

The academic year of the Programme Grande Ecole "Master in Management" is divided into **2 semesters**, from **early September** to **early May**.

The **fall semester** is divided into parts

- A first **list of elective courses** taught in **September**.
- A second **list of elective courses** taught between **October to December**.

They also have the possibility to select some **online elective courses**.

For the **Spring semester** students will have to select up to **6 courses** from the **list of elective courses** below. They also have the possibility to select some **online elective courses**.

**Online elective courses:** Those courses are available for the Spring semester. Students can select **up to two online elective courses** if their Home Institution agrees with their choice.

**Contact:**

For any question related to your programme (Learning Agreement, pedagogical matters...): Deel De Baschmakoff, Programme Grande Ecole ("Master in Management")  
 Academic Advisor, [deel.debaschmakoff@kedgebs.com](mailto:deel.debaschmakoff@kedgebs.com)

For any question related to the course selection platform (send only one email with the details of your query, and add your full name): [choixdecours.pgems@kedgebs.com](mailto:choixdecours.pgems@kedgebs.com)

### FALL SEMESTER September 9th - December 20th

ELECTIVE COURSES September 9th to 21st			
Course code	Course title	Taught in	Field of study
<b>September 9th to 14th</b>			
Not available yet	HRM policies & Practices	English	HRM
Not available yet	Customer relationship management	English	MANAGEMENT
<b>September 16th to 21st</b>			
Not available yet	Cross cultural management	English	HRM
Not available yet	Project management	English	MIS
<b>During the semester</b>			
Not available yet	French language for international students (Beginner / Elementary / Intermediate / Advanced)		

ELECTIVE COURSES September 30th to December 20th			
Course code	Course title	Taught in	
Not available yet	International financial system	English	FINANCE
Not available yet	Risk management and derivatives	English	FINANCE
Not available yet	Capital investment	French	FINANCE
Not available yet	Financement bancaire et régulation	French	FINANCE
Not available yet	Ingénierie financière	French	FINANCE
Not available yet	Project Management	English	MANAGEMENT
Not available yet	International HR management	English	MANAGEMENT
Not available yet	Freedom at work : embodied leadership	French	MANAGEMENT
Not available yet	Gestion des conflits	French	MANAGEMENT
Not available yet	Le leadership autrement : le parcours du héros	French	MANAGEMENT
Not available yet	Business development et management des ventes	French	MANAGEMENT
Not available yet	Customer Relationship Management, Implementation and Application	English	MARKETING
Not available yet	Strategic Customer Management	English	MARKETING
Not available yet	Purchasing Marketing	English	MARKETING
Not available yet	Sales Management	English	MARKETING
Not available yet	Advertising	English	MARKETING
Not available yet	International marketing	English	MARKETING
Not available yet	B to B marketing	English	MARKETING
Not available yet	Product manager	English	MARKETING
Not available yet	Luxury goods and cosmetic marketing	English	MARKETING
Not available yet	Luxury brand research	English	MARKETING
Not available yet	Marketing digital	French	MARKETING
Not available yet	International Trade Policy and Business Strategy	English	STRATEGY
Not available yet	Communicating Corporate Strategy	English	STRATEGY
Not available yet	International relations of the environment	English	STRATEGY
Not available yet	Regional business in southern mediterranean	English	STRATEGY
Not available yet	Cross cultural negotiation	English	STRATEGY
Not available yet	Stratégies de croissance	French	STRATEGY
Not available yet	Regional business in Asia (China and India)	French	STRATEGY
Not available yet	B to B marketing in health	French	STRATEGY
Not available yet	French language for international students (Beginner / Elementary / Intermediate / Advanced)		

ONLINE ELECTIVE COURSES			
Course code	Course title	Taught in	
Not available yet	Exploring South East Asia	English	
Not available yet	Good Governance, Lobbying or Corruption	English	
Not available yet	Mastering Money	English	
Not available yet	Measuring Sustainable Performance	English	
Not available yet	Network-centric Innovation	English	
Not available yet	Emotions et sentiments en marketing	French	
Not available yet	Marketing sensoriel	French	
Not available yet	Strategic Behavior and Gaming	French	
Not available yet	Systèmes d'information, stratégie et organisation	French	

**SPRING SEMESTER January 9th - May 9th**

ELECTIVE COURSES			
Course code	Course title	Taught in	Field of study
Not available yet	HR management in MENA	English	MANAGEMENT
Not available yet	Change management	French	MANAGEMENT
Not available yet	Brand, Cultures and Marketing Strategy	English	MARKETING
Not available yet	Digital marketing	English	MARKETING
Not available yet	Luxury brands and customer emotions	English	MARKETING
Not available yet	Luxury, merchandising and digital strategies	English	MARKETING
Not available yet	Marketing responsable et développement durable	French	MARKETING
Not available yet	Négociation globale	French	MARKETING
Not available yet	Marketing des loisirs	French	MARKETING
Not available yet	Communication et marketing institutionnel	French	MARKETING
Not available yet	Communication marketing intégré	French	MARKETING
Not available yet	Gestion de crise	French	FINANCE
Not available yet	Audit, contrôle interne et gestion des risques d'entreprise	French	FINANCE
Not available yet	Coûts et prise de décisions managériales	French	FINANCE
Not available yet	Impact des investissements et performances	French	FINANCE
Not available yet	Responsabilité sociétale des PME	French	FINANCE
Not available yet	Financial globalization and geopolitics	French	STRATEGY
Not available yet	Geopolitical risk and business	French	STRATEGY
Not available yet	French language for international students (Beginner / Elementary / Intermediate / Advanced)		

ONLINE ELECTIVE COURSES			
Course code	Course title	Taught in	
Not available yet	Corporate Social Responsibility	English	
Not available yet	Cultural Brand Strategy	English	
Not available yet	Economic Development	English	
Not available yet	Human Resources Technics and Methods	English	
Not available yet	Luxury Brands and Consumers' emotions	English	
Not available yet	Management and language	English	
Not available yet	Players and Deviants : Creative Innovation for Change	English	
Not available yet	Sensory Marketing	English	
Not available yet	Social Entrepreneurship	English	
Not available yet	Surviving Thriving and Sinning : International Contexts of Small Enterprise and Entrepreneurship	English	
Not available yet	Apprendre à apprendre	French	
Not available yet	Communication digitale	French	
Not available yet	Economie reconsidérée	French	
Not available yet	Film, production et distribution	French	
Not available yet	Influence et communication politique	French	
Not available yet	Intégrer et s'intégrer à l'entreprise	French	
Not available yet	Management, stratégies et décisions individuelles	French	
Not available yet	Marketing relationnel	French	
Not available yet	Modèles économiques des industries créatives. Livre, musique, vidéo	French	

\*MIS\* = Management Information System

\*OPS\* = Operations System Management

Please note that the List of courses might still be subject to change