

PROGRAMMES

2022-2023 FALL-SPRING SEMESTER

Programme	Semester	Mandatory / Optional	Course title	ECTS Credits	Language Bordeaux Campus	Language Lyon Campus
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BBA3 Programme						
BBA3 - International Business Competencies & Methods						
BBA3	FALL/SPRING	Mandatory	Financial Diagnosis	3	EN	EN
BBA3	FALL/SPRING	Mandatory	International Business and Innovation	3	EN	EN
BBA3	FALL/SPRING	Mandatory	Global Marketing & Brand Management	3	EN	EN
BBA3	FALL/SPRING	Mandatory	Management & Leadership	3	EN	EN
BBA3 - International Management and Personal Skills						
BBA3	FALL/SPRING	Mandatory	Start-Up Challenge	2	EN	EN
BBA3	FALL/SPRING	Mandatory	Project Management (OL) + Global Business Consulting Project	2	EN	EN
BBA3	FALL/SPRING	Mandatory	Consumer Behaviour	3	EN	EN
BBA3	FALL/SPRING	Mandatory	Geostrategy	3	EN	EN
BBA3 - International Business Culture & Liberal Arts						
BBA3	FALL/SPRING	Mandatory	Economic Business Intelligence	3	EN	EN
BBA3	FALL/SPRING	Mandatory	Negotiating in a Foreign Language (Second Language Option: French beginner or advanced; advanced German, advanced Italian or advanced Spanish)	2	Foreign language	Foreign language
BBA3	FALL/SPRING	Optional	Third Language (optional)		German, Italian, Spanish, etc.	German, Italian, Spanish, etc.
BBA3	FALL/SPRING	Mandatory	International Negotiation & Doing Business in...	3	EN	EN
<b>Total BBA3 Programme:</b>				<b>30</b>		

Atlantis Programme (BBA INSEEC Lyon Campus only)						
ATLANTIS	FALL	Mandatory	Organizational Behavior	4		EN
	FALL	Mandatory	Finance in a Flat World	6		EN
	FALL	Mandatory	Marketing in a Flat World	6		EN
	FALL	Mandatory	Information Systems Management	6		EN
	FALL	Mandatory	Business Game - Strategy Case Study	6		EN
	FALL	Mandatory	Research Methodology	6		EN
	FALL	Optional	French for International Students (optional)	2		EN
	<b>Total Atlantis Programme:</b>				<b>36</b>	

Belco Programme (BBA INSEEC Bordeaux Campus only)						
BELCO	FALL	Mandatory	Business Challenge/Game	3	EN	
	FALL	Mandatory	Project	3	EN	
	FALL	Mandatory	Introduction to Corporate Strategy	3	EN	
	FALL	Mandatory	International Business Ethics	3	EN	
	FALL	Mandatory	Wine Business	3	EN	
	FALL	Mandatory	Brand Management & Personal Branding	3	EN	
	FALL	Mandatory	Budgeting & Management Control	3	EN	
	FALL	Mandatory	Negotiation	3	EN	
	FALL	Mandatory	Luxury Marketing	3	EN	
	FALL	Mandatory	Digital Marketing	3	EN	
	FALL	Optional	French for Foreigners (optional)	3	EN	
<b>Total Belco Programme:</b>				<b>33</b>		

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- Several available spots being limited per programme, a "first come – first served" basis will apply. If necessary, an alternative campus or programme will be proposed.
- The International Relations Office reserves a right to modify the programme and/or campus initially chosen by a student if the application and/or academic requirements are not met.

Your contacts

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PROGRAMMES

2022-2023 FALL-SPRING SEMESTER

Programme	Semester	Mandatory / Optional	Course title	ECTS Credits	Language Bordeaux Campus	Language Lyon Campus
<b>BBA4 Programme</b>						
<b>BBA4 Programme: Common Courses (in addition, please also chose 1 Major)</b>						
BBA4	FALL	Mandatory	Méthologie de Recherche / Research Methodology	3	FR or EN	FR or EN
BBA4	FALL	Mandatory	Corporate Strategy	3	EN	EN
<b>Total Common Courses:</b>				<b>6</b>		
<b>BBA4 Major: International Finance</b>						
BBA4	FALL	Mandatory	Business Control	3	EN	EN
BBA4	FALL	Mandatory	Strategie et Evaluation Financière	3	FR	FR
BBA4	FALL	Mandatory	Gestion de Patrimoine	3	FR	FR
BBA4	FALL	Mandatory	Financial Markets + OL 58	3	EN	EN
BBA4	FALL	Mandatory	Financial Auditing	3	EN	EN
BBA4	FALL	Mandatory	Excel VBA	3	FR	FR
BBA4	FALL	Mandatory	Global Asset Management	3	FR	FR
BBA4	FALL	Mandatory	US GAAP - International Accounting	3	EN	EN
<b>Total Major International Finance:</b>				<b>24</b>		
<b>BBA4 Major: Digital Marketing &amp; Data Management</b>						
BBA4	FALL	Mandatory	Marketing Content & E-Reputation	3	EN	EN
BBA4	FALL	Mandatory	Search Engine Optimization	3	FR	FR
BBA4	FALL	Mandatory	UX Design + OL UX	3	FR	FR
BBA4	FALL	Mandatory	Data Mining and Data Analytics	3	FR	FR
BBA4	FALL	Mandatory	Social Media Strategy	3	EN	EN
BBA4	FALL	Mandatory	Data Protection and Compliance	3	FR	FR
BBA4	FALL	Mandatory	Méthode Agile - SCRUM	3	EN	EN
BBA4	FALL	Mandatory	PAO + OL Les bases de la PAO pour l'impression	3	FR	FR
<b>Total Major Digital Marketing &amp; Data Management:</b>				<b>24</b>		
<b>MAJOR : Global Marketing &amp; Brand Management</b>						
BBA4	FALL	Mandatory	Market Research	3	EN	EN
BBA4	FALL	Mandatory	Brand Management + Strategic Brand Management	3	EN	EN
BBA4	FALL	Mandatory	Packaging Design	3	EN	EN
BBA4	FALL	Mandatory	Corporate Communication	3	EN	EN
BBA4	FALL	Mandatory	International Retail and Distribution	3	EN	EN
BBA4	FALL	Mandatory	Budget Management	3	EN	EN
BBA4	FALL	Mandatory	Developing and Launching Products Across Sectors	3	EN	EN
BBA4	FALL	Mandatory	Digital Communication and Advertising	3	EN	EN
<b>Total Major Global Marketing &amp; Brand Management:</b>				<b>24</b>		
<b>TOTAL COMMON COURSES + 1 MAJOR:</b>				<b>30</b>		

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