



**EXCHANGE PROGRAMME
COURSE CATALOGUE**



**REIMS CAMPUS
SPRING SEMESTER 2025**

Academic Year 2024-2025

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IMPORTANT ACADEMIC INFORMATION

This is the Spring 2025 Exchange Programme Course Catalogue.

The catalogue is divided into the following:

- Undergraduate Mix & Match Offer,
- Graduate Mix & Match Offer,
- Undergraduate and/or Graduate Tracks

Each **Mix & Match Offer** contains a variety of courses from our academic programmes. You may choose from a wide selection of Business courses, French Language courses, and e-Learning courses. It is not possible to pick and choose courses from different Mix & Match offers.

E-Learning courses are asynchronous and require students to work independently.

Students must respect the following rules when choosing courses in a **Mix & Match Offer**:

- Business Courses: choose from 1 to 5 courses (+ 1 to 2 substitute courses)
- French Language Courses (FLE): choose from 0 to 3 courses (+ 0 to 2 substitute courses)
- E-Learning Courses: choose from 1 to 2 courses (no substitute needed)

The **Tracks** are specialized sets of courses. They cannot be mixed or modified. You may take one French Language Course with a Track.

**The course registration is based on a
first come, first served basis.**

SPRING SEMESTER 2025

UNDERGRADUATE MIX & MATCH OFFER

BUSINESS COURSES

- Business Courses: choose from 1 to 5 courses (+ 1 to 2 substitute courses)

Course Title	Course code	Year	Programme	ECTS credits	Language of instruction	Campus
Analyse de données & informatique décisionnelle	2425_MQ_3_2_001_F	3	CESEM	6	French	Reims
Brand Marketing	2425_MK_3_2_001_E	3	CESEM	6	English	Reims
Comptabilité de gestion	2425_CC_3_1_007_F	3	PGE (MIM)	5	French	Reims
Corporate Finance	2425_FI_3_1_001_E	3	PGE (MIM)	3	English	Reims
Corporate Valuation	2425_FI_3_2_001_E	3	GBBA	5	English	Reims
Cost Accounting	2425_CC_3_1_011_E	3	PGE (MIM)	5	English	Reims
Cross-cultural Management and Intercultural Communication	2425_PO_3_2_034_E	3	ECH	6	English	Reims
CSR 1: Developing business models for a sustainable world	2425_ST_3_2_027_E	3	GBBA	5	English	Reims
Data Analysis & Business Intelligence	2425_MQ_3_2_002_E	3	CESEM	6	English	Reims
Digital innovation & Entrepreneurship	2425_EN_3_2_014_E	3	ECH	6	English	Reims
Digital Literacy	2425_SI_3_1_019_E	3	PGE (MIM)	3	English	Reims
Droit des affaires	2425_JF_3_1_004_F	3	PGE (MIM)	5	French	Reims
Economics 2	2425_EC_3_1_003_E	3	PGE (MIM)	3	English	Reims
Entrepreneuriat	2425_EN_3_2_001_F	3	CESEM	6	French	Reims
Entrepreneurship	2425_EN_3_2_002_E	3	CESEM	6	English	Reims
Entreprise digitale	2425_SI_3_2_001_F	3	CESEM	6	French	Reims
Financial Data Visualization & Analytics	2425_FI_3_2_011_E	3	GBBA	5	English	Reims

Innovation Management	2425_ST_3_2_003_E	3	CESEM	6	English	Reims
International Marketing Strategy	2425_MK_3_2_013_E	3	GBBA	5	English	Reims
Leadership and Organization Development	2425_PO_3_2_006_E	3	CESEM	6	English	Reims
Leadership et développement des organisations	2425_PO_3_2_007_F	3	CESEM	6	French	Reims
Management de l'innovation	2425_ST_3_2_006_F	3	CESEM	6	French	Reims
Management des opérations	2425_SC_3_2_001_F	3	CESEM	6	French	Reims
Marketing de la marque	2425_MK_3_2_009_F	3	CESEM	6	French	Reims
Marketing management (EN)	2425_MK_3_1_011_E	3	PGE (MIM)	5	English	Reims
Marketing management (FR)	2425_MK_3_1_015_F	3	PGE (MIM)	5	French	Reims
Négociation	2425_PO_3_2_013_F	3	CESEM	6	French	Reims
Negotiation	2425_PO_3_2_014_E	3	CESEM	6	English	Reims
Operations Management	2425_SC_3_2_002_E	3	CESEM	6	English	Reims
Strategic and Digital Marketing Communication	2425_MK_3_2_007_E	3	GBBA	5	English	Reims
Strategy and Sustainability	2425_ST_3_2_028_E	3	ECH	6	English	Reims
The Digital Organisation	2425_SI_3_2_005_E	3	GBBA	5	English	Reims
Virtual Database Business	2425_SI_3_2_008_E	3	GBBA	5	English	Reims

E-LEARNING COURSES

- E-Learning Courses: choose from 1 to 2 courses (no substitute needed)
- ! E-Learning courses are asynchronous and require students to be well-organized and to work independently.

Course Title	Course code	Year	Programme	ECTS credits	Language of instruction	Campus
Business Ethics EL I	2425_DD_3_2_002_E	3	E-learning	6	English	Reims
Change Management and Digital Transformation EL I	2425_ST_4_2_008_E	4	E-learning	6	English	Reims
Corporate Financing EL I	2425_FI_3_2_020_E	3	E-learning	6	English	Reims
Digital Literacy EL I	2425_SI_4_2_012_E	4	E-learning	6	English	Reims
Excel modelling for finance EL I	2425_FI_3_2_002_E	3	E-learning	6	English	Reims
International Management EL I	2425_ST_3_2_024_E	3	E-learning	6	English	Reims
Leading & Collaborating in a Competitive World ELI	2425_PO_3_2_008_E	3	E-learning	6	English	Reims

FRENCH LANGUAGE COURSES

- French Language Courses (FLE): choose from 0 to 3 courses (+ 0 to 2 substitute courses)
- A minimum number of students must register for each of the French courses to open.

Course Title	Course code	Year	Programme	ECTS credits	Language of instruction	Campus
FL.1 - Boosting your Employability in France	2425_LV_3_X_063_F	3	FLE	5	French	Reims
FL.1 - Découvrir et comprendre la culture française	2425_LV_3_X_065_F	3	FLE	5	French	Reims
FL.1 - Discovering and Understanding French Culture	2425_LV_3_X_067_E	3	FLE	5	English	Reims
FL.1 - French for Business B1	2425_LV_3_X_071_F	3	FLE	5	French	Reims
FL.1 - French for Communication A1-A2	2425_LV_3_X_081_F	3	FLE	5	French	Reims

UNDERGRADUATE TRACKS

- The **Tracks** are specialized sets of courses. They cannot be mixed or modified.
 - You may take one French Language Course with a Track (see offer above).
- /!\ If this page is empty, this means that there is no Undergraduate Track offer for this semester.

Digital Management and Innovation

Course Title	Course code	Year	Programme	ECTS credits	Language of instruction	Campus
Blockchain and Fintech	2425_FI_3_2_018_E	3	TEMA	5	English	Reims
Companies & Geopolitical Risk	2425_GS_3_2_013_E	3	TEMA	2	English	Reims
CSR 1 : Developing Business Models for a Sustainable World	2425_ST_3_2_029_E	3	TEMA	5	English	Reims
International Marketing Strategy	2425_MK_3_2_035_E	3	TEMA	5	English	Reims
Managerial Finance	2425_FI_3_2_019_E	3	TEMA	5	English	Reims
Workshop : Theatre and Public Speaking	2425_DP_3_2_005_E	3	TEMA	1	English	Reims

Total ECTS 23

GRADUATE MIX & MATCH OFFER

BUSINESS COURSES

- Business Courses: choose from 1 to 5 courses (+ 1 to 2 substitute courses)

Course Title	Course code	Year	Programme	ECTS credits	Language of instruction	Campus
Advanced Strategic Marketing	2425_MK_4_2_025_E	4	PGE (MIM)	5	English	Reims
Algorithmic Thinking for Data Analysis	2425_IN_4_2_005_E	4	PGE (MIM)	5	English	Reims
Behavioral Finance	2425_FI_4_2_036_E	4	PGE (MIM)	5	English	Reims
Blockchain and Fintech	2425_FI_4_2_002_E	4	GBBA	5	English	Reims
Brand Marketing	2425_MK_4_2_002_E	4	GBBA	5	English	Reims
Cross-cultural Management and Intercultural Communication	2425_PO_3_2_034_E	3	ECH	6	English	Reims
CSR 2 : Implementing sustainable and responsible practices in organizations	2425_ST_4_2_019_E	4	GBBA	5	English	Reims
Data Science for Finance	2425_FI_4_2_037_E	4	PGE (MIM)	5	English	Reims
Digital innovation & Entrepreneurship	2425_EN_3_2_014_E	3	ECH	6	English	Reims
Digital Innovation for Good	2425_ST_4_2_025_E	4	PGE (MIM)	5	English	Reims
Economic Policy	2425_EC_4_2_005_E	4	PGE (MIM)	5	English	Reims
Financial Analysis	2425_CC_4_2_007_E	4	PGE (MIM)	5	English	Reims
Financial Decisions under Uncertainty	2425_FI_4_2_034_E	4	PGE (MIM)	5	English	Reims
Financial Derivatives and Risk Management	2425_FI_4_2_011_E	4	GBBA	5	English	Reims
Global Marketing Dynamics	2425_MK_4_2_024_E	4	PGE (MIM)	5	English	Reims
Innovative Brand Marketing	2425_MK_4_2_026_E	4	PGE (MIM)	5	English	Reims

International Business Development	2425_GS_4_2_009_E	4	PGE (MIM)	5	English	Reims
International Management	2425_ST_4_2_023_E	4	PGE (MIM)	5	English	Reims
Investments	2425_FI_4_2_035_E	4	PGE (MIM)	5	English	Reims
Leadership and Organization Development	2425_PO_4_2_015_E	4	GBBA	5	English	Reims
Legal Challenges in Sustainability Transitions	2425_JF_4_2_009_E	4	GBBA	5	English	Reims
Money and Banking	2425_EC_4_2_006_E	4	PGE (MIM)	5	English	Reims
MT - Data Analysis & Business Intelligence	2425_MQ_4_2_010_E	4	GBBA	5	English	Reims
Optimization Tools for Management	2425_SC_4_2_011_E	4	PGE (MIM)	5	English	Reims
Predictive Analytics with AI & Machine Learning	2425_MQ_4_2_015_E	4	PGE (MIM)	5	English	Reims
Purchasing, Procurement and Supply Chain Management	2425_SC_4_2_006_E	4	GBBA	5	English	Reims
Reporting with IFRS	2425_CC_4_2_011_E	4	PGE (MIM)	5	English	Reims
Strategy and Sustainability	2425_ST_3_2_028_E	3	ECH	6	English	Reims
Supply Chain Foundations for Turbulent Times	2425_SC_4_2_012_E	4	PGE (MIM)	5	English	Reims
Technology & Digital Opportunities for Business Development	2425_ST_4_2_033_E	4	GBBA	5	English	Reims
Web Marketing	2425_MK_4_2_010_E	4	GBBA	5	English	Reims

E-LEARNING COURSES

- E-Learning Courses: choose from 1 to 2 courses (no substitute needed)
- ! E-Learning courses are asynchronous and require students to be well-organized and to work independently.

Course Title	Course code	Year	Programme	ECTS credits	Language of instruction	Campus
Business Ethics EL II	2425_DD_5_2_002_E	5	E-learning	6	English	Reims
Corporate Financing EL II	2425_FI_5_2_003_E	5	E-learning	6	English	Reims
Corporate valuation with Excel EL II	2425_FI_5_2_001_E	5	E-learning	6	English	Reims
Data Management EL	2425_MK_4_2_027_E	4	PGE (MIM)	5	English	Reims
Data Management II	2425_MK_5_2_006_E	5	E-learning	6	English	Reims
Designing and Managing organization in a digital era EL II	2425_ST_5_2_004_E	5	E-learning	6	English	Reims
Digital Transformation & Change Management EL	2425_ST_4_2_024_E	4	PGE (MIM)	5	English	Reims
Excel modelling for finance EL II	2425_FI_5_2_004_E	5	E-learning	6	English	Reims
Financial reporting EL II	2425_CC_5_2_001_E	5	E-learning	6	English	Reims
Gestion des ressources humaines environnementales EL II	2425_PO_5_2_006_F	5	E-learning	6	French	Reims
International Management EL II	2425_ST_5_2_005_E	5	E-learning	6	English	Reims
Leading & Collaborating in a Competitive World EL II	2425_PO_5_2_002_E	5	E-learning	6	English	Reims
Manager les ressources humaines EL II	2425_PO_5_2_003_F	5	E-learning	6	French	Reims
Markstrat EL II	2425_MK_5_2_003_E	5	E-learning	6	English	Reims

FRENCH LANGUAGE COURSES

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- A minimum number of students must register for each of the French courses to open.

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FL.1 - Boosting your Employability in France	2425_LV_3_X_063_F	3	FLE	5	French	Reims
FL.1 - Découvrir et comprendre la culture française	2425_LV_3_X_065_F	3	FLE	5	French	Reims
FL.1 - Discovering and Understanding French Culture	2425_LV_3_X_067_E	3	FLE	5	English	Reims
FL.1 - French for Business B1	2425_LV_3_X_071_F	3	FLE	5	French	Reims
FL.1 - French for Communication A1-A2	2425_LV_3_X_081_F	3	FLE	5	French	Reims

GRADUATE TRACKS

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 - You may take one French Language Course with a Track (see offer above).
- /!\ If this page is empty, this means that there is no Graduate Track offer for this semester.

Global Management

Course Title	Course code	Year	Programme	ECTS credits	Language of instruction	Campus
Current Issues in Global Governance	2425_GS_5_3_004_E	5	MSc	5	English	Reims
Digital markets and society	2425_GS_5_3_005_E	5	MSc	5	English	Reims
International Market Risk Management	2425_FI_5_3_057_E	5	MSc	5	English	Reims
Managerial Accounting	2425_CC_5_3_021_E	5	MSc	5	English	Reims
Smart Operations & Supply Chain Management	2425_SC_5_3_020_E	5	MSc	5	English	Reims
Statistics for Business and Economics	2425_MQ_5_3_015_E	5	MSc	5	English	Reims

Total ECTS 30