Master 1 Full English Course overview

Spring semester 2027

éKLore -ed.

Business · Sport · Management

Legal culture - 30h / 4 ECTS

Course description

This course aims to enable students to grasp key legal concepts and their importance in the business world. It will enable them to understand key legal concepts and their importance in the business world. Students will develop their ability to analyze complex legal situations and assess their implications for businesses. In addition, this course will strengthen students' legal knowledge, preparing them to make informed decisions in a professional context. Finally, it will encourage the application of legal principles to real-world cases encountered in the business world.
40% continuous assessment / 60% final exam

Learning outcomes

- Mastery of major legal issues by drawing on fundamental knowledge of law
- Analyze legal texts and interpret their scope.
- Identify legal risks and develop strategies to mitigate them.
- Effectively communicate legal concepts to non-lawyers.
- Collaborate on case studies and projects, promoting the sharing of

Ethics, IA & Business - 30h / 4 ECTS

Course description

This course addresses the ethical issues facing modern businesses, with a particular focus on communication, corporate social responsibility (CSR), and the impact of actions on stakeholders. It aims to train managers to reconcile economic performance and ethical responsibility in their professional practices.
The course also highlights the ethical and strategic dilemmas associated with the development and use of AI technologies in business. The goal is to train managers to understand the ethical and organizational implications of AI, anticipate the associated risks and opportunities, and reconcile economic performance, ethical responsibility, and the controlled adoption of digital technologies.
40% continuous assessment / 60% final exam

Learning outcomes

- Raise students' awareness of ethical issues in business and responsible communication.
- Develop the ability to identify, analyze, and resolve ethical dilemmas in a business context.
- Collaborate on case studies and projects, promoting the sharing of perspectives.
- Study common ethical dilemmas in business (corruption, confidentiality, respect for human rights).
- Analyze tensions between profitability and ethics.
- Be able to critically analyze and evaluate the use of artificial intelligence in business.

Research for managers - 30h / 4 ECTS

Course description

In a context of information overload, the polarizing effect of social media algorithms, "alternative truths," information warfare with all the manipulation that it entails, and the widespread use of AI without understanding its fundamentals, it is becoming increasingly difficult to distinguish truth from falsehood, including within organizations. This course aims to give students the keys to designing a scientific process for constructing/validating knowledge. The goal is to give students an initial introduction to research methodology.

100% continuous assessment

Learning outcomes

- Understand the fundamental principles of research.
- Learn how to formulate research questions and design research projects. Develop basic knowledge of research methodology.
- Acquire vocabulary related to research methodology
- Know the essential elements that must be included in the summary of a scientific research report
- Know how to pose (justify) a problem
- Understand the differences between qualitative and quantitative methodology

éklosion: Entrepreneurial sprint - 15h / 2 ECTS

Course description

The Éklosion project aims to promote and develop students' individual and personal initiatives. Recognizing the success of the leisure economy and the time devoted to activities outside of work, this course aims to cultivate soft skills and life skills through various personal projects such as sports, philanthropy, cultural activities, professional training, event planning, or community involvement.

This semester will focus in particular on entrepreneurial project management.

100% continuous assessment

Learning outcomes

- Project planning skills
- Resource identification and management
- Time management and personal productivity.
- Improving productivity management and work-life balance
- Implementation of life skills

Impact marketing - 30h / 4 ECTS

Course description

This marketing course links the different levels of decision-making within a company to marketing decisions (link between mission, choice of strategic areas of activity, general strategy, marketing strategy, operational marketing). It then details the nature and content of decisions at the strategic level of marketing. Next, it defines the main quantitative indicators in analytical marketing. Finally, it establishes the link between analytical marketing metrics and strategic marketing decisions.
40% continuous assessment / 60% final exam

Learning outcomes

- Using quantitative indicators and understanding the components of strategic decisions are necessary for defining strategic recommendations in marketing.
- Understand the link between marketing decisions and general business decisions. And formulate recommendations that are consistent with all of these dimensions.
- Formulate recommendations by articulating numerical indicators, general company strategy, and marketing strategy.

French as foreign language - 30h / 4 ECTS

Course description

This course is designed for non-native speakers who want to develop practical French language skills for everyday life, academic contexts, and professional communication in France. Through an interactive, communicative approach, students build competence in speaking, listening, reading, and writing, while improving pronunciation and expanding essential vocabulary and grammar. The course also integrates French culture and intercultural communication, helping students navigate common social and university/work situations (introducing oneself, emailing, participating in discussions, understanding administrative procedures, etc.). Learning activities include role-plays, short presentations, guided writing tasks, and authentic materials (videos, articles, forms, and real-life dialogues).
100% continuous assessment

Learning outcomes

- Communicate effectively in common real-life situations (introductions, directions, shopping, healthcare, university services) using appropriate vocabulary, pronunciation, and interaction strategies.
- Understand and produce clear spoken and written French for academic and professional settings (emails, short reports, classroom participation, summaries), with improved grammatical accuracy and coherence.
- Demonstrate intercultural competence

People at the heart of change - 30h / 4 ECTS

Course description

This course designed for Master 1 students, emphasizing the development of essential soft skills to manage uncertainty. The course focuses on enhancing leadership, flexibility, adaptability, problem solving, critical thinking, and emotional intelligence needed to thrive in unpredictable environments. Through theoretical frameworks, case studies, interactive sessions, and real-world applications, students will learn to manage risk, make effective decisions, solve problems and lead efficiently when faced with radical uncertainty. By understanding the dynamics of uncertainty, students will be better prepared to face challenges, seize opportunities, and guide their teams with confidence. This course aims to cultivate the necessary competencies and mindset for future managers to excel in a rapidly evolving business landscape.
40% continuous assessment / 60% final exam

Learning outcomes

- Demonstrate the ability to break down complex business problems and opportunities into manageable components, using data and evidence to support their analysis.
- identify and dissect business problems and opportunities, employing analytical tools and frameworks.
- Provide clear, actionable, and strategic recommendations based on their analysis.

Psychosocial risks and transformation - 30h / 4 ECTS

Course description

This course explores the intersection of psychological risks and organizational transformation. Through in-depth case studies, students will analyze how psychological factors such as stress, burnout, and employee well-being impact organizational change processes. The main aim is to equip students with the skills to identify, assess, and manage psychological risks in the context of transformational initiatives. By examining real-world examples, students will learn to develop strategies that foster resilience and promote a positive organizational culture during periods of change. This course combines theoretical frameworks with practical applications to prepare future managers for leading successful and psychologically sound transformations.

40% continuous assessment / 60% final exam

Learning outcomes

- Identify and analyze business problems and opportunities and formulate recommendations for courses of action
- Evaluate the underlying causes and potential impacts of identified psychological problems and opportunities through comprehensive analysis and data interpretation.
- Synthesize viable recommendations for courses of action, integrating analytical findings.