

LETTER OF AGREEMENT

Between

Association Léonard de Vinci -- Pôle Universitaire Léonard de Vinci (PULV)
2, avenue Léonard de Vinci
Courbevoie - Hauts de Seine
92916 Paris La Defense Cedex, France

And

University of Louisiana System (UL System)
1201 North Third Street
Suite 7-300
Baton Rouge, Louisiana 70802
United States

Association Léonard de Vinci, which manages Pôle Universitaire Léonard de Vinci (PULV) and its three institutions (Ecole de Management, Ecole Supérieure d'Ingénieurs Léonard de Vinci and Institut International du Multimédia) and the University of Louisiana System (UL System), which is composed of eight institutions (Grambling State University, Louisiana Tech University, McNeese State University, Nicholls State University, Northwestern State University, Southeastern Louisiana University, University of Louisiana at Lafayette, and University of Louisiana at Monroe), wish to expand cooperative educational exchange, teaching, and research and have set forth the following letter of agreement pursuant to the Memorandum of Understanding signed on September 18, 2008 between the parties.

Student Exchange Opportunities

Article 1.

Using a metric of two students per academic year per institution, the UL System will accept up to 16 students from PULV (or up to 32 students for one semester/quarter) for study starting Fall, 2009. Eligible PULV students must be enrolled in Year 3 of their studies in France and will be admitted as non-degree visiting students. Where possible, the enrollment distribution of these students across the eight institutions of the UL System should be equivalent.

Article 2.

PULV may enroll up to 16 students per academic year (or up to 32 students for one semester) from UL System institutions starting Spring, 2010. Eligible UL System students must be of at least of junior standing and will be admitted as visiting students.

Article 3.

The plan for student semester/quarter credit hours to be transferred to the home institution must be established before students enroll at their host school. PULV students must enroll in at least

four courses per semester or three courses per quarter while in Louisiana; UL System students must enroll in at least four courses per semester while in France.

Article 4.

In keeping with accepted practice associated with international student exchange, students will pay all tuition and fees at their home institution and will pay costs of room and board to the host institution. Students will be required to buy or rent their textbooks in accordance with host school and course requirements. Students will also be required to complete admission and housing application forms, and pay associated host school application fees and deposits.

Article 5.

In the case where more than 16 students per academic year (or 32 students for one semester/quarter) from PULV desire to study at a UL System institution, they shall pay tuition and fees according to the institution's international student tuition and fee schedule. This cost of attendance for each UL System school will be sent to PULV in July. Similarly, in the case where a student who is enrolled for a semester/quarter of study desires to extend their stay by one semester/quarter, they too shall pay tuition and fees according to the institution's international student tuition and fee schedule. Additionally, such students shall buy/rent textbooks and pay costs of room and board to the host institution.

Article 6.

Travel costs to/from the host institution will be the responsibility of each student. Neither party accepts any financial responsibility for students sponsored by the other.

Article 7.

United States Federal law and European Union regulations require all prospective international students to demonstrate evidence of financial ability to support themselves while studying abroad before visa documents may be issued. Students must meet all immigration regulations of the host country.

Article 8.

Credit for all academic work completed at the host university will reflect the requirements, policies, and procedures in effect at the host university at the time of the student's arrival. Participating students will need to make arrangements with their host institution to provide their home institution with an official transcript of grades and pay any related transcript fees. Each university agrees to expedite, as rapidly as possible, the transmission of transcripts to the home institution and visiting student, when requested.

Article 9.

Each institution shall be responsible for the selection of student candidates for this program. Candidates shall demonstrate sufficient command of English (as this English will be the language of instruction for courses at all participating institutions), outstanding adaptability, maturity and sense of responsibility, and successful completion of necessary academic courses prior to the exchange.

Article 10.

As English will be the language of instruction, PULV will prescreen eligible students for language proficiency and certify English abilities in writing. UL System institutions will certify in writing that participating students who are non-native speakers of English meet minimum language proficiency requirements.

Article 11.

UL System students attending PULV will be responsible for their own medical, hospitalization, and accident insurance. PULV students studying at UL System institutions must maintain required medical and repatriation insurance at their own expense in accordance with host institution policies. In all cases, insurance must be effective from the date of departure to the date of return to the home country.

Article 12.

Each University will appoint a coordinator(s) to serve as advisor(s) to incoming students and to home students who are interested in studying abroad.

Article 13.

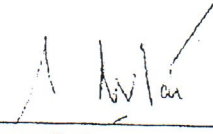
Neither party shall indemnify the other party for that portion of any claim, loss or damage arising hereunder due to the other party's negligent act or failure to act. Each party shall be fully liable for the actions of its agents, employees or partners and shall fully indemnify the other party from all suits, actions, damages and costs of every name and description, including attorneys' fees, relating to personal injury and damage to real or personal tangible property which may be caused by its agents, employees or partners without limitation.

Article 14.

Contact persons shall review this letter of agreement for appropriateness in January 2010 and may make any necessary adjustments at that time. Should the need arise to do so before that time (and beyond January 2010), changes can be made upon mutual consent.

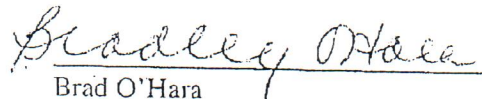
Article 15.

The contact persons for this letter of agreement are:



Philippe Dubost
Directeur Général Adjoint
Pôle Universitaire Léonard de Vinci

Date: May 03/09



Brad O'Hara
Provost & VP for Academic Affairs
University of Louisiana System

Date: April 17/09

COPY

Language Proficiency Report

This report is provided for applicants planning to pursue coursework, besides language courses, in a language other than their native language(s).

Family Name of the Applicant : PEYREGNE

First Name(s) of the Applicant : Martin

Date and Place of birth : 16/10/1990 at Courbevoie

Language tested : _____ ENGLISH _____

To be completed by a Professional Language Instructor

Your opinion of the applicant will be of great assistance in the selection process. It is important that your comments be detailed and frank. Thank you for your assistance.

1. How was the evaluation determined?

- Based on knowledge of applicant's coursework in language at this institution.
- Written examination. Name of test and date administered: **January 2012**
- Oral examination. Date administered: **January 2012**

2. Please indicate your opinion of the applicant's present language ability in each of the following categories.

a. Aural Comprehension

- None
- Limited to slow, uncomplicated sentences
- Understands simple conversation
- Understands conversation on simple academic topics
- Understands sophisticated discussions of academic topics

b. Writing Ability

- None
- Writes simple sentences on conventional topics, with some errors in spelling and structure
- Writes on academic topics with few errors in structure and spelling
- Writes with idiomatic ease of expression and feeling for the style of the language

c. Speaking Ability

- None
- Able to complete structurally simple, short phrases
- Uses basic grammatical structure, speaking with limited vocabulary
- Uses structural patterns, but not with consistent accuracy; adequate to participate in conversational topics
- Has control over structural patterns; can handle wide range of conversational situations

d. Reading Ability

- None
- Limited to simple vocabulary and sentence structure
- Understands conventional topics and non-technical subjects
- Understands materials which contain idioms and specialised terminology
- Understands sophisticated materials, including those in proposed field of study

3. What is your opinion of the applicant's ability to pursue university-level coursework in this language?

- Will require considerable training before necessary competence can be attained
- Will require additional training before beginning the exchange
- Should be able to manage adequately after a short period of adjustment abroad
- Should have no difficulty

4. Please add any additional comments relating to the applicant's linguistic ability.

5. Please mark as appropriate:

- I do not approve the applicant for study abroad in this language
- I conditionally approve the applicant for study abroad in this language
- I unconditionally approve the applicant for study abroad in this language

6. In the case of conditional approval, what are the conditions the applicant must satisfy to receive clearance for study abroad?

Instructor's signature : _____ Date : 04/09/12

Name : on behalf of Alphonsus STEWART (Director of the Language Department), Thomas Blanc de la Carrere
Position and Title : Institutional Coordinator Lifelong Learning Programme
Office address and telephone : Pole Universitaire Léonard de Vinci, 92916 Paris La Défense Cédex, France
Tel : +33 1 41 16 72 92 ; Fax : +33 1 41 16 73 34

Toile Universitaire
Management
Syllabus



Syllabus

5 Years Program

FIRST YEAR

Sem.	Modules	Hélisa Codes	Departements	Heads od Departement	ECTS	Hours
1	Introduction week: Business simulation	MEMLVM1102	Marketing and Sales	M.Lima		15,00
1	Key features to contemporary world	MEMLCG1101	Culture and Communication	T. Mesny	3	17,50
1	Oral and written Communication tools	MEMLCG1102	Culture and Communication	T. Mesny	2	35,00
1	Improving Written Communication (1)	MEMLCG1103	Culture and Communication	T. Mesny	0	17,50
1	IT Tools 1	MEMLVM1103	Marketing and Sales	N. Jouini	2	17,50
1	Introduction to Law- National Legal System	MEMLDR1101	Law	J. Zaragoza	3	17,50
1	Information Search techniques	MEMLIT1101	Infothèque - Library	V. Mesguich	1	6,25
1	Company Organizations 1	MEMLRH1101	Management and HR	P. Spach	3	17,50
1	Problem-based learning 1	MEMLRH1102	Management and HR	P. Spach	3	25,00
1	Civic problem-based learning 1	MEMLRH1104	Culture and Communication	P. Spach		
1	Financial Mathematics basics (2)	MEMLFI1102	Finance and Management	J.C. Brunie	0	10,00
1	Statistic tools	MEMLFI1103	Finance and Management	J.C. Brunie	2	20,00
1	Introduction to Financial Accounting	MEMLFI1101	Finance and Management	J.C. Brunie	2	35,00
1	Starting a business - PEEGO project	MEMLVM1104	Marketing and Sales	L. Namaci	1	1 jour
1	Developping personal potential **	MEMLRH1103	Management and HR	P. Spach	1	12,50
1	Internship search	MEMLVM1101	Professional Project and Career advising	L. Guichard	1	7,50
1	Modern Foreign Language 1: English	MEMLLV1101	Foreign Languages	A. Stewart	3	Blended Learning
1	Modern Foreign Language 2: German, Spanish...	MEMLLV1102	Foreign Languages	A. Stewart	2	Blended Learning
1	Sport	MEMLSP1101	Sport	A. Manchado	2	12,50

(1) and (2) For those students who revealed a low level at the test in September

TOTAL **31** **266,25**

Sem.	Modules	Hélisa Codes	Departements	Heads od Departement	ECTS	Hours
2	Oral Communication tools	MEMLCG1202	Culture and Communication	T. Mesny	2	17,50
2	IT Tools 2	MEMLVM1203	Marketing and Sales	N. Jouini	2	17,50
2	Company Organizations 2	MEMLRH1201	Management and HR	P. Spach	2	17,50
2	Problem-based learning 2	MEMLRH1202	Management and HR	P. Spach	4	17,50
2	Civic problem-based learning 2	MEMLRH1205	Culture and Communication	P. Spach		
2	The actors of Economics	MEMLEC1202	Economics	S. Matelly	2	17,50
2	Balance sheet and income statement	MEMLFI1201	Finance and Management	J.C. Brunie	2	17,50
2	Marketing fundamentals	MEMLVM1202	Marketing and Sales	P. Wagner	3	17,50
2	Sales fundamentals	MEMLVM1201	Marketing and Sales	P. Coffre	2	17,50
2	Developping personal potential **	MEMLRH1204	Management et RH	P. Spach	1	12,50
2	Modern Foreign Language 1: English	MEMLLV1201	Foreign Languages	A. Stewart	3	Blended Learning
2	Modern Foreign Language 2: German, Spanish...	MEMLLV1202	Foreign Languages	A. Stewart	2	Blended Learning
2	Sport	MEMLSP1201	Sport	A. Manchado	2	12,50
2	Compulsory internship- Internship Report only	MEMLAA1204			5	

TOTAL **31** **152,50**

	Contribution to School life (associations, etc.)	MEMLAA1202	Direction		2	
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TOTAL FOR THE WHOLE YEAR **64** **418,75**

** second half of the class

SECOND YEAR

Sem.	Modules	Hélisa Codes	Departements	Heads od Departement	ECTS	Hours
3	Business Law	MEMLDR1301	Law	J. Zaragoza	2	17,50
3	Introduction ato International Affairs	MEMLEC1302	Economics	B. Nivet	2	17,50
3	Financial Mathematics	MEMLFI1302	Finance and Management	J.C. Brunie	2	17,50
3	Economic Environment	MEMLEC1301	Economics	S.Mately	2	17,50
3	Getting ready for the international internship	MEMLVM1302	Professional Project and Career advising	L. Guichard	1	7,50
3	Problem-based learning 3	MEMLRH1301	Management and HR	P. Spach	3	17,50
3	Management Accounting	MEMLFI1303	Finance and Management	C. Farcouli	3	17,50
3	Financing Organizations	MEMLFI1304	Finance and Management	C. Farcouli	3	17,50
3	Initiation to Taxation	MEMLFI1305	Finance and Management	J.C. Brunie	2	17,50
3	Marketing strategies	MEMLVM1305	Marketing and Sales	V. Ferrouillat	2	17,50
3	Settling Mix Marketing	MEMLVM1306	Marketing and Sales	V. Ferrouillat	2	15,00
3	Modern Foreign Language 1: English	MEMLLV1301	Foreign Languages	A. Stewart	3	Blended Learning
3	Modern Foreign Language 2: German, Spanish...	MEMLLV1302	Foreign Languages	A. Stewart	2	Blended Learning
3	Sport	MEMLSP1301	Sport	A. Manchado	2	12,50

TOTAL

31 192,50

Sem.	Modules	Hélisa Codes	Departements	Heads od Departement	ECTS	Hours
4	Business ethics	MEMLCG1401	Culture and Communication	T. Mesny	2	17,50
4	Introduction to Logistical and Industrial Operations	MEMLDR1401	Law	J. Zaragoza	2	17,50
4	Introduction to Information systems	MEMLVM1405	Marketing and Sales	N.Jouini	2	17,50
4	Preparation for International Internships (7,5h)and Conferences on Life for expatriates (2,5h)	MEMLVM1404	Orientation Projet Professionnel / Economie	L. Guichard S. Mately	2	10,00
4	Human Resource Management	MEMLRH1401	Management and HR	P. Spach	2	17,50
4	Introduction to Management	MEMLRH1405	Management and HR	P. Spach	2	17,50
4	Financial Analysis	MEMLFI1401	Finance and Management	C. Farcouli	3	17,50
4	Introduction to Management Control	MEMLFI1402	Finance and Management	C. Farcouli	3	17,50
4	Market studies	MEMLVM1401	Marketing and Sales	L. Namaci	3	17,50
4	Negociation techniques	MEMLVM1402	Marketing and Sales	JJ Machuret	3	15,00
4	Modern Foreign Language 1: English	MEMLLV1401	Foreign Languages	A. Stewart	3	Blended Learning
4	Modern Foreign Language 2: German, Spanish...	MEMLLV1402	Foreign Languages	A. Stewart	2	Blended Learning
4	Sport	MEMLSP1401	Sport	A. Manchado	2	12,50
4	Optional internship	MEMLAA1404				

TOTAL

31 177,50

	Contribution to School life (associations, etc.)	MEMLAA1402	Management team		2	
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TOTAL FOR THE WHOLE YEAR

64 370,00

THIRD YEAR

Sem.	Module Titles	Codification Hélsa	Departments	Responsible for the Module	ECTS	Hours
5	French cultural influence	MEMLCG2502	Culture and Communication	T.Mesny	2	17,50
5	French Institutions	MEMLDR2503	Law	J. Zaragoza	2	17,50
5	E.U. institutions	MEMLEC2502	Economics	B.Nivet	2	17,50
5	Introduction to International Accounting	MEMLFI2503	Finance and Management	J Wantz-Tynan	2	17,50
5	Management Accounting	MEMLFI2504	Finance and Management	J Wantz-Tynan	3	17,50
5	Financial strategies for emerging companies	MEMLFI2508	Finance and Management	J Wantz-Tynan	3	17,50
5	Managing strategies	MEMLRH2503	Management and HR	P. Spach	3	17,50
5	International Marketing Perspectives: EU, US, China, Brazil	MEMLVM2505	Marketing and Sales	M.Lima	3	40,00
5	Social Media and E-reputation	MEMLVM2512	Marketing and Sales	C. Ghetty	2	17,50
5	The European Policies and implications for Business	MEMLEC2504	Economics	B.Nivet	3	17,50
5	English	MEMLLV2501	Foreign Languages	A. Stewart	2	Blended Learning
5	Second modern language	MEMLLV2502	Foreign Languages	A. Stewart	2	Blended Learning
5	Sport	MEMLSP2501	Sport	A. Manchado	2	12,50

TOTAL

31 210,00

Sem.	Module Titles	Codification Hélsa	Departments	Responsible for the Module	ECTS	Hours
6	Introduction to European culture	MEMLCG2602	Culture & Communication	T.Mesny	2	17,50
6	Lobbying	MEMLEC2604	Economics	S.Mately	2	17,50
6	Intercultural Management & Internship Feedback	MEMLEC2607	Economics	S.Mately	2	17,50
6	International & European Law	MEMLDR2603	Law	J. Zaragoza	2	17,50
6	Leading people and organization	MEMLRH2603	Management and HR	P. Spach	2	17,50
6	Global vs Local	MEMLRH2604	Management and HR	P. Spach	2	17,50
6	Business Case Seminar	MEMLFI2605	Finance and Management	J Wantz-Tynan	2	17,50
6	Financial analysis in the EU	MEMLFI2606	Finance and Management	J Wantz-Tynan	2	17,50
6	Performance and Control Systems	MEMLFI2603	Finance and Management	J Wantz-Tynan	2	17,50
6	International Marketing Project	MEMLVM2607	Marketing and Sales	I. Dalla Pozza	3	2,50
6	International week	MEMLRI2601	International relations Department	MJ. Gridel	2	18,00
6	Visits of companies and French institutions	MEMLEC2605	Economics	S.Mately	2	17,50
6	English	MEMLLV2601	Foreign Languages	A. Stewart	2	Blended Learning
6	Second modern language	MEMLLV2602	Foreign Languages	A. Stewart	2	Blended Learning
6	Sport	MEMLSP2601	Sport	A. Manchado	2	12,50

TOTAL

31 208,00

	Contribution to School life (associations, etc.)	MEMLAA2602	Management team		2	
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TOTAL FOR THE WHOLE YEAR

64 418,00

EMLV COMMON COURSES

Sem.	Module Titles	Codification Hélsa	Departments	Responsible for the Module	ECTS	Hours
7	Welfare system in France	MEMLCGS-01	Culture and Communication	T. Mesny	2	17,50
7	The invention of social economy in France	MEMLCGS-02	Culture and Communication	T. Mesny		
7	Cinema	MEMLCGS-03	Culture and Communication	T. Mesny		
7	Back to nature and Sustainable Development	MEMLCGS-04	Culture and Communication	T. Mesny		
7	The religious phenomenon	MEMLCGS-05	Culture and Communication	T. Mesny		
7	Communication and modernity	MEMLCGS-06	Culture and Communication	T. Mesny		
7	Contemporary myths	MEMLCGS-07	Culture and Communication	T. Mesny		
7	Decoding economic media	MEMLCGS-08	Culture and Communication	T. Mesny		
7	History and market of Art	MEMLCGS-09	Culture and Communication	T. Mesny		
7	Cultural globalization	MEMLCGS-10	Culture and Communication	T. Mesny		
7	International Economics	MEMLEC2702	Economie	S.Mately	2	17,50
7	Economic intelligence	MEMLRH2701	Management et RH	P. Spach	1	8,75
7	English	MEMLLV2701	Foreign Language	A. Stewart	2	BL
7	Second modern language: Spanish, German,...	MEMLLV2702	Foreign Language	A. Stewart	2	BL
7	Sport	MEMLSP2701	Sport	A. Manchado	2	12,50
7	Business Simulation	MEMLFI2709	Finance and Management	J. Wantz-Tynan	4	20,00
7	Research techniques	MEMLFI2701	Marketing and sales	I. Dalla Pozza		17,50

FINANCE AND MANAGEMENT COMMON COURSES

15 93,75

Sem.	Module Titles	Codification Hélsa	Departments	Responsible for the Module	ECTS	Hours
7	Dynamics of Financial Markets	MEMLFI2702	Finance and Management	J.E. Carlotti	3	25,00
7	Forward planning and Funds	MEMLFI2703	Finance and Management	C. Farcouli	2	25,00
7	Corporate Accounting	MEMLFI2704	Finance and Management	J.C. Brunie	2	17,50
7	Accounts consolidation	MEMLFI2706	Finance and Management	J.C. Brunie	2	17,50
7	Economics indicators and reporting	MEMLFI2707	Finance and Management	C. Farcouli	2	17,50
7	Direct taxation (advanced course)	MEMLFI2705	Finance and Management	J.C. Brunie	2	17,50

TOTAL

13 120,00

28 213,75

EMLV COMMON COURSES

Sem.	Module Titles	Codification Hélsa	Departments	Responsible for the Module	ECTS	Hours
8	English	MEMLLV2801	Foreign Language	A. Stewart	2	BL
8	Second modern language: Spanish, German,...	MEMLLV2802	Foreign Language	A. Stewart	2	BL
8	Geopolitics	MEMLEC2801	Economics	B. Nivet	1	17,50
8	Sport	MEMLSP2801	Sport	A. Manchado	2	12,50
8	Research techniques	MEMLVM2826	Marketing and Sales	I. Dalla Pozza	5	5,00
8	Entrepreneurship seminar	MEMLVM2825	Marketing and Sales	L. Namaci	2	3 jrs
8	Optional internship (2 months at least)	MEMLAA2804				

FINANCE AND MANAGEMENT COMMON COURSES

14 35,00

Sem.	Module Titles	Codification Hélsa	Departments	Responsible for the Module	ECTS	Hours
8	Financial and Efficiency audit	MEMLFI2802	Finance and Management	C. Farcouli	1	17,50
8	International financial rules	MEMLFI2803	Finance and Management	J. Wantz-Tynan	1	17,50
8	Indirect taxation of companies	MEMLFI2804	Finance and Management	J.C. Brunie	1	17,50
8	IS in a business environment	MEMLFI2805	Finance and Management	L. Aléonard	1	17,50
8	Financial decision support	MEMLFI2806	Finance and Management	A. Sahli	2	17,50
8	Property Law	MEMLDR2801	Law	J. Zaragoza	2	17,50

OPTION: CORPORATE FINANCE

8 105,00

Sem.	Module Titles	Codification Hélsa	Departments	Responsible for the Module	ECTS	Hours
8	Derivative markets and risk management	MEMLFI2808	Finance and Management	J.E. Carlotti	3	35,00
8	Corporate rating	MEMLFI2809	Finance and Management	A. Sahli	3	25,00
8	Accountant and Financial engineering	MEMLFI2810	Finance and Management	S. Khemiri	3	35,00
8	Finance Problem-based learning	MEMLFI2815	Finance and Management	A. Sahli	3	8,00

OPTION: MANAGEMENT CONTROL

12 103,00

Sem.	Intitulé des modules	Codification Hélsa	Départements d'enseignement	Responsable d'enseignement	ECTS	Heures
8	Plans, planning and budget	MEMLFI2811	Finance and Management	S. Rmadi	3	35,00
8	Value analysis	MEMLFI2812	Finance and Management	C. Farcouli	2	17,50
8	Activity Based Costing	MEMLFI2813	Finance and Management	S. Rmadi	2	25,00
8	IT tools for Management Control	MEMLFI2814	Finance and Management	S. Rmadi	2	17,50
8	Management control Problem-based learning	MEMLFI2816	Finance and Management	S. Rmadi	3	8,00

TOTAL

12 103,00

34 243,00

	Contribution to School life (associations, etc.)	MEMLAA2802	Management team		2	
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TOTAL FOR THE WHOLE YEAR

64 456,75

B.L. : blended learning

FOURTH YEAR - MANAGEMENT & HUMAN RESOURCES

EMLV COMMON COURSES

Sem.	Module Titles	Codification Hélsa	Departments	Responsible for the Module	ECTS	Hours
7	Welfare system in France	MEMLCGS-01	Culture & Communication	T. Mesny	2	17,50
7	The invention of social economy in France	MEMLCGS-02	Culture & Communication	T. Mesny		
7	Cinema	MEMLCGS-03	Culture & Communication	T. Mesny		
7	Back to nature and Sustainable Development	MEMLCGS-04	Culture & Communication	T. Mesny		
7	The religious phenomenon	MEMLCGS-05	Culture & Communication	T. Mesny		
7	Communication and modernity	MEMLCGS-06	Culture & Communication	T. Mesny		
7	Contemporary myths	MEMLCGS-07	Culture & Communication	T. Mesny		
7	Decoding economic media	MEMLCGS-08	Culture & Communication	T. Mesny		
7	History and market of Art	MEMLCGS-09	Culture & Communication	T. Mesny		
7	Cultural globalization	MEMLCGS-10	Culture & Communication	T. Mesny		
7	International Economics	MEMLEC2702	Economie	S.Mately	2	17,50
7	Economic intelligence	MEMLRH2701	Management et RH	P. Spach	1	8,75
7	English	MEMLLV2701	Foreign Language	A.Stewart	2	BL
7	Second modern language: Spanish, German,...	MEMLLV2702	Foreign Language	A. Stewart	2	BL
7	Sport	MEMLSP2701	Sport	A Manchado	2	12,50
7	Business Simulation	MEMLFI2709	Finance and Management	J Wantz-Tynan	4	20,00
7	Research techniques	MEMLFI2701	Marketing and sales	I Dalla Pozza		17,50

MANAGEMENT AND HUMAN RESOURCES COURSES

15 93,75

Sem.	Module Titles	Codification Hélsa	Departments	Responsible for the Module	ECTS	Hours
7	Introductory seminar	MEMLRH2709	Management & HR	Ph. Spach	1	10,00
7	Strategic Management	MEMLRH2704	Management & HR	Ph. Spach	2	17,50
7	Behaviors and Management	MEMLRH2705	Management & HR	Ph. Spach	2	17,50
7	Organizational theory	MEMLRH2710	Management & HR	Ph. Spach	1	17,50
7	Staff Management	MEMLRH2711	Management & HR	Ph. Spach	2	25,00
7	Mix HR	MEMLRH2707	Management & HR	Ph. Spach	2	25,00
7	Labor Law and Taxation	MEMLDR2701	Droit	J.Zaragoza	1	17,50
7	Business Law	MEMLDR2702	Droit	J.Zaragoza	2	17,50

TOTAL

13 147,50

EMLV COMMON COURSES

28 241,25

Sem.	Module Titles	Codification Hélsa	Departments	Responsible for the Module	ECTS	Hours
8	English	MEMLLV2801	Foreign Language	A. Stewart	2	BL
8	Second modern language: Spanish, German,...	MEMLLV2802	Foreign Language	A. Stewart	2	BL
8	Geopolitics	MEMLEC2801	Economics	B.Nivet	1	17,50
8	Sport	MEMLSP2801	Sport	A. Manchado	2	12,50
8	Research techniques	MEMLVM2826	Marketing and Sales	I. Dalla Pozza	5	5,00
8	Entrepreneurship seminar	MEMLVM2825	Marketing and Sales	L. Namaci	2	3 jrs
8	Optional Internship (2 months at least)	MEMLAA2804				

MANAGEMENT AND HUMAN RESOURCES COURSES

14 35,00

Sem.	Module Titles	Codification Hélsa	Departments	Responsible for the Module	ECTS	Hours
8	International Management	MEMLRH2801	Management & RH	Ph. Spach	3	17,50
8	Management of internal communication	MEMLRH2802	Management & RH	Ph. Spach	2	17,50
8	Social relations and reports	MEMLRH2809	Management & RH	Ph. Spach	2	17,50
8	Mix HR 2	MEMLRH2810	Management & RH	Ph. Spach	2	17,50
8	Enrollment: Instructions	MEMLRH2811	Management & RH	Ph. Spach	2	12,50
8	Education engineering	MEMLRH2812	Management & RH	Ph. Spach	2	12,50
8	Social Data Analysis	MEMLRH2806	Management & RH	Ph. Spach	3	17,50
8	Change management	MEMLRH2807	Management & RH	Ph. Spach	2	17,50
8	HR problem-based learning	MEMLRH2808	Management & RH	Ph. Spach	2	8,00

TOTAL

20 138,00

	Contribution to School life (associations, etc.)	MEMLAA2802	Management team		2	
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34 173,00

TOTAL FOR THE WHOLE YEAR

64 414,25

BL: blended learning

FOURTH YEAR: MARKETING AND SALES

EMLV COMMON COURSES

Sem.	Module Titles	Codification Héllisa	Departments	Responsible for the Module	ECTS	Hours
7	Wellfare system in France	MEMLCGS-01	Culture & Communication	T. Mesny	2	17,50
7	The invention of social economy in France	MEMLCGS-02	Culture & Communication	T. Mesny		
7	Cinema	MEMLCGS-03	Culture & Communication	T. Mesny		
7	Back to nature and Sustainable Development	MEMLCGS-04	Culture & Communication	T. Mesny		
7	The religious phenomenon	MEMLCGS-05	Culture & Communication	T. Mesny		
7	Communication and modernity	MEMLCGS-06	Culture & Communication	T. Mesny		
7	Contemporary myths	MEMLCGS-07	Culture & Communication	T. Mesny		
7	Decoding economic media	MEMLCGS-08	Culture & Communication	T. Mesny		
7	History and market of Art	MEMLCGS-09	Culture & Communication	T. Mesny		
7	Cultural globalization	MEMLCGS-10	Culture & Communication	T. Mesny		
7	International Economics	MEMLEC2702	Economics	S. Marely	2	17,50
7	Economic intelligence	MEMLRH2701	Management and HR	P. Spach	1	8,75
7	English	MEMLLV2701	Foreign Language	A. Stewart	2	BL
7	Second modern language: Spanish, German,...	MEMLLV2702	Foreign Language	A. Stewart	2	BL
7	Sport	MEMLSP2701	Sport	A. Manchado	2	12,50
7	Business Simulation	MEMLFI2709	Finance and Management	J. Wantz-Tylian	4	20,00
7	Research techniques	MEMLFI2701	Marketing and Sales	I. Dalla Pozza	17,50	

MARKETING AND SALES COMMON COURSES

15 93,75

Sem.	Module Titles	Codification Héllisa	Departments	Responsible for the Module	ECTS	Hours
7	Media and Non-Media Communication	MEMLVM2702	Marketing and Sales	C. Gherty	2	17,50
7	Trade and distribution issues	MEMLVM2708	Marketing and Sales	J. Machuret	2	17,50
7	Finance for trade people	MEMLFI2708	Finance and Management	C. Farouli	2	17,50
7	semester B options presentation	MEMLVM2706	Marketing and Sales	NE/MLVF/CG	2	5,00
7	Relational marketing	MEMLVM2706	Marketing and Sales	N. Elommal	2	17,50
7	study-based analysis	MEMLVM2707	Marketing and Sales	L. Namaci	5	42,50

13 117,50

TOTAL

28 211,25

EMLV COMMON COURSES

Sem.	Module Titles	Codification Héllisa	Departments	Responsible for the Module	ECTS	Hours
8	English	MEMLVM2801	Foreign Language	A. Stewart	2	BL
8	Second modern language: Spanish, German,...	MEMLVM2802	Foreign Language	A. Stewart	2	BL
8	Geopolitics	MEMLEC2801	Economics	B. Nivet	1	17,50
8	Sport	MEMLSP2801	Sport	A. Manchado	2	12,50
8	Research techniques	MEMLVM2826	Marketing and Sales	I. Dalla Pozza	5	5,00
8	Entrepreneurship seminar	MEMLVM2825	Marketing and Sales	L. Namaci	2	3 jrs
8	Optional internship (2 months at least)	MEMLAA2804				

MARKETING AND SALES COMMON COURSES

14 35,00

Sem.	Module Titles	Codification Héllisa	Departments	Responsible for the Module	ECTS	Hours
8	e-business	MEMLVM2801	Finance and Management	C. Gherty	2	17,50
8	Negotiation II	MEMLVM2824	Finance and Management	J. Machuret	2	17,50
8	Finance for the sales force	MEMLVM2803	Finance and Management	Z. Flath	1	17,50
8	CRM	MEMLVM2802	Finance and Management	I. Dalla Pozza	2	17,50
8	Intellectual Property Law	MEMLDR2802	Law	J. Zaragoza	1	17,50

OPTION: BRAND MANAGEMENT

8 87,50

Sem.	Module Titles	Codification Héllisa	Departments	Responsible for the Module	ECTS	Hours
8	Introduction to the option	MEMLVM2806	Marketing and Sales	V. Feroullat	2	17,50
8	Designing the strategy	MEMLVM2807	Marketing and Sales	V. Feroullat	4	35,00
8	Commercial launch and planning	MEMLVM2808	Marketing and Sales	V. Feroullat	3	35,00
8	Brand Management problem-based learning	MEMLVM2816	Marketing and Sales	V. Feroullat	3	8,00

OPTION: B2B MARKETING

12 95,50

Sem.	Module Titles	Codification Héllisa	Departments	Responsible for the Module	ECTS	Hours
8	Understanding the B2b Market	MEMLVM2809	Marketing and Sales	H. Lima	5	52,50
8	Organizing & managing the B2B Market Prg	MEMLVM2810	Marketing and Sales	H. Lima	4	35,00
8	PERS B2B	MEMLVM2817	Marketing and Sales	H. Lima	3	8,00

OPTION MARKETING SOLUTIONS SERVICES

12 95,50

Sem.	Module Titles	Codification Héllisa	Departments	Responsible for the Module	ECTS	Hours
8	Solutions and services selling	MEMLVM2812	Marketing and Sales	N. Elommal	3	30,00
8	Sectorial marketing	MEMLVM2832	Marketing and Sales	N. Elommal	2	22,50
8	Sales & Negotiation (solutions & services)	MEMLVM2814	Marketing and Sales	N. Elommal	2	17,50
8	Social media and web 2.0 services	MEMLVM2833	Marketing and Sales	N. Elommal	2	25,00
8	Marketing solution problem-based learning	MEMLVM2818	Marketing and Sales	N. Elommal	3	8,00

OPTION: GREEN MARKETING

12 103,00

Sem.	Module Titles	Codification Héllisa	Departments	Responsible for the Module	ECTS	Hours
8	Sustainable Development	MEMLVM2819	Marketing and Sales	C. Gherty	2	15,00
8	Social responsibility of companies	MEMLVM2820	Marketing and Sales	C. Gherty	2	15,00
8	Green consumers	MEMLVM2821	Marketing and Sales	C. Gherty	2	22,50
8	Green marketing & Communication	MEMLVM2822	Marketing and Sales	C. Gherty	3	35,00
8	Green marketing problem-based learning	MEMLVM2823	Marketing and Sales	C. Gherty	3	8,00

OPTION: MARKETING And SPORT MANAGEMENT

12 95,50

Sem.	Module Titles	Codification Héllisa	Departments	Responsible for the Module	ECTS	Hours
8	Introduction and jobs related to MSM	MEMLVM2827	Marketing et vente	J. Machuret	2	25,00
8	Sport Marketing	MEMLVM2828	Marketing et vente	J. Machuret	2	17,50
8	How to get an agreement in the sport area	MEMLVM2829	Marketing et vente	J. Machuret	4	35,00
8	Sport Law and Economics	MEMLVM2830	Marketing et vente	J. Machuret	1	10,00
8	MSM problem-based learning	MEMLVM2831	Marketing et vente	J. Machuret	3	8,00

TOTAL

34 218,00

	Contribution to School life (associations, etc.)	MEMLAA2802	Management eam		2	
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TOTAL FOR THE WHOLE YEAR

64 429,25

BL: blended learning

FIFTH YEAR - CORPORATE FINANCE & RISK MANAGEMENT

EMLV COMMON COURSES

Sem.	Module Titles	Codification Hélisa	Departments	Responsible for the Module	ECTS	Hours
9	Welfare system in France	MEMLCGS-01	Culture & Communication	T. Mesny	1	17,50
9	The invention of social economy in France	MEMLCGS-02	Culture & Communication	T. Mesny		
9	Cinema	MEMLCGS-03	Culture & Communication	T. Mesny		
9	Back to nature and Sustainable Development	MEMLCGS-04	Culture & Communication	T. Mesny		
9	The religious phenomenon	MEMLCGS-05	Culture & Communication	T. Mesny		
9	Communication and modernity	MEMLCGS-06	Culture & Communication	T. Mesny		
9	Contemporary myths	MEMLCGS-07	Culture & Communication	T. Mesny		
9	Decoding economic media	MEMLCGS-08	Culture & Communication	T. Mesny		
9	History and market of Art	MEMLCGS-09	Culture & Communication	T. Mesny		
9	Cultural globalization	MEMLCGS-10	Culture & Communication	T. Mesny		
9	Globalization: An economic approach	MEMLEC3901	Economics	S.Mately	1	15,00
9	Professional project management	MEMLVM3914	Professional Project and Career advising	L Guichard	2	17,50
9	Sport (Option)	MEMLSP3901	Sport	A Manchado		12,50
9	Research techniques	MEMLFI3934	Marketing and Sales	I Dalla Pozza	5	5,00
10	5 months internship	MEMLFI3001	Professional Project and Career advising	L.Guichard	20	
					29	67,50

SPECIFIC COURSES

Sem.	Module Titles	Codification Hélisa	Departments	Responsible for the Module	ECTS	Hours
9	Junior Consultant Project	MEMLFI3911	Finance and Management	A. Sahli	4	10,00
9	In depth diagnosis, rating & linking	MEMLFI3926	Finance and Management	A. Sahli	3	25,00
9	Mergers & acquisitions	MEMLFI3927	Finance and Management	A. Sahli	2	17,50
9	Private Equity	MEMLFI3928	Finance and Management	A. Sahli	2	17,50
9	Creating and relaying Companies	MEMLFI3909	Finance and Management	A. Sahli	4	30,00
9	Financial Engineering Taxation	MEMLFI3930	Finance and Management	A. Sahli	2	17,50
9	Wealth Management of the Leader	MEMLFI3931	Finance and Management	A. Sahli	1	10,00
9	Financial Law	MEMLDR3901	Law	J Zaragoza	3	25,00
9	Strategy and Risk Management	MEMLFI3903	Finance and Management	A. Sahli	3	25,00
9	Internal Audit & Risk Management	MEMLFI3932	Finance and Management	A. Sahli	2	15,00
9	Audit & Risk Management applied to Insurance	MEMLFI3939	Finance and Management	A. Sahli	1	10,00
9	Audit & Risk Management applied to Banks	MEMLFI3940	Finance and Management	A. Sahli	1	10,00
9	Ethics and Behavioral Finance	MEMLFI3941	Finance and Management	A. Sahli	2	15,00
9	VBA, Bloomberg & Reuters	MEMLFI3942	Finance and Management	A. Sahli	2	15,00
9	Global Financial System & Systemic Risks	MEMLFI3943	Finance and Management	A. Sahli	2	15,00
9	Financial Communication (Fundamentals & Methods)	MEMLFI3944	Finance and Management	A. Sahli	1	10,00
					35	267,50
TOTAL FOR THE WHOLE YEAR					64	335,00

5th year - MANAGEMENT CONTROL & INFORMATION SYSTEMS

EMLV COMMON COURSES

Sem.	Module Titles	Codification Hélisha	Departments	Responsible for the Module	ECTS	Hours
9	Welfare system in France	MEMLCGS-01	Culture & Communication	T. Mesny	1	17,50
9	The invention of social economy in France	MEMLCGS-02	Culture & Communication	T. Mesny		
9	Cinema	MEMLCGS-03	Culture & Communication	T. Mesny		
9	Back to nature and Sustainable Development	MEMLCGS-04	Culture & Communication	T. Mesny		
9	The religious phenomenon	MEMLCGS-05	Culture & Communication	T. Mesny		
9	Communication and modernity	MEMLCGS-06	Culture & Communication	T. Mesny		
9	Contemporary myths	MEMLCGS-07	Culture & Communication	T. Mesny		
9	Decoding economic media	MEMLCGS-08	Culture & Communication	T. Mesny		
9	History and market of Art	MEMLCGS-09	Culture & Communication	T. Mesny		
9	Cultural globalization	MEMLCGS-10	Culture & Communication	T. Mesny		
9	Globalization: An economic approach	MEMLEC3901	Economics	S.Mately	1	15,00
9	Professional project management	MEMLVM3914	Professional Project and Career advising	L Guichard	2	17,50
9	Sport (Option)	MEMLSP3901	Sport	A Manchado		12,50
9	Research techniques	MEMLFI3934	Marketing and Sales	I Dalla Pozza	5	5,00
10	5 months internship	MEMLFI3001	Professional Project and Career advising	L.Guichard	20	

29 67,50

SPECIFIC COURSES

Sem.	Module Titles	Codification Hélisha	Departments	Responsible for the Module	ECTS	Hours
9	Junior Consultant Project	MEMLFI3937	Finance and Management	J Wantz-Tynan	4	17,50
9	Social Controm Management	MEMLFI3935	Finance and Management	J Wantz-Tynan	3	17,50
9	Budget Control	MEMLFI3914	Finance and Management	J Wantz-Tynan	4	35,00
9	IF Tools II	MEMLFI3945	Finance and Management	J Wantz-Tynan	3	17,50
9	Decision support tools	MEMLFI3917	Finance and Management	J Wantz-Tynan	3	17,50
9	Information Systems	MEMLFI3918	Finance and Management	J Wantz-Tynan	3	25,00
9	Training on an ERP (SAP)	MEMLFI3919	Finance and Management	J Wantz-Tynan	0	17,50
9	Business plan, investments and rating	MEMLFI3920	Finance and Management	J Wantz-Tynan	4	35,00
9	Internal Audit	MEMLFI3946	Finance and Management	J Wantz-Tynan	2	17,50
9	Sectorial and Financial Diagnosis	MEMLFI3912	Finance and Management	J Wantz-Tynan	4	25,00
9	Control Management applied to Sectors	MEMLFI3923	Finance and Management	J Wantz-Tynan	2	35,00
9	Yield Management	MEMLFI3936	Finance and Management	J Wantz-Tynan	3	17,50

35 277,50

TOTAL FOR THE WHOLE YEAR

64 345,00

FIFTH YEAR – MARKET FINANCE

EMLV COMMON COURSES

Sem.	Module Titles	Codification Hélisa	Departments	Responsible for the Module	ECTS	Hours
9	Welfare system in France	MEMLCGS-01	Culture & Communication	T. Mesny	1	17,50
9	The invention of social economy in France	MEMLCGS-02	Culture & Communication	T. Mesny		
9	Cinema	MEMLCGS-03	Culture & Communication	T. Mesny		
9	Back to nature and Sustainable Development	MEMLCGS-04	Culture & Communication	T. Mesny		
9	The religious phenomenon	MEMLCGS-05	Culture & Communication	T. Mesny		
9	Communication and modernity	MEMLCGS-06	Culture & Communication	T. Mesny		
9	Contemporary myths	MEMLCGS-07	Culture & Communication	T. Mesny		
9	Decoding economic media	MEMLCGS-08	Culture & Communication	T. Mesny		
9	History and market of Art	MEMLCGS-09	Culture & Communication	T. Mesny		
9	Cultural globalization	MEMLCGS-10	Culture & Communication	T. Mesny		
9	Globalization: An economic approach	MEMLEC3901	Economics	S.Mately	1	15,00
9	Professional project management	MEMLVM3914	Professional Project and Career advising	L. Guichard	2	17,50
9	Sport (Option)	MEMLSP3901	Sport	A Manchado		12,50
9	Research techniques	MEMLFI3934	Marketing and Sales	I Dalla Pozza	5	5,00
10	5 months internship	MEMLFI3001	Professional Project and Career advising	L.Guichard	20	
					29	67,50

SPECIFIC COURSES

Sem.	Module Titles	Codification Hélisa	Departments	Responsible for the Module	ECTS	Hours
9	Macroeconomics applied to Financial Markets	MEMLFI3947	Finance and Management	J-E Carlotti	3	20,00
9	Technical Analysis	MEMLFI3948	Finance and Management	J-E Carlotti	3	20,00
9	Derivatives	MEMLFI3949	Finance and Management	J-E Carlotti	3	25,00
9	Structured Product	MEMLFI3950	Finance and Management	J-E Carlotti	3	15,00
9	Financial Risk	MEMLFI3951	Finance and Management	J-E Carlotti	4	30,00
9	Asset Valuation (Asset pricing models)	MEMLFI3952	Finance and Management	J-E Carlotti	3	35,00
9	Fixed Income	MEMLFI3953	Finance and Management	J-E Carlotti	3	25,00
9	Commodities	MEMLFI3954	Finance and Management	J-E Carlotti	3	15,00
9	Financial softwares	MEMLFI3955	Finance and Management	J-E Carlotti	3	35,00
9	Compliance, Ethics & Corporate Governance	MEMLFI3956	Finance and Management	J-E Carlotti	3	25,00
9	Junior Consultant Project	MEMLFI3957	Finance and Management	J-E Carlotti	4	17,50
					35	262,50
TOTAL FOR THE WHOLE YEAR					64	330,00

FIFTH YEAR - SUSTAINABLE DEVELOPMENT AND COMPANIES

EMLV COMMON COURSES

Sem.	Module Titles	Codification Hélisha	Departments	Responsible for the Module	ECTS	Hours
9	Welfare system in France	MEMLCGS-01	Culture & Communication	T. Mesny	1	17,50
9	The invention of social economy in France	MEMLCGS-02	Culture & Communication	T. Mesny		
9	Cinema	MEMLCGS-03	Culture & Communication	T. Mesny		
9	Back to nature and Sustainable Development	MEMLCGS-04	Culture & Communication	T. Mesny		
9	The religious phenomenon	MEMLCGS-05	Culture & Communication	T. Mesny		
9	Communication and modernity	MEMLCGS-06	Culture & Communication	T. Mesny		
9	Contemporary myths	MEMLCGS-07	Culture & Communication	T. Mesny		
9	Decoding economic media	MEMLCGS-08	Culture & Communication	T. Mesny		
9	History and market of Art	MEMLCGS-09	Culture & Communication	T. Mesny		
9	Cultural globalization	MEMLCGS-10	Culture & Communication	T. Mesny		
9	Globalization: An economic approach	MEMLEC3901	Economics	S.Matelly	1	15,00
9	Professional project management	MEMLVM3914	Professional Project and Career advising	L. Guichard	2	17,50
9	Sport (Option)	MEMLSP3901	Sport	A Manchado		12,50
9	Research techniques	MEMLFI3934	Marketing and Sales	I Dalla Pozza	5	5,00
10	5 months internship	MEMLEC3001	Professional Project and Career advising	L. Guichard	20	
					29	67,50

SPECIFIC COURSES

Sem.	Module Titles	Codification Hélisha	Departments	Responsible for the Module	ECTS	Hours
Axis 1 : The new rules for SD						
9	Actors and Regulation tools for SD	MEMLEC3919	Economics	Sylvie Matelly	2	10,00
9	Energy & SD (European Union)	MEMLEC3920	Economics	Sylvie Matelly	2	10,00
9	A regulation framework (UE)	MEMLEC3904	Economics	Sylvie Matelly	2	10,00
Axis 2 : Strategic issues for companies						
9	Strategic approach and SD	MEMLEC3907	Economics	Sylvie Matelly	3	20,00
9	Corporate and Social Responsibility	MEMLEC3906	Economics	Sylvie Matelly	1	10,00
9	the Implications of SD forSME	MEMLEC3921	Economics	Sylvie Matelly	1	10,00
9	Infmrnation Systems & Green it	MEMLEC3922	Economics	Sylvie Matelly	1	10,00
Axis 3 : Tools and Techniques						
9	Junior Consultant Project	MEMLEC3923	Economics	Sylvie Matelly	4	25,00
9	Measurement tools	MEMLEC3908	Economics	Sylvie Matelly	2	15,00
9	SD Rating Agencies Methodolgy	MEMLEC3911	Economics	Sylvie Matelly	1	10,00
9	Communication and SD	MEMLEC3909	Economics	Sylvie Matelly	1	10,00
Axis 4 : Major						
9	Marketing & SD	MEMLEC3915	Economics	Sylvie Matelly	1	10,00
9	Sustainable Procurement	MEMLEC3916	Economics	Sylvie Matelly	2	15,00
9	Sustainable and Responsible Logistics	MEMLEC3918	Economics	Sylvie Matelly	2	15,00
9	Eco-innovation & Eco Design	MEMLEC3917	Economics	Sylvie Matelly	1	10,00
9	Sustainable Management for Companies	MEMLEC3926	Economics	Sylvie Matelly	3	20,00
9	Sustainable & responsible Investments	MEMLEC3924	Economics	Sylvie Matelly	2	15,00
9	The carbon Market (Finance & SD)	MEMLEC3914	Economics	Sylvie Matelly	1	10,00
9	Human Resource Management	MEMLEC3925	Economics	Sylvie Matelly	3	20,00
					35	255,00

TOTAL FOR THE WHOLE YEAR

64 322,50

FIFTH YEAR - e-BUSINESS

EMLV COMMON COURSES

Sem.	Module Titles	Codification Hélisha	Departments	Responsible for the Module	ECTS	Hours
9	Welfare system in France	MEMLCGS-01	Culture & Communication	T. Mesny	1	17,50
9	The invention of social economy in France	MEMLCGS-02	Culture & Communication	T. Mesny		
9	Cinema	MEMLCGS-03	Culture & Communication	T. Mesny		
9	Back to nature and Sustainable Development	MEMLCGS-04	Culture & Communication	T. Mesny		
9	The religious phenomenon	MEMLCGS-05	Culture & Communication	T. Mesny		
9	Communication and modernity	MEMLCGS-06	Culture & Communication	T. Mesny		
9	Contemporary myths	MEMLCGS-07	Culture & Communication	T. Mesny		
9	Decoding economic media	MEMLCGS-08	Culture & Communication	T. Mesny		
9	History and market of Art	MEMLCGS-09	Culture & Communication	T. Mesny		
9	Cultural globalization	MEMLCGS-10	Culture & Communication	T. Mesny		
9	Globalization: An economic approach	MEMLEC3901	Economics	S.Matelly	1	15,00
9	Professional project management	MEMLVM3914	Professional Project and Career advising	L Guichard	2	17,50
9	Sport (Option)	MEMLSP3901	Sport	A Machado		12,50
9	Research techniques	MEMLFI3934	Marketing and Sales	I Dalla Pozza	5	5,00
10	5 months internship	MEMLVM3001	Professional Project and Career advising	L Guichard	20	

29 67,50

SPECIFIC COURSES

Sem.	Module Titles	Codification Hélisha	Departments	Responsible for the Module	ECTS	Hours
9	Junior Consultant Project	MEMLVM3913	Marketing & Sales	C Ghetty	5	17,50
9	TIC/ Web Project Management	MEMLVM3946	Marketing & Sales	N. Jouini	4	32,50
TIC						
9	Starting with web technologies- the Fundamentals	MEMLVM3969	Marketing & Sales	N. Jouini	1	11,25
9	Web site design	MEMLVM3970	Marketing & Sales	N. Jouini	3	25,00
9	Cleint Data processing Tools	MEMLVM3971	Marketing & Sales	N. Jouini	2	15,00
e-marketing						
9	e-advertising and Media buying	MEMLVM3967	Marketing & Sales	C Ghetty	2	12,50
9	e-mailing	MEMLVM3965	Marketing & Sales	C Ghetty	2	13,75
9	Mobile marketing and m-trade	MEMLVM3966	Marketing & Sales	C Ghetty	2	15,00
9	Driving communities and social networks	MEMLVM3934	Marketing & Sales	C Ghetty	3	20,00
9	Performance Marketing	MEMLVM3935	Marketing & Sales	C Ghetty	3	20,00
9	CRM & Multicanal	MEMLVM3936	Marketing & Sales	C Ghetty	1	11,25
9	Communication & e-branding	MEMLVM3937	Marketing & Sales	C Ghetty	1	11,25
e-business						
9	Internet Law	MEMLVM3939	Marketing & Sales	C Ghetty	1	11,25
9	Internet economics	MEMLVM3932	Marketing & Sales	C Ghetty	4	30,00
9	International approach	MEMLVM3941	Marketing & Sales	C Ghetty	1	11,25

35 257,50

TOTAL FOR THE WHOLE YEAR

64 325,00

5th year - MARKETING - INNOVATIVE CUSTOMER RELATIONSHIP

EMLV COMMON COURSES

Sem.	Module Titles	Codification Hélisha	Departments	Responsible for the Module	ECTS	Hours
9	Welfare system in France	MEMLCGS-01	Culture & Communication	T. Mesny	1	17,50
9	The invention of social economy in France	MEMLCGS-02	Culture & Communication	T. Mesny		
9	Cinema	MEMLCGS-03	Culture & Communication	T. Mesny		
9	Back to nature and Sustainable Development	MEMLCGS-04	Culture & Communication	T. Mesny		
9	The religious phenomenon	MEMLCGS-05	Culture & Communication	T. Mesny		
9	Communication and modernity	MEMLCGS-06	Culture & Communication	T. Mesny		
9	Contemporary myths	MEMLCGS-07	Culture & Communication	T. Mesny		
9	Decoding economic media	MEMLCGS-08	Culture & Communication	T. Mesny		
9	History and market of Art	MEMLCGS-09	Culture & Communication	T. Mesny		
9	Cultural globalization	MEMLCGS-10	Culture & Communication	T. Mesny		
9	Globalization: An economic approach	MEMLEC3901	Economics	S.Mately	1	15,00
9	Professional project management	MEMLVM3914	Professional Project and Career advising	L. Guichard	2	17,50
9	Sport (Option)	MEMLSP3901	Sport	A Manchado		12,50
9	Research techniques	MEMLFI3934	Marketing and Sales	I Dalla Pozza	5	5,00
10	5 months internship	MEMLVM3001	Professional Project and Career advising	L.Guichard	20	

29 67,50

OPERATIONAL MARKETING COMPANIES & INNOVATIVE CUSTOMER RELATIONSHIP MAJORS COMMON COURSES

Sem.	Module Titles	Codification Hélisha	Departments	Responsible for the Module	ECTS	Hours
9	Junior Consultant Project	MEMLVM3968	Marketing & Sales	T.Fabiani	5	24,75
9	How to obtain (Sales and non Sales Negotiation)	MEMLVM3917	Marketing & Sales	JJ Machuret	2	17,50
9	Negotiation Competition Part I	MEMLVM3926	Marketing & Sales	JJ Machuret	2	35,00
9	Getting ready for the International Sales Competition	MEMLVM3920	Marketing & Sales	JJ Machuret	2	25,00
9	MS Excel Skills	MEMLVM3974	Marketing & Sales	N.Jouini	1	5,00
9	Self-Knowledge	MEMLVM3915	Marketing & Sales	JJ Machuret	0	7,50
9	How business works	MEMLVM3916	Marketing & Sales	JJ Machuret	0	7,50

12 122,25

SPECIFIC COURSES

Sem.	Module Titles	Codification Hélisha	Departments	Responsible for the Module	ECTS	Hours
Innovation et créativité						
9	Strategic marketing of product/service innovation	MEMLVM3921	Marketing & Sales	M Lima	2	15,00
9	Initiation to prospect marketing	MEMLVM3922	Marketing & Sales	L.Namaci	1	10,00
9	Innovation workshop	MEMLVM3973	Marketing & Sales	L.Namaci	1	
9	Creative Management	MEMLVM3957	Marketing & Sales	L.Namaci	2	15,00
Management						
9	Training for Retail negotiation	MEMLVM3918	Marketing & Sales	JJ Machuret	1	10,00
9	Specific service sale	MEMLVM3958	Marketing & Sales	JJ Machuret	2	20,00
The client relationship strategy						
9	Packaging Instructions	MEMLVM3959	Marketing & Sales	T.Fabiani	2	10,00
9	Trade Marketing	MEMLVM3919	Marketing & Sales	T.Fabiani	2	10,00
9	Category Management	MEMLVM3961	Marketing & Sales	T.Fabiani	2	10,00
9	Event-driven Communication	MEMLVM3962	Marketing & Sales	L.Namaci	1	10,00
9	Starting with Geomarketing & Multi-Channel management	MEMLVM3963	Marketing & Sales	L.Namaci	2	10,00
9	How to peruate the client relationship through electronic management	MEMLVM3925	Marketing & Sales	L.Namaci	4	50,00
9	Budgeting	MEMLVM3964	Marketing & Sales	T.Fabiani	1	5,00

TOTAL FOR THE WHOLE YEAR

23 175,00

64 364,75

5ème ANNEE - MANAGEMENT OPERATIONNEL DES ENTREPRISES

EMLV COMMON COURSES

Sem.	Module Titles	Codification Hélsa	Departments	Responsible for the Module	ECTS	Hours
9	Welfare system in France	MEMLCGS-01	Culture & Communication	T. Mesny	1	17,50
9	The invention of social economy in France	MEMLCGS-02	Culture & Communication	T. Mesny		
9	Cinema	MEMLCGS-03	Culture & Communication	T. Mesny		
9	Back to nature and Sustainable Development	MEMLCGS-04	Culture & Communication	T. Mesny		
9	The religious phenomenon	MEMLCGS-05	Culture & Communication	T. Mesny		
9	Communication and modernity	MEMLCGS-06	Culture & Communication	T. Mesny		
9	Contemporary myths	MEMLCGS-07	Culture & Communication	T. Mesny		
9	Decoding economic media	MEMLCGS-08	Culture & Communication	T. Mesny		
9	History and market of Art	MEMLCGS-09	Culture & Communication	T. Mesny		
9	Cultural globalization	MEMLCGS-10	Culture & Communication	T. Mesny		
9	Globalization: An economic approach	MEMLEC3901	Economics	S.Mately	1	15,00
9	Professional project management	MEMLVM3914	Professional Project and Career advising	L Guichard	2	17,50
9	Sport (Option)	MEMLSP3901	Sport	A Manchado		12,50
9	Research techniques	MEMLFI3934	Marketing and Sales	I Dalla Pozza	5	5,00
10	5 months internship	MEMLVM3001	Professional Project and Career advising	L.Guichard	20	

29 67,50

OPERATIONAL MARKETING COMPANIES & INNOVATIVE CUSTOMER RELATIONSHIP MAJORS COMMON COURSES

Sem.	Module Titles	Codification Hélsa	Departments	Responsible for the Module	ECTS	Hours
9	Junior Consultant Project	MEMLVM3913	Marketing & Sales	T.Fabiani	5	24,75
9	How to obtain (Sales and non Sales Negotiation)	MEMLVM3917	Marketing & Sales	JJ Machuret	2	17,50
9	Negotiation Competition Part I	MEMLVM3926	Marketing & Sales	JJ Machuret	2	35,00
9	Getting ready for the International Sales Competition	MEMLVM3920	Marketing & Sales	JJ Machuret	2	25,00
9	MS Excel Skills	MEMLVM3974	Marketing & Sales	N.Jouini	1	5,00
9	Self-Knowledge	MEMLVM3915	Marketing & Sales	JJ Machuret	0	7,50
9	How business works	MEMLVM3916	Marketing & Sales	JJ Machuret	0	7,50

12 122,25

SPECIFIC COURSES

Sem.	Module Titles	Codification Hélsa	Departments	Responsible for the Module	ECTS	Hours
SME Marketing & Strategy						
9	SME/SMI Stratégie	MEMLVM3947	Marketing & Sales	L.Namaci	2	10,00
9	Organisation & Quality (sustainable development)	MEMLVM3948	Marketing & Sales	T.Fabiani	2	15,00
9	Competitive Intelligence in SME	MEMLVM3949	Marketing & Sales	T.Fabiani	1	7,50
9	Marketing and Sales Strategy in SME	MEMLVM3950	Marketing & Sales	T.Fabiani	2	26,25
9	International marketing	MEMLVM3951	Marketing & Sales	T.Fabiani	2	20,00
9	How to negotiate in business mode	MEMLVM3952	Marketing & Sales	JJ. Machuret	2	20,00
Administration						
9	Fundamental business & finance	MEMLFI3938	Marketing & Sales	T.Fabiani	2	15,00
9	Legal fundamentals for SME & SMJ	MEMLDR3904	Marketing & Sales	T.Fabiani	1	10,00
Management						
9	E-business fundamentals	MEMLVM3953	Marketing & Sales	C.Ghetty	2	15,00
9	Management in SME	MEMLRH3921	Marketing & Sales	P.Spach	2	15,00
9	Business Case Studies	MEMLVM3954	Marketing & Sales	T.Fabiani	2	15,00
9	Service Quality Management	MEMLVM3903	Marketing & Sales	JJ. Machuret	1	20,00
Workshops						
9	Social networks	MEMLVM3955	Marketing & Sales	JJ. Machuret	1	5,00
9	Professional workshops (2) CID & Small is Beautiful	MEMLVM3972	Marketing & Sales	T.Fabiani	1	8,45

TOTAL FOR THE WHOLE YEAR

23 202,20

64 391,95

FIFTH YEAR - MANAGEMENT & HUMAN RESOURCES

EMLV COMMON COURSES

Sem.	Module Titles	Codification Hélisha	Departments	Responsible for the Module	ECTS	Hours
9	Welfare system in France	MEMLCGS-01	Culture & Communication	T. Mesny	1	17,50
9	The invention of social economy in France	MEMLCGS-02	Culture & Communication	T. Mesny		
9	Cinema	MEMLCGS-03	Culture & Communication	T. Mesny		
9	Back to nature and Sustainable Development	MEMLCGS-04	Culture & Communication	T. Mesny		
9	The religious phenomenon	MEMLCGS-05	Culture & Communication	T. Mesny		
9	Communication and modernity	MEMLCGS-06	Culture & Communication	T. Mesny		
9	Contemporary myths	MEMLCGS-07	Culture & Communication	T. Mesny		
9	Decoding economic media	MEMLCGS-08	Culture & Communication	T. Mesny		
9	History and market of Art	MEMLCGS-09	Culture & Communication	T. Mesny		
9	Cultural globalization	MEMLCGS-10	Culture & Communication	T. Mesny		
9	Globalization; An economic approach	MEMLEC3901	Economics	S.Matelly	1	15,00
9	Professional project management	MEMLVM3914	Professional Project and Career advising	L Guichard	2	17,50
9	Sport (Option)	MEMLSP3901	Sport	A Manchado		12,50
9	Research techniques	MEMLF13934	Marketing and Sales	I Dalla Pozza	5	5,00
10	5 months internship	MEMLRH3001	Professional Project and Career advising	L.Guichard	20	

29 67,50

SPECIFIC COURSES

Sem.	Module Titles	Codification Hélisha	Departments	Responsible for the Module	ECTS	Hours
9	Introductory seminar II	MEMLRH3922	Management et RH	Ph. Spach	1	10,00
9	The leader's responsibilities	MEMLRH3923	Management et RH	Ph. Spach	3	25,00
9	Social Relations II	MEMLRH3924	Management et RH	Ph. Spach	2	17,50
9	Social Audit/ Control	MEMLRH3926	Management et RH	Ph. Spach	2	30,00
9	Steering and carrying the HR function	MEMLRH3903	Management et RH	Ph. Spach	3	25,00
9	Business ethics & deontology	MEMLRH3919	Management et RH	Ph. Spach	2	17,50
9	Social entrepreneurship	MEMLRH3925	Management et RH	Ph. Spach	2	30,00
9	Crisis management	MEMLRH3906	Management et RH	Ph. Spach	2	12,50
9	Training and management skills	MEMLRH3910	Management et RH	Ph. Spach	2	25,00
9	Working conditions and sustainable development	MEMLRH3920	Management et RH	Ph. Spach	3	17,50
9	Employment management	MEMLRH3908	Management et RH	Ph. Spach	3	17,50
9	Policy and practice of Compensation	MEMLRH3909	Management et RH	Ph. Spach	2	12,50
9	Resources and education planning	MEMLRH3911	Management et RH	Ph. Spach	3	17,50
9	Mergers, acquisitions and globalization	MEMLRH3912	Management et RH	Ph. Spach	3	17,50
9	HR tools & strategic information (e-Hr, IHR)	MEMLRH3915	Management et RH	Ph. Spach	2	17,50

TOTAL FOR THE WHOLE YEAR

35 262,50

64 330,00