



Program 1 - Syllabi

Fall 2025

2025 Fall semester - Program 1

100% English or 40% French / 60% English - 225 h / 30 ECTS

Courses	Teaching hours	ECTS credits
Leadership (EN)	30	4
Data management - Power BI (EN)	30	4
Ethics & CSR (EN)	15	2
éklosion: eco-friendly individual project (EN)	15	2
Business game (EN)	15	2
Introduction to research (EN)	30	4
French as foreign language (for non-French speaker) or English courses (for French speaker)	30	4
Option 1 or Option 2		
Option 1 : International business development		
Intercultural management (EN)	30	4
International marketing (EN)	30	4
Option 2 : Marketing & Management		
Stratégie marketing dans un contexte de changement (FR)	30	4
CRM & eCRM (FR)	30	4

Leadership

Course presentation

Course Identifier	AU25_GRH008_FISE
Referral Program	Bachelor Management
Curriculum	Semester 1 - Bachelor 3
Field of application	Human Resources

Course definition

Hourly volume of the Course	30 hour(s)
Personal working time	90 hour(s)
Number of ECTS credits	4
Methods of realization	Synchronous face-to-face

This course provides an overview of various models of leadership that have been elaborated from both a theoretical and practical perspective. It focuses on the major leadership theories and practices and aims at helping students gain an understanding of the theoretical basis of leadership and learn how to apply it to practical situations in business and other settings. Moreover, students discover their personal leadership style through a series of assessment and activities. This would allow them to estimate how they view leadership as both a subordinate and

Prerequisites

Business English 1

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Core Skills

First core skill

Applied Business Knowledge

Understand the fundamental theories and frameworks of management and business.

Second core skill

Communication

Deliver effective written and oral presentations in professional settings.

Learning objective

First learning objective	Recognize the fundamental tools of management science.
Observable trait N°1	Students should be able to apply knowledge of basic concepts and theories of leadership in case studies and
Observable trait N°2	Students should be able to identify and describe the fundamental tools of management science used in

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Second learning objective	Deliver clear and effective oral presentation.
Observable trait N°1	Students should be able to deliver written and verbal communications are clear, persuasive, and audience-
Observable trait N°2	Students should be able to express ideas and information clearly and succinctly.

Deliver clear and effective oral presentation.

Expected evaluation method 1

Type	Continuous assessment
Weight	40%
Forms	Collective Oral / Collective writing / Individual Oral

Expected evaluation method 2

Type	Final Examination
Weight	60%
Forms	Individual Writing

Data management - Power BI

Course presentation

Course Identifier	AU25_SIO001_FISE
Referral Program	Bachelor Management
Curriculum	Semester 1 - Bachelor 3
Field of application	Management of information systems

Course definition

Hourly volume of the Course	30 hour(s)
Personal working time	-
Number of ECTS credits	4
Methods of realization	-

The main objective of the course is to transform and translate data collected from multiple different sources into meaningful information, interactive and visually easy-to-interpret information. Through this course, students will visualize data, share information and collaborate to produce dashboard-style reports.

Prerequisites

Data Management - statistics for data analysis

Elementary mathematics and descriptive statistics. The Bachelor 1 descriptive

Core Skills

First core skill

Collaboration

Students collaborate on tools that are designed to help students work together effectively. Students manage and share a project and write a detailed report to share their results. Students will : Work as a team to manage their projects and

Second core skill

Critical thinking

Students examine and assess facts and data in order to form unbiased judgments. Students apply rational, unbiased analysis of facts and provide evidence for arguments. Students will develop the ability to : observe and collect data and

Learning objective

First learning objective

Observable trait N°1

Observable trait N°2

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Second learning objective

Identify relevant data to efficiently address business problems.

Observable trait N°1

Observable trait N°2

Use statistical tools (univariate and bivariate description) to make the right

Expected evaluation method 1

Type	Continuous assessment
Weight	null%
Forms	Collective writing / Individual Oral

Expected evaluation method 2

Type	Continuous assessment
Weight	100%
Forms	Individual Writing

Ethics & CSR

Course presentation

Course Identifier	AU25_ENV002_FISE
Referral Program	Bachelor Management
Curriculum	Semester 1 - Bachelor 3
Field of application	Business environment

Course definition

Hourly volume of the Course	15 hour(s)
Personal working time	-
Number of ECTS credits	2
Methods of realization	Synchronous face-to-face

This course aims to explain how ethics and CSR can be taken into account in a company's operations. It explains the various existing frameworks, tools, standards and labels. Key ethical concepts and theories are explained. Students will be able to understand the foundations of CSR, its practice and the necessary governance. Through this course, they will be able to see the integration of stakeholders in the implementation of a company's CSR strategy. The sessions are organized as follows: Session 1: Key concepts and theories of ethics Session 2:

Prerequisites

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Core Skills

First core skill

Responsible Mindset Responsible Mindset And Cultural Awareness

Understanding the application of ethics and CSR in business

Second core skill

Critical thinking

Critical analysis of ethical dilemmas. Students are encouraged to identify and analyze real or hypothetical ethical dilemmas. They should be able to discuss the different perspectives and implications of each decision.

Learning objective

First learning objective	Understand business model transformation toward positive societal impact at the national and
Observable trait N°1	Student needs to understand the importance of stakeholder engagement as part of CSR.
Observable trait N°2	Student can research and evaluate the CSR practices of various companies

Students need to understand the importance of stakeholder engagement as part

Second learning objective	Develop the ability and skills to evaluate information, solve problems, and make logical deductions that will
Observable trait N°1	Students are able to break down complex situations into simpler elements, and identify the stakeholders
Observable trait N°2	Student can formulate logical and coherent arguments around the CSR strategy, using relevant evidence and

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Expected evaluation method 1

Type	Continuous assessment
Weight	50%
Forms	Individual Writing

Expected evaluation method 2

Type	Continuous assessment
Weight	50%
Forms	Collective Oral / Individual Oral

Individuel project Eklosion

Course presentation

Course Identifier	AU25_PRO015_B3_FISE
Referral Program	Bachelor Management
Curriculum	Semester 1 - Bachelor 1
Field of application	Projects

Course definition

Hourly volume of the Course	15 hour(s)
Personal working time	-
Number of ECTS credits	2
Methods of realization	Synchronous face-to-face

Development of a Skills Passport - Competency: Identify the knowledge and skills acquired through study, professional and personal life. - Observable result: Creation of a skills passport

Prerequisites

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Core Skills

First core skill

Adaptability

Ongoing assessment of skills: The passport makes it possible to track the evolution of skills over time. This helps individuals identify areas where they need to adapt and develop to meet new job market requirements or specific projects.

Second core skill

Communication

Clarity and transparency: The skills passport provides a clear, structured view of an individual's skills. This facilitates communication with employers, colleagues and recruiters by providing accurate and verifiable information on skills and

Learning objective

First learning objective	Respond positively to change and the opportunities it brings.
Observable trait N°1	Students are able to identify the areas in which they need to adapt and develop to meet the new demands
Observable trait N°2	Students can have greater flexibility and adaptability in their careers.

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Second learning objective	Write a coherent, concise and accurate business report in organizations and professional settings.
Observable trait N°1	Students are able to better communicate with employers, colleagues and recruiters by providing
Observable trait N°2	Students can better present themselves at interviews, performance reviews or career discussions. This

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Expected evaluation method 1

Type	Continuous assessment
Weight	40%
Forms	Individual Writing

Expected evaluation method 2

Type	Continuous assessment
Weight	60%
Forms	Individual Writing

Business game: key flash

Course presentation

Course Identifier	AU25_STR003_FISE
Referral Program	Bachelor Management
Curriculum	Semester 1 - Bachelor 3
Field of application	Strategic management

Course definition

Hourly volume of the Course	15 hour(s)
Personal working time	0 hour(s)
Number of ECTS credits	2
Methods of realization	Synchronous face-to-face

The Keyflash Business Game course is an interactive business game that gives students hands-on experience of running a business in a competitive environment. The game is designed to help students understand the fundamentals of business management and develop essential decision-making and teamwork skills. As part of the course, students will be required to manage a virtual company in a competitive market. They will have to make strategic decisions concerning procurement, production, marketing, finance and human resources.

Prerequisites

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notions élémentaires en marketing (positionnement, mix-marketing), en supply

Core Skills

First core skill

Applied Business Knowledge

students will use in an operational way the main concepts linked to the management of an organization

Second core skill

Critical thinking

students will be able to develop the ability and skills needed to evaluate data, solve problems and make logical deductions that will lead to effective decision-

Learning objective

First learning objective	Recognize the fundamental tools of management science.
Observable trait N°1	Keep raw material inventories close to zero
Observable trait N°2	Avoid any disruption to workshop production

students will be able to understand, from a practical and dynamic point of view,

Second learning objective	Develop the ability and skills to evaluate information, solve problems, and make logical deductions that will
Observable trait N°1	Leveraging customer satisfaction
Observable trait N°2	Identify and activate profitability and cash flow levers

They will be able to identify the data underlying the analysis of sales and financial

Expected evaluation method 1

Type	Continuous assessment
Weight	100%
Forms	Collective writing

Expected evaluation method 2

Type	
Weight	null%
Forms	

Introduction to research

Course presentation

Course Identifier	AU25_PSK018_FISE
Referral Program	Bachelor Management
Curriculum	Semester 1 - Bachelor 3
Field of application	Professional Skills

Course definition

Hourly volume of the Course	30 hour(s)
Personal working time	-
Number of ECTS credits	4
Methods of realization	Synchronous face-to-face

Research methodology equips the students with the systematic process for conducting a valid and reliable research on a particular research question. This course is an introduction to research methodology specifically for applied business research projects. During the course the students will learn about the true nature of research i.e. prospection. Discussions would be around - research question, literature review, epistemology, theoretical model, research method, data collection and analysis and finally, writing the report. Different steps of the

Prerequisites

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Core Skills

First core skill

Communication

The students learn how to write a research based report in a professional manner.

Second core skill

Critical thinking

Les étudiants apprennent à collecter des données pour répondre à un problème de recherche et à les analyser.

Learning objective

First learning objective

Write a coherent, concise and accurate business report in organizations and professional settings.

Observable trait N°1

The quality of the report submitted including literature review, data analysis and conclusion.

Observable trait N°2

The students are going to provide an individual written report based on the

Second learning objective

Identify relevant data to efficiently address business problems.

Observable trait N°1

Observable trait N°2

The students are going to conduct interviews with managers using

Expected evaluation method 1

Type Continuous assessment

Weight 100%

Forms Individual Writing

Expected evaluation method 2

Type

Weight null%

Forms

Intercultural Management

Course presentation

Course Identifier	AU25_STR036
Referral Program	Bachelor Management
Curriculum	Semester 1 - Bachelor 3
Field of application	Strategic management

Course definition

Hourly volume of the Course	30 hour(s)
Personal working time	90 hour(s)
Number of ECTS credits	4
Methods of realization	Synchronous face-to-face

This course aims to equip students with the knowledge and skills necessary to effectively navigate and manage cultural differences in a global business environment. Through a blend of theoretical frameworks and practical case studies, students will explore the impact of culture on communication, leadership, decision-making, and team dynamics. Emphasis is placed on developing cultural intelligence and fostering an inclusive mindset. By the end of the course, students will be able to critically analyze intercultural interactions and implement strategies

Prerequisites

Business English 2

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Core Skills

First core skill

Responsible Mindset Responsible Mindset And Cultural Awareness

Students should understand the complexities of the cultural, economic and social environments as they impact business in a local and global context.

Second core skill

Students should show flexibility in response to changes and innovations.

Learning objective

First learning objective

Demonstrate an awareness of cultural differences, ethical implications and the skills needed to work

Observable trait N°1

Analyze cultural differences and ethical implications in various international business scenarios.

Observable trait N°2

Apply skills needed to work effectively in multicultural environments through role-playing and case study

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Second learning objective

Observable trait N°1

Adapt to changes and innovations by modifying strategies and approaches in simulated business

Observable trait N°2

Demonstrate flexibility by effectively incorporating new technologies and methodologies into project work and

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Expected evaluation method 1

Type Continuous assessment

Weight 40%

Forms Collective Oral / Collective writing / Individual Oral

Expected evaluation method 2

Type Final Examination

Weight 60%

Forms Individual Writing

International Marketing

Course presentation

Course Identifier	AU25_MKG119
Referral Program	Bachelor Management
Curriculum	Semester 1 - Bachelor 3
Field of application	Marketing / Sales / Communication

Course definition

Hourly volume of the Course	30 hour(s)
Personal working time	15 hour(s)
Number of ECTS credits	4
Methods of realization	Synchronous face-to-face

This course aims to understand the different aspects of international marketing, from opportunity analysis to action planning. It draws on the knowledge of marketing students to analyze the specificities of international marketing. It makes the link between general corporate strategy and international marketing. It covers - session 1: the challenges of internationalization for a company - sessions 2 and 3: opportunity analysis and market research - sessions 4 and 5: marketing strategy and other organizational actions within the company - sessions 6, 7 and

Prerequisites

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Maîtrise des notions de base en stratégie marketing (positionnement,

Core Skills

First core skill

Applied Business Knowledge

The course aims to identify and analyze the specific features of international marketing in relation to the concepts already studied in marketing.

Second core skill

Responsible Mindset Responsible Mindset And Cultural Awareness

The course aims to integrate the consideration of cultural specificities into market analysis, the definition of a marketing strategy and an operational marketing

Learning objective

First learning objective	Use in an operational way the main concepts linked to the management of an organization.
Observable trait N°1	Students master the concepts studied and know how to define them.
Observable trait N°2	Students are able to analyze a simple situation and propose a plan of action.

The aim of the course is to show students all the actions that need to be taken

Second learning objective	Demonstrate an awareness of cultural differences, ethical implications and the skills needed to work
Observable trait N°1	Students are able to identify and analyze certain cultural specificities in simple cases.
Observable trait N°2	Students are able to propose an action plan to meet these specific needs.

The aim is to show students how cultural specificities need to be taken into

Expected evaluation method 1

Type	Continuous assessment
Weight	40%
Forms	Collective Oral / Collective writing

Expected evaluation method 2

Type	Final Examination
Weight	60%
Forms	Individual Writing

Strategie marketing dans un contexte de changement

Présentation du cours

Code du Cours	AU25_MKG120
Programme de référence	Bachelor Management
Maquette de référence	Semestre 1 - Bachelor 3
Rattachement disciplinaire	Marketing / Vente / Communication

Définition du cours

Volume horaire du cours	30 heure(s)
Temps de travail personnel	10 heure(s)
Nombre de crédits ECTS	4
Modalités de réalisation	Présentiel Synchrone

Ce cours vise à fournir aux étudiants une compréhension approfondie des stratégies marketing dans un environnement en constante évolution. Les étudiants apprendront à analyser les tendances du marché, à anticiper les changements et à adapter les stratégies marketing en conséquence. Session 1: - définition et importance de la stratégie marketing et composantes d'une stratégie marketing efficace Session 2: -segmentation -ciblage -positionnement Session 3: -étude de cas notée 1 Session 4: -gestion du changement en marketing Session

Prérequis

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Compétences principales

Première compétence Connaissances appliquées en gestion

connaissances appliquées en marketing

Seconde compétence Esprit critique

savoir prendre des décisions dans des contextes complexes

Learning objectif

Premier learning objectif	Utiliser de manière opérationnelle les principaux concepts liés à la gestion d'une organisation.
Trait observable N°1	l'étudiant est capable d'analyser une situation de marché complexe
Trait observable N°2	l'étudiant est capable de prendre des décisions marketing

il s'agit de connaître les éléments et facteurs déclenchant le comportement

Second learning objectif	Développer la capacité et les compétences nécessaires pour évaluer les informations, résoudre les problèmes
Trait observable N°1	l'étudiant est capable de faire un diagnostic
Trait observable N°2	l'étudiant est capable de construire une stratégie marketing

il s'agit pour l'étudiant de maîtriser les outils d'analyse d'un marché complexe

Modalités d'évaluation 1

Type	Contrôle Continu
Poids	40%
Formes	Ecrit individuel / Oral collectif

Modalités d'évaluation 2

Type	Examen Final
Poids	60%
Formes	Ecrit individuel

CRM e CRM

Présentation du cours

Code du Cours	AU25_MKG009
Programme de référence	Bachelor Management
Maquette de référence	Semestre 1 - Bachelor 3
Rattachement disciplinaire	Marketing / Vente / Communication

Définition du cours

Volume horaire du cours	30 heure(s)
Temps de travail personnel	-
Nombre de crédits ECTS	4
Modalités de réalisation	Présentiel Synchrone

Ce cours vise à permettre à l'apprenant d'être capable d'identifier et de mettre en oeuvre tous les concepts clés liés au pilotage de l'activité commerciale tout en adoptant une posture de manager.

Prérequis

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know how to identify customers, build a sales campaign

Compétences principales

Première compétence Esprit critique

Piloter une équipe mettant en oeuvre des actions commerciales.

Seconde compétence Collaboration

Gérer les équipes commerciales et la relation client.

Learning objectif

Premier learning objectif	Identifier les données pertinentes pour résoudre efficacement les problèmes de l'entreprise.
Trait observable N°1	Construire et piloter un PAC
Trait observable N°2	Optimiser la relation et la satisfaction client

Analyser les KPI commerciaux de l'entreprise et proposer des plans d'actions

Second learning objectif	Reconnaître comment les différents types de groupes et d'équipes aident les managers et les organisations à Piloter ses équipes en définissant le rôle de chacun et en intégrant les ressources de l'entreprise
Trait observable N°1	Piloter ses équipes en définissant le rôle de chacun et en intégrant les ressources de l'entreprise
Trait observable N°2	Adopter une posture managériale pour animer et gérer son équipe

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Modalités d'évaluation 1

Type	Contrôle Continu
Poids	40%
Formes	Ecrit individuel / Oral collectif

Modalités d'évaluation 2

Type	Examen Final
Poids	60%
Formes	Ecrit individuel