management	French	Intermediate	Sports and Management	Management	A
Finance entrepreneuriale	French	Intermediate	Entrepreneurial finance	Finance and Economics	A
Intelligence du risque et sécurité globale	French	Intermediate	Risk intelligence and global security	Strategy	A
Organiser et piloter la transformation de l'entreprise par les SI	French	Intermediate	Business transformation organization and control through Information Systems	MOSI	A
Management stratégique des organisations (MSO)	French	Intermediate	Strategic management of organizations	Strategy	A + E
Managing sustainable supply chains	English	Advanced	Managing sustainable supply chains	Supply chain mgmt	A + E
Marketing Stratégique	Fr/Eng	Advanced	Strategic marketing	Marketing	A
Management des projets Innovants	French	Advanced	Management of Innovative Projects	Project managment	A
Fiscalité des entreprises et des groupes	French	Advanced	Taxation of companies	Accounting and control	A
Marketing B2B	French	Advanced	Marketing B2B	Marketing	A
ONLINE ELECTIVE COURSES					
Consumer Behavior (course to be confirmed)	English	Intermed/Adv	Consumer Behavior		
Corporate social responsibility	English	Intermed/Adv	Corporate social responsibility	CSR	

CYCLE 2 - October 20 - Novembre 14, 2014 (final exams included)

Course title	Taught in:	Level	Title in English	Subject	Time
MORNING CLASSES					
French language for international students (Basic / Medium / Proficient)					
Management des risques	French	Intermediate	Risks management	Risks	M
Marketing des Services	French	Intermediate	Marketing of Services	Marketing	M
Décisions financières et boursières	French	Intermediate	Financial decisions and stock exchange	Finance and Economics	M
Communication Marketing Intégrée (partie 2)	French	Intermediate	Integrated Communication and Marketing (1st part)	Marketing	M
Gestion de l'entreprise internationale (course to be confirmed)	French	Intermediate	Management of international firms	Finance and Economics	M
Bourse et titres financiers	French	Intermediate	Stocks and Securities	Finance and Economics	M
Réussir son mémoire	French	Intermediate	Successful thesis writing	General	M
Droit des ressources humaines	French	Intermediate	Law for human resource management	HRM	M
Air Transport and Tourism Economics	English	Intermed/Adv	Air Transport and Tourism Economics	Finance and Economics	M
Positive Leading People and Organizational Excellence	English	Intermed/Adv	Positive Leading People and Organizational Excellence	Management	M
Certification Bilan Carbone® 1	English	Advanced	"Certification Bilan Carbone"® 1	CSR	M
Case studies in corporate finance	English	Advanced	Case studies in corporate finance	Finance and Economics	M
Compétence et Bilan des compétences	French	Advanced	Competences assessment	HRM	M
Les multinationales du crime	French	Advanced		Finance and Economics	

AFTERNOON CLASSES					
Marketing in Context I (Art & Luxury)	English	Intermediate	Marketing in Context I (Music and Sport)	Marketing	A
Business Intelligence	English	Intermediate	Business Intelligence	Information systems	A
Les fondamentaux du management par la qualité	French	Intermediate	Quality management fundamentals	Quality	A
Economie managériale	French	Intermediate	Managerial Economics	Finance and Economics	A
Business plan	French	Intermediate	Business plan	Finance and Economics	A
Métiers de la banque	French	Intermediate	Bank professions	Finance and Economics	A
Communication Marketing Intégrée (partie 2)	French	Intermediate	Integrated Communication and Marketing (1st part)	Marketing	A
PME, Entrepreneuriat et Marketing	French	Intermediate	SMEs, Entrepreneurship and Marketing	Marketing	A
Financement	French	Intermediate	Financing	Finance and Economics	A
Business modèles innovants et Cloud Computing	French	Intermediate	Innovative business models and Cloud Computing	MOSI	A
Retail Strategies	English	Intermed/Adv	Retail Strategies	Marketing	A
Contrôle interne, audit interne	French	Advanced	Internal control, internal audit	Accounting and control	A
Performance et développement durable, Performance dans des organisations spécifiques, Performance dans les services	French	Advanced	Performance and sustainable development, performance in specific organizations, performance in services	Accounting and control	A
Contrôle de gestion et mesure de la performance	French	Advanced	Management control and performance measurement	Accounting and control	A
ONLINE ELECTIVE COURSES					
Network-centric Innovation	English	Intermed/Adv	Network-centric Innovation	Innovation and techn management	
Social Entrepreneurship	English	Intermed/Adv	Social Entrepreneurship	Entrepreneurship	
Emotions et sentiments	French	Intermed/Adv	Emotions and feelings	Marketing	
Nouveaux modèle d'affaires de l'économie numérique	French	Intermed/Adv	New business model of the digital economy	Innovation and techn management	
Prospective des usages des Technologies de l'Information et de la Communication (D)	French	Intermed/Adv	Prospective uses of Information Technology and Communication (D)	Innovation and techn management	
Systèmes d'information, stratégie et organisation	French	Intermed/Adv	Information systems, strategy and organization	MOSI	
Management, Stratégies et Décisions Individuelles (course to be confirmed)	French	Intermed/Adv	Management, Strategies and Individual Decisions	Strategic management and organizations	

CYCLE 3 - Novembre 17 - December 12, 2014 (final exams included)

Course title	Taught in:	Level	Title in English	Subject	Time
MORNING CLASSES					
Management courses (30 hours, 5 ECTS credits)					
International Mobility and Career Development	English	Intermediate	International Mobility and Career Development	HRM	M
E-commerce et E-marketing	French	Intermediate	E-commerce et E-marketing	Marketing	M
Marchés de capitaux	French	Intermediate	Capital markets	Finance and Economics	M
Management opérationnel avancé de la GRH	French	Intermediate	Advanced operational HRM	Management	M
Leadership	English	Intermed/Adv	Leadership	Management	M
Certification Bilan Carbone® 2	English	Advanced	Certification Bilan Carbone® 2	CSR	M
Options, futures et autres dérivés	French	Advanced	Options, futures and other derivatives	Finance and Economics	M
AFTERNOON CLASSES					
Strategy of Business Development and complex Negotiation	English	Intermediate	Strategy of Business Development and complex Negotiation	Marketing	A
E-commerce and E-marketing	English	Intermediate	E-commerce and E-marketing	Marketing	A
Business Analytics	English	Intermediate	Business Analytics	Sciences Decisions	A
Business plan	French	Intermediate	Business plan	Finance and Economics	A
Information, programmation et aide à la décision financière	French	Intermediate	Information, programming and support for financial decision-making	Finance and Economics	A
Le management stratégique de la fonction achats	French	Intermediate	Strategic management of the procurement function	MOSI	A
La révolution numérique et les conséquences pour l'entreprise	French	Intermediate	The digital revolution and its consequences in business	Management	A + E
Nouvelles pratiques du management	French	Intermediate	New managerial practices	Management	A
Emerging Market Multinationals	English	Intermed/Adv	Emerging Market Multinationals	Strategy	A
International Business Environment	English	Intermed/Adv	International Business Environment	Management	A
From data to decision-making (Quantitative Research)	English	Advanced	From data to decision-making (Quantitative Research)	Marketing	A
Qualitative Marketing Research	English	Advanced	Qualitative Marketing Research	Marketing	A
Défendre une décision marketing	French	Advanced	Defending a Marketing Decision	Marketing	A
Forecasting Financial Markets	Fr/Engl	Advanced	Forecasting Financial Markets	Finance and Economics	A
Créativité et Design Management	French	Advanced	Creativity and Design Management	Management	A
Audit et commissariat aux comptes	French	Advanced	Audit and Statutory auditors	Accounting and control	A
Econométrie appliquée	French	Advanced	Applied Econometrics	Finance and Economics	A
ONLINE ELECTIVE COURSES					
Exploring South East Asia	English	Intermed/Adv	Exploring South East Asia	International Management	

CYCLE 4 - January 12- February 6, 2015 (final exams included)

Course title	Taught in:	Level	Title in English	Subject	Time
MORNING OR AFTERNOON COURSES					
French language for international students (Basic / Medium / Proficient)					
Challenge of world supply chains	English	Intermediate	Challenge of world supply chains	MOSI	A
Key Account Management	English	Intermediate	Key Account Management	Marketing	
Supply Chain Management Simulation	English	Intermediate	Supply Chain Management Simulation	Supply chain management	
Le management de la Qualité - méthodes et outils	French	Intermediate	Quality management - methods and tools	Quality	
Droit de l'entreprise approfondi (course to be confirmed)	French	Intermediate	Company law	Law	
Economie des territoires et management des partenariats public-privé	French	Intermediate	Territories economy and public-private partnerships management	Finance and Economics	
Gestion de projet SI	French	Intermediate	Information systems project management	MOSI	
Comptabilité approfondie	French	Intermediate	Advanced accounting	Accounting and control	
Communication Marketing Intégrée (partie 1)	French	Intermediate	Integrated Communication and Marketing (1st part)	Marketing	

15/07/2014 - Please note that the List of course might still be subject to change

Analyse de la conjoncture et politiques économiques	French	Intermediate	Economic analysis and policy	Finance and Economics	
Nouvelles pratiques du management	French	Intermediate	New managerial practices	Management	A
Gestion de trésorerie	French	Intermediate	Treasury management	Finance and Economics	
Risque et gestion de projets	French	Intermediate	Risks and Project management	Strategy	
Positive Leading People and Organizational Excellence	English	Intermed/Adv	Positive organizational psychology and well being	Management	M
Decision Analysis in Various Business Environments	English	Advanced	Decision Analysis in Various Business Environments	MOSI	
Consumer Behaviour	English	Advanced	Consumer Behaviour	Marketing	M
Decision making for supply chain management	English	Advanced	Decision making for supply chain management	Supply chain management	M
Financial Markets	English	Advanced	Financial Markets	Finance and Economics	
Marketing Stratégique	Fr/Engl	Advanced	Strategic marketing	Marketing	A
Chaire Commerce et Services Connectés	French	Advanced	Commerce and Online Services	Marketing	
Intéressement et participation financière	French	Advanced	Financial incentive and participation	HRM	M
Contrôle de gestion et mesure de la performance	French	Advanced	Management control and performance measurement	Accounting and control	
Introduction aux fonctions de direction commerciale / Introduction to the functions of the Commercial Director	Fr/Engl	Advanced	Introduction to the functions of the Commercial Director	Marketing	
ONLINE ELECTIVE COURSES					
Marketing strategy and planning	English	Intermed/Adv	Marketing strategy and planning	Marketing	
Measuring sustainable performance	English	Intermed/Adv	Measuring sustainable performance	CSR	
Communication Digitale	French	Intermed/Adv	Digital communication	Marketing	
Institutions culturelles, organisation, gestion, performance	French	Intermed/Adv	Cultural institutions: organization, management, performance	Strategy	
Modèles économiques des industries créatives : livre, musique, vidéo	French	Intermed/Adv	Economic models of creative industries: books, music, video	Strategy	
Nouveaux modèle d'affaires de l'économie numérique	French	Intermed/Adv	New business model of the digital economy	Innovation and technology management	
Prospective des usages des Technologies de l'Information et de la Communication (D)	French	Intermed/Adv	Prospective uses of Information Technology and Communication (D)	Innovation and technology management	

CYCLE 5 - February 9- March 6 , 2015 (final exams included)

Course title	Taught in:	Level	Title in English	Subject	Time
MORNING OR AFTERNOON COURSES					
French language for international students (Basic / Medium / Proficient)					
Strategic Diagnosis	English	Intermediate	Strategic Diagnosis	Strategy	
Supply Chain Planning in an uncertain world	English	Intermediate	Supply Chain Planning in an uncertain world	MOSI	
Management and Language	English	Intermediate	Management and Language	Management	A
Marketing of Services	English	Intermediate	Marketing of Services	Marketing	A
Lean Practices in the Supply Chain	English	Intermediate	Lean Practices in the Supply Chain	MOSI	
Fundamentals of Investing	English	Intermediate	Fundamentals of Investing	Finance and Economics	
Chaire Responsabilité Sociétale des Organisations	Fr/Engl	Intermediate	Social Responsibilities of organizations	CSR	
Communication Marketing Intégrée (partie 2)	French	Intermediate	Integrated Communication and Marketing (2nd part)	Marketing	
ERP (Formation SAP)	French	Intermediate	ERP	MOSI	
Economie de la ville et immobilier	French	Intermediate	Economy of the city and real estate	Finance and Economics	
Evaluation des actifs financiers : éléments de mathématiques financières et d'actuariat	French	Intermediate	Evaluation of financial assets	Finance and Economics	A
Intelligence Economique, Diplomatie et Stratégies d'influence	French	Intermediate	Competitive Intelligence, Diplomacy and Strategies of influence	Strategy	
Intelligence économique et entrepreneuriat (course to be confirmed)	French	Intermediate	Competitive Intelligence and entrepreneurship	Strategy	
Décisions financières et boursières	French	Intermediate	Financial decisions and stock exchange	Finance and Economics	
Le management stratégique de la fonction achats	French	Intermediate	Strategic management of the procurement function	MOSI	A
Gouvernance de l'entreprise et management responsable	French	Intermediate	Corporate governance and responsible management	CSR	
Business Model	French	Advanced	Business Model	Entrepreneurship	
International Project Management	English	Advanced	International Project Management	MOSI	
Financial Statement Analysis and Securities Valuation	English	Advanced	Financial Statement Analysis and Securities Valuation	Finance and Economics	
Organizational Behaviour	English	Advanced	Organizational Behaviour	Management	
Méthodes de prévision de la demande	French	Advanced	Methods of demand forecasting	Finance and Economics	
Le tableau de bord de gestion	French	Advanced	Management Dashboard	Accounting and control	A
Marketing de l'innovation	French	Advanced	Marketing of Innovation	Marketing	
ONLINE ELECTIVE COURSES					
Finance Internationale	French	Intermed/Adv	International Finance	Finance	

CYCLE 6 - March 9 - April 3, 2015 (final exams included)

Course title	Taught in:	Level	Title in English	Subject	Time
MORNING OR AFTERNOON CLASSES					
Port Management	English	Intermediate	Port Management	MOSI	
Marketing in Context II (Music and Sport)	English	Intermediate	Marketing in Context II (Music and Sport)	Marketing	
Economics of Sports and Culture	English	Intermediate	Economics of Sports and Culture	Finance and Economics	
Globalization and risk management in the supply chain	English	Intermediate	Globalization and risk management in the supply chain	MOSI	
Wine Marketing	English	Intermediate	Wine Marketing	Marketing	M
Wine Marketing	English	Intermediate	Wine Marketing	Marketing	A
New business models and cloud computing	English	Intermediate	New business models and cloud computing	MOSI	
Achats et innovation : les achats du futur	French	Intermediate	Procurement and innovation: purchases of the future	MOSI	
Business plan	French	Intermediate	Business plan	Finance and Economics	
Stratégies bancaires	French	Intermediate	Strategies of banks	Finance and Economics	
Category Management	French	Intermediate	Category Management	Marketing	
Des prévisions aux objectifs commerciaux	French	Intermediate	From forecasts to commercial goal setting	MOSI	
Stratégie et marchés émergents	French	Intermediate	Strategy and Emerging Markets	Strategy	
Leadership	English	Intermed/Adv	Leadership	Management	

15/07/2014 - Please note that the List of course might still be subject to change

Managerial Decision-Making in Practice	English	Advanced	Managerial Decision-Making in Practice	MOSI	
Financial Markets and Portfolio Management	English	Advanced	Financial Markets and Portfolio Management	Finance and Economics	
Applied Financial Analysis and Forecasting	English	Advanced	Applied Financial Analysis and Forecasting	Finance and Economics	
Chaire Vente	English	Advanced	Chaire Vente	Marketing	
La fonction chef de produit (partie 1)	French	Advanced	Product Manager (part 1)	Marketing	M
La fonction chef de produit (partie 1)	French	Advanced	Product Manager (part 1)	Marketing	A
Certificat Total Quality Management EFQM	French	Advanced	Total Quality Management Certificate (EFMQ)	MOSI	
Economie et stratégies industrielles	French	Advanced	Economy and industrial strategies	Finance and Economics	
Pricing	French	Advanced	Pricing	Marketing	
Pilotage par le cash	French	Advanced		Finance	
Investissement et gestion des actifs	French	Advanced	Investment and Asset Management	Finance and Economics	
Reprise et transmission d'entreprise	French	Advanced		Entrepreneurship	
Enjeux juridiques attachés à la communication de l'entreprise	French	Advanced	Legal issues related to the business communication	Law	
ONLINE ELECTIVE COURSES					
Emotion management (course to be confirmed)	English	Intermed/Adv	Emotion management	Managerial Practices	
Misleadership (course to be confirmed)	English	Intermed/Adv	Misleadership	Managerial Practices	
Human resources techniques and methods (tbc)	English	Intermed/Adv	Human resources techniques and methods	HRM	

CYCLE 7 - April 7 - May 7, 2015 (final exams included)

Course title	Taught in:	Level	Title in English	Subject	Time
MORNING OR AFTERNOON CLASSES					
Environment, Social, Governance (ESG) and Capital Markets	English	Intermediate	Environment, Social, Governance (ESG) and Capital Markets	Strategy	
Maritime Economics	English	Intermediate	Maritime Economics	MOSI	
ERP (SAP training)	English	Intermediate	ERP (SAP training)	MOSI	
Brand Management and Communication	English	Intermediate	Brand Management and Communication	Marketing	
e-achats : les outils de l'acheteur d'aujourd'hui et de demain (course to be confirmed)	French	Intermediate	e-Procurement	Purchasing	
Outils de planification de la supply chain	French	Intermediate	Planning tools in the supply chain	MOSI	
Vente, e-commerce et marketing : quels risques juridiques, comment les prévenir ?	French	Intermediate	Sales, marketing and e-commerce: what are the legal risks and how to prevent them?	CCA	
Economie Sociale	French	Intermediate	Social Economy	Management	A
Strategie et développement international de l'entreprise	French	Intermediate	Strategy and the international development of the firm	Strategy	
Lien social et fondements éthiques	French	Intermediate	Social links and ethical foundations	HRM	
Investment Bank Operations	English	Advanced	Investment Bank Operations	Finance and Economics	
Supply Chain Strategy in Asia	English	Advanced	Supply Chain Strategy in Asia	MOSI	
Reporting financier et analyse financière des comptes consolidés en IFRS	English	Advanced	Financial reporting and financial analysis of financial statements under IFRS	Accounting and control	
Consumer Culture Theory	English	Advanced	Consumer Culture Theory	Marketing	M
Ingénierie et diagnostics financiers	French	Advanced	Financial and engineering diagnostics	Finance and Economics	
La fonction chef de produit (partie 2)	French	Advanced	Product Manager (part 2)	Marketing	M
La fonction chef de produit (partie 2)	French	Advanced	Product Manager (part 2)	Marketing	A
Aide à la décision managériale	French	Advanced	Aid to managerial decisions	Quantitative methods	
Gestion de patrimoine	French	Advanced	Wealth Management	Finance and Economics	
Comptabilité internationale et gestion des groupes	French	Advanced	International accounting and management of firms	Accounting and control	

CYCLE 8 - May 11- June 5, 2015 (final exams included)

Course title	Taught in:	Level	Title in English	Subject	Time
MORNING OR AFTERNOON CLASSES					
Mobility and Big Data	English	Intermediate	Mobility and Big Data	MOSI	
Strategic Management	English	Intermediate	Strategic Management	Strategy	
Cultural Branding	English	Intermediate	Cultural Branding	Marketing	M
Supply Chain Industrial Strategies	English	Intermediate	Supply Chain Industrial Strategies	MOSI	
L'entreprise numérique	French	Intermediate	The digital company	MOSI	
Aspect juridique de la fonction achat dans le cadre de la vente et de la distribution	French	Intermediate	Legal aspects of procurements within sale and distribution	Law	
Conception et gestion de la supply chain	French	Intermediate	Design and management of the supply chain	MOSI	
Risque-pays Chine / Doing Business in China	French	Intermediate	Country risk China / Doing Business in China	Finance and Economics	
Marketing durable	French	Intermediate	Sustainable Marketing	Marketing	
Financement	French	Intermediate	Financing	Finance and Economics	
Finance Ethique	French	Intermediate	Ethical Finance	Finance and Economics	
Stratégie, alliances stratégiques et fusion acquisition	French	Intermediate		Strategy	
International management in multinational companies	English	Intermed/Adv	International management in multinational companies	Management	
Problématiques africaines	French	Intermed/Adv	African problematics	Strategy	
Accounting for Decision Making and Performance Control	English	Advanced	Accounting for Decision Making and Performance Control	Accounting and control	
Audit légal et fusions	French	Advanced	Statutory audit and mergers	Accounting and control	
Contrôle de gestion et mesure de la performance	French	Advanced	Management control and performance measurement	Accounting and control	
Entreprendre dans l'économie sociale	French	Advanced	Entrepreneurship in the social economy	Management	A
Think Critically the New Business Culture !	French	Advanced	Think Critically the New Business Culture !	Strategy	A
ONLINE ELECTIVE COURSES					
Economic Development	English	Intermed/Adv	Economic development		