

BBA INSEEC BORDEAUX/LYON - 2022-2023 FALL-SPRING SEMESTER PROGRAMME COURSES OFFER



Programme	Semester	Course title	ECTS Credits	Language	Campus
BBA3 Programme					
BBA3 - International Business Competencies & Methods					
BBA3	FALL/SPRING	Financial Diagnosis	3	EN	Bordeaux/Lyon
BBA3	FALL/SPRING	Elective 1	3	EN	Bordeaux/Lyon
BBA3	FALL/SPRING	Elective 2	3	EN	Bordeaux/Lyon
BBA3	FALL/SPRING	Management & Leadership	3	EN	Bordeaux/Lyon
BBA3 - International Management and Personal Skills					
BBA3	FALL/SPRING	Start-Up Challenge	2	EN	Bordeaux/Lyon
BBA3	FALL/SPRING	Project Management (OL) + Global Business Consulting Project	4	EN	Bordeaux/Lyon
BBA3	FALL/SPRING	Consumer Behaviour	3	EN	Bordeaux/Lyon
BBA3	FALL/SPRING	Geostrategy	3	EN	Bordeaux/Lyon
BBA3 - International Business Culture & Liberal Arts					
BBA3	FALL/SPRING	Building Emotional Intelligence	2	EN	Bordeaux/Lyon
BBA3	FALL/SPRING	Negotiating in a Foreign Language (Second Language Option: advanced German, Italian or Spanish, please choose)	2	EN	Bordeaux/Lyon
BBA3	FALL/SPRING	Third Language Option			Bordeaux/Lyon
BBA3	FALL/SPRING	Doing Business in...	2	EN	Bordeaux/Lyon
Total BBA3 Programme			30		
Elective courses for BBA3 Programme (choose your favorite)					
BBA3	FALL/SPRING	International Finance	2	EN	Bordeaux/Lyon
BBA3	FALL/SPRING	Digital Marketing & Data Management	2	EN	Bordeaux/Lyon
BBA3	FALL/SPRING	International Business and Innovation	2	EN	Bordeaux/Lyon
BBA3	FALL/SPRING	Global Marketing & Brand Management	2	EN	Bordeaux/Lyon
Atlantis Programme					
ATLANTIS	FALL	Organizational Behavior	4	EN	Lyon
	FALL	Finance in a Flat World	6	EN	Lyon
	FALL	Marketing in a Flat World	6	EN	Lyon
	FALL	Information Systems Management	6	EN	Lyon
	FALL	Business Game - Strategy Case Study	6	EN	Lyon
	FALL	French for International Students	6	FR	Lyon
	FALL	Research Methodology	2	EN	Lyon
Total Atlantis Programme			36		
Belco Programme					
BELCO 3D	FALL	Business Challenge/Game	3	EN	Bordeaux
	FALL	Project	3	EN	Bordeaux
	FALL	Introduction to Corporate Strategy	3	EN	Bordeaux
	FALL	International Business Ethics	3	EN	Bordeaux
	FALL	Wine Business	3	EN	Bordeaux
	FALL	Brand Management & Personal Branding	3	EN	Bordeaux
	FALL	Budgeting & Management Control	3	EN	Bordeaux
	FALL	Negotiation	3	EN	Bordeaux
	FALL	Luxury Marketing	3	EN	Bordeaux
	FALL	Digital Marketing	3	EN	Bordeaux
FALL	French for Foreigners	3	EN	Bordeaux	
Total Belco Programme			33		

- Exchange students: a minimum 24 ECTS shall be taken from the programme
- Courses between different programmes cannot be mixed

• **IMPORTANT NOTE:** within the BBA 3 Programme, the "Défi Start UP" course and the "Mission Conseil Développement ("MCD")" course cannot be dissociated. These courses demand a significant commitment as the work is done by groups of students. The "Défi Start Up" lasts 3 days (from the 1st day of the intake) and is very intense (a challenge must be done). The "MCD" will last almost the whole semester and involves a private company. As BBA INSEEC must start to organize groups and contacts companies and professionals before the intake, if students choose these courses, **they will not be able to resign from them** because it would impact the whole group and frame of work.

• **This list is subject to change before the start of the academic year. We will inform you accordingly.**

Your contacts

BBA INSEEC BORDEAUX CAMPUS

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Programme	Semester	Course title	ECTS Credits	Language	Campus
BBA4 Programme: Common Courses					
BBA4	FALL	Intelligence économique	3	FR or EN	Bordeaux/Lyon
BBA4	FALL	Méthologie de recherche	4	FR or EN	Bordeaux/Lyon
BBA4	FALL	Corporate Strategy	3	EN	Bordeaux/Lyon
BBA4	FALL	International Business Negotiation - LV1	2	EN	Bordeaux/Lyon
BBA4	FALL	Working in a Foreign Country - LV2	2	EN	Bordeaux/Lyon
BBA4	FALL	LV3 (advanced German, Italian, or Spanish, please choose)			Bordeaux/Lyon
Total Common courses			14		
BBA4 Major: International Finance					
BBA4	FALL	Business Control	2	EN	Bordeaux/Lyon
BBA4	FALL	Strategy et évaluation financière	2	FR	Bordeaux/Lyon
BBA4	FALL	Gestion de patrimoine	2	FR	Bordeaux/Lyon
BBA4	FALL	Financial Markets	2	EN	Bordeaux/Lyon
BBA4	FALL	Audit financier	2	FR	Bordeaux/Lyon
BBA4	FALL	Excel VBA	2	FR	Bordeaux/Lyon
BBA4	FALL	Global Asset Management	2	EN	Bordeaux/Lyon
BBA4	FALL	US GAAP - International Accounting	2	EN	Bordeaux/Lyon
Total International Finance Courses			16		
BBA4 Major: Digital Marketing & Data Management					
BBA4	FALL	Marketing Content & E-Reputation	2	EN	Bordeaux/Lyon
BBA4	FALL	Search Engine Optimization	2	FR	Bordeaux/Lyon
BBA4	FALL	UX Design	2	FR	Bordeaux/Lyon
BBA4	FALL	Data Mining and Data Analytics	2	FR	Bordeaux/Lyon
BBA4	FALL	Social Media Strategy	2	EN	Bordeaux/Lyon
BBA4	FALL	Data Protection and Compliance	2	FR	Bordeaux/Lyon
BBA4	FALL	Méthode agile - SCRUM	2	EN	Bordeaux/Lyon
BBA4	FALL	PAO	2	FR	Bordeaux/Lyon
Total Digital Marketing & Data Management Courses			16		
BBA4 Major: International Business & Innovation					
BBA4	FALL	International Business Development	2	EN	Bordeaux/Lyon
BBA4	FALL	Innovation Management Tools	2	EN	Bordeaux/Lyon
BBA4	FALL	International Purchasing and Supply Chain Management	2	EN	Bordeaux/Lyon
BBA4	FALL	International Human Resources Management	2	EN	Bordeaux/Lyon
BBA4	FALL	International Market Selection Models and Approaches	2	EN	Bordeaux/Lyon
BBA4	FALL	Business Model Innovation	2	EN	Bordeaux/Lyon
BBA4	FALL	Change Management	2	EN	Bordeaux/Lyon
BBA4	FALL	Financial Risk Management	2	EN	Bordeaux/Lyon
Total International Business & Innovation Courses			16		
MAJOR : Global Marketing & Brand Management					
BBA4	FALL	Market Research	2	EN	Bordeaux/Lyon
BBA4	FALL	Brand Management	2	EN	Bordeaux/Lyon
BBA4	FALL	Packaging Design	2	EN	Bordeaux/Lyon
BBA4	FALL	Corporate Communication	2	EN	Bordeaux/Lyon
BBA4	FALL	International Retail and Distribution	2	EN	Bordeaux/Lyon
BBA4	FALL	Budget Management	2	EN	Bordeaux/Lyon
BBA4	FALL	Developing and Launching Products Across Sectors	2	EN	Bordeaux/Lyon
BBA4	FALL	Digital Communication and Advertising	2	EN	Bordeaux/Lyon
Total Global Marketing & Brand Management Courses			16		
TOTAL COMMON COURSES + 1 MAJOR			30		

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