1871

EM NORMANDIE BUSINESS SCHOOL

COURSE OFFER
EXCHANGE & FREE MOVERS STUDENTS
2026-2027

BIENVENUE EN FRANCE

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COURSE OFFER - 2026•2027

Important information to keep in mind when choosing courses

PROGRAMMES OPEN FOR EXCHANGE STUDENTS

EM Normandie offers 4 major programmes:

- Master in Management – **M I M**
- Bachelor in Management – **BM**
- Bachelor in International Business Administration – **IBBA**
- **Master of Science (MSc)**

- **Master in Management** consists of 5 years of studies: 3 years undergraduate (U1, U2, U3) + 2 years of graduate (M1, M2). Starting from the 1st year of graduate studies (M1) students choose tracks which are equivalent to specializations.
- **Bachelor in Management** consists of 3 years of undergraduate studies (BM1, BM2, BM3)
- **Bachelor in International Business Administration** consists of 4 years of undergraduate studies (IBBA1, IBBA2, IBBA3, IBBA4).
- **Master of Science** consist of 2 years studies : with a 1st year (MSc Y1 – page 35) of common-core couses followed by a 2nd year of specialization in a specific field.

FRENCH FOREIGN LANGUAGE COURSE

We offer all students enrolled in an English-taught programme the opportunity to take French language classes (not available on our international campuses).
Students must include this course in their Learning Agreement.

COURSE VALIDATION REQUIREMENTS

1. EM Normandie requires students to complete a minimum of 15 ECTS credits per semester in **business courses only**. Language courses are **not included** in this requirement (English and FLE indicated **in blue** on each page). However, EM Normandie recommends that students take the full course load offered in their selected semester programme for the best student experience.
2. Students **cannot mix courses** from different semesters, different specialisations, different campuses and/or different levels of study. All courses must be chosen within the same programme.
3. A two-week **add/drop period** will be available starting from the first day of classes.
4. Please note that all courses listed in a student's Learning Agreement will appear on the transcript **with both a grade and the corresponding ECTS credits**.

COURSES & EXAMS AT EM NORMANDIE

1. Each course is validated by obtaining **ECTS credits** (European Credit Transfer System). For details on the grading system, please refer to the Welcome Guide.
2. Courses may be scheduled in intensive blocks (for example, a course delivered over a single week). **All business courses are taught in person**; language courses may occasionally be delivered online.
3. All examinations (continuous assessment or final exams) and resits take place **in person on campus**. EM Normandie does not organise any resits online. Resit dates will be communicated to students at the beginning of each semester by their Academic Director.
4. Students requiring **specific accommodations** for their courses must speak with their EM Normandie coordinator and the Wellness Department during the application process.

NB: Please be informed that there may be slight changes in this course offer.

Important information to keep in mind when choosing a campus

VISAS & IMMIGRATION

Dear students! As much as we want to welcome you on all of our campuses unfortunately there are immigration restrictions depending on your nationality and the country of the EM Normandy campus over which we have no control. Please check carefully before you choose your campus.

French campuses (Paris, Caen, Le Havre) :

- European students: no visa required.
- Non-European students: visa required (short or long term)

Our government has a unique website for all visa requests.
Please note that some programmes in France extend for less than 90 days which means students will have a short-term visa with stricter conditions. The length of programmes is indicated on each page of this document with a specific logo.

Oxford campus:

Since the Brexit, the UK government has decided to divide citizens in two lists:

Non-visa nationals: EU, EEA & Swiss citizens can study in the UK for a short period (less than 6 months) without a visa.

Visa nationals: students from countries on this list will have to obtain a « Standard Visitor Visa » (cost of 120£)

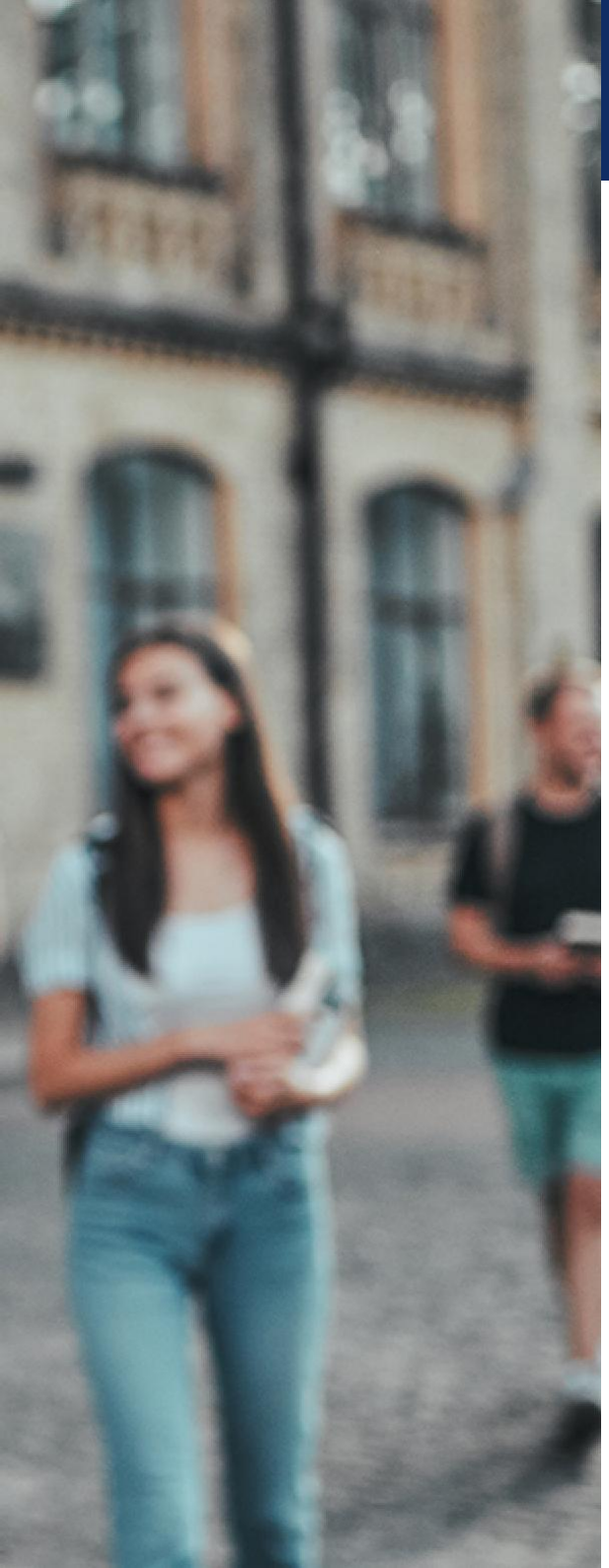
Please check you students' eligibility on the government website and let us know if you have any questions/doubts.

Dublin campus:

- European students: no visa required, students can come for a semester or a full year.
- Non-European students: visa required, students can only come for the spring semester.
  - Exempted nationalities: students can be exempt from a visa if their country appears on this list.
  - Remaining nationalities: students will need to apply for a visa short-term C only for the dates they are physically in Ireland (the beginning of the semester will be online as the duration of courses is more than 90 days)

Dubai campus:

Once accepted, students will be contacted by our Dubai staff to start the visa process. The visa cost is 7500 AED + 5% VAT for a 1 year visa and 6000 AED + 5% VAT for a semester. It includes health insurance and the residence permit. A medical test will be done upon arrival by the authorities (blood test and x ray). If the student does not pass the test, their visa will be revoked.



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EM NORMANDIE BUSINESS SCHOOL

UNDERGRADUATE ENGLISH

BIENVENUE EN FRANCE

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MASTER IN MANAGEMENT – UNDERGRADUATE YEAR 2 (U2)

CAEN CAMPUS

FALL SEMESTER	
Course title	**Credits**
INTERNATIONAL FINANCE	5
THE FUTURE OF GLOBALIZATION	5
SERVICES MARKETING	5
THE ART OF PUBLIC SPEAKING	5
CULTURAL INTELLIGENCE IN PRACTICE	5
SUSTAINABLE OPERATIONS MANAGEMENT SIMULATION	5
AGILE MANAGEMENT	5
ENGLISH	5
FRENCH AS A FOREIGN LANGUAGE	5

SPRING SEMESTER	
Course title	**Credits**
FINANCIAL ANALYSIS	5
INTRODUCTION TO TAXATION	5
INTERNATIONAL ECONOMIC POLICY	5
MARKET RESEARCH	5
HACKATHON DDRS	5
BUSINESS ETHICS	5
FUNDAMENTALS OF INFORMATION SYSTEMS	5
OPERATION MANAGEMENT	5
IDEATION & INNOVATION	5
ENGLISH	5
FRENCH AS A FOREIGN LANGUAGE	5

ENGLISH

MASTER IN MANAGEMENT – UNDERGRADUATE YEAR 3 (U3)

CAEN CAMPUS

FALL SEMESTER

Course title	Credits
ALTERNATIVE ECONOMY	5
APPLIED ECONOMY	5
CONSUMER BEHAVIOUR	5
COST CONTROL	5
ORGANIZATIONAL BEHAVIOUR AND MANAGEMENT	5
RESPONSIBLE PROJECT	5
STRATEGY	5
ENGLISH	5
FRENCH AS A FOREIGN LANGUAGE	5
Electives (possibility to choose 1) :	
ANTHROPOLOGY	5
LAW AND ECONOMICS	5

SPRING SEMESTER

Course title	Credits
CASH AND RISK MANAGEMENT	5
GEOPOLITICS	5
E-COMMERCE MANAGEMENT	5
INTERNATIONAL LOGISTICS	5
TECH FOR BUSINESS : DIGITAL INFLUENCE	5
TECH FOR BUSINESS : AGILE MANAGEMENT	5
FRENCH AS A FOREIGN LANGUAGE	5

MASTER IN MANAGEMENT – UNDERGRADUATE YEAR 3 (U3)

DUBAI CAMPUS

The opening of the programme will be dependent on the geopolitical context

FALL SEMESTER

Course title	Credits
NO COURSES OFFERED	

SPRING SEMESTER

Course title	Credits
CASH AND RISK MANAGEMENT	5
GEOPOLITICS	5
E-COMMERCE MANAGEMENT	5
INTERNATIONAL LOGISTICS	5
TECH FOR BUSINESS : DIGITAL INFLUENCE	5
TECH FOR BUSINESS : AGILE MANAGEMENT	5
FRENCH AS A FOREIGN LANGUAGE	5
ENGLISH	5

ENGLISH

BACHELOR IN BUSINESS ADMINISTRATION - YEAR 4 (BBA4)

NEW

DUBAI CAMPUS

The opening of the programme will be dependent on the geopolitical context

FALL SEMESTER

Course title	Credit
INTERNATIONAL BUSINESS STRATEGY	5
GEOPOLITICS	5
MULTICULTURAL MANAGEMENT	5
ADVERTISING AND/OR CUSTOMER RELATIONSHIP MANAGEMENT	5
BUSINESS GAME	5
DATA VISUALISATION WITH THE TABLEAU TOOL	5
ENGLISH	5

SPRING SEMESTER

Course title	Credit
NO COURSES OFFERED	

ENGLISH

MASTER IN MANAGEMENT – UNDERGRADUATE YEAR 2 (U2)

DUBLIN CAMPUS

FALL SEMESTER

Course title	Credits
NO COURSES OFFERED	

SPRING SEMESTER

Course title	Credits
FINANCIAL ANALYSIS	5
INTRODUCTION TO TAXATION	5
INTERNATIONAL ECONOMIC POLICY	5
MARKET RESEARCH	5
HACKATHON DDRS	5
BUSINESS ETHICS	5
FUNDAMENTALS OF INFORMATION SYSTEMS	5
OPERATION MANAGEMENT	5
IDEATION & INNOVATION	5
REINFORCED ENGLISH	5

MASTER IN MANAGEMENT – UNDERGRADUATE YEAR 3 (U3)

DUBLIN CAMPUS

FALL SEMESTER

Course title	Credits
ALTERNATIVE ECONOMY	5
APPLIED ECONOMY	5
CONSUMER BEHAVIOUR	5
COST CONTROL	5
ORGANIZATIONAL BEHAVIOUR AND MANAGEMENT	5
RESPONSIBLE PROJECT	5
STRATEGY	5
ENGLISH	5

SPRING SEMESTER

Course title	Credits
NO COURSES OFFERED	

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BACHELOR IN MANAGEMENT – YEAR 2 (BM2)

LE HAVRE CAMPUS

FALL SEMESTER

Course title	Credits
PRINCIPLES OF CORPORATE STRATEGY	5
EMSTARTUPPER	5
FINANCIAL ANALYSIS	5
OPERATIONS MANAGEMENT	5
MARKET STUDIES	5
WORKING IN MULTICULTURAL, DIVERSE, AND INCLUSIVE TEAMS	5
FRENCH AS A FOREIGN LANGUAGE	5

SPRING SEMESTER

Course title	Credits

NO COURSES OFFERED

ENGLISH

BACHELOR IN MANAGEMENT – YEAR 3
INTERNATIONAL MANAGEMENT (BMI3)

LE HAVRE CAMPUS

FALL SEMESTER

Course title	Credits
RESEARCH METHODOLOGY	5
INTERNET OF THINGS AND BLOCKCHAIN	5
MARKETING MANAGEMENT	5
INTERNATIONAL FINANCE	5
GEOPOLITICS	5
MULTICULTURAL MANAGEMENT	5
FRENCH AS A FOREIGN LANGUAGE	5

SPRING SEMESTER

Course title	Credits
BUSINESS GAME	5
Concentration Option 1*:	
SERVICE INDUSTRIES: Services Marketing	5
SERVICE INDUSTRIES: Tourism and Hospitality Services	5
SERVICE INDUSTRIES: Financial and Gaming Services	5
Concentration Option 2*:	
DIGITAL BUSINESS: Digital Marketing Applications	5
DIGITAL BUSINESS: Internet Law and Cybersecurity	5
DIGITAL BUSINESS: e-Commerce operations	5
Concentration Option 3:**	
LOGISTICS: Multimodal Transportation	5
LOGISTICS: Logistics 4.0	5
LOGISTICS: Port Management	5
FRENCH AS A FOREIGN LANGUAGE	5

****Options cannot be mixed (one to choose among the 3)***

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ENGLISH

MASTER IN MANAGEMENT – UNDERGRADUATE YEAR 2 (U2)

OXFORD CAMPUS

FALL SEMESTER

Course title	Credits
NO COURSES OFFERED	

SPRING SEMESTER

Course title	Credits
FINANCIAL ANALYSIS	5
INTRODUCTION TO TAXATION	5
INTERNATIONAL ECONOMIC POLICY	5
MARKET RESEARCH	5
HACKATHON DDRS	5
BUSINESS ETHICS	5
FUNDAMENTALS OF INFORMATION SYSTEMS	5
OPERATION MANAGEMENT	5
IDEATION & INNOVATION	5
ENGLISH	5

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MASTER IN MANAGEMENT – UNDERGRADUATE YEAR 3 (U3)

OXFORD CAMPUS

FALL SEMESTER

Course title	Credits
ALTERNATIVE ECONOMY	5
APPLIED ECONOMY	5
CONSUMER BEHAVIOUR	5
COST CONTROL	5
ORGANIZATIONAL BEHAVIOUR AND MANAGEMENT	5
RESPONSIBLE PROJECT	5
STRATEGY	5
ENGLISH	5
Electives (possibility to choose 1) :	
BUSINESS IN POST-BREXIT EUROPE	5
UNDERSTANDING CLIMATE CHANGE	5

SPRING SEMESTER

Course title	Credits
CASH AND RISK MANAGEMENT	5
GEOPOLITICS	5
E-COMMERCE MANAGEMENT	5
INTERNATIONAL LOGISTICS	5
TECH FOR BUSINESS : DIGITAL INFLUENCE	5
TECH FOR BUSINESS : AGILE MANAGEMENT	5
ENGLISH	5

ENGLISH

BACHELOR IN BUSINESS ADMINISTRATION - YEAR 3 (BBA3)

OXFORD CAMPUS

FALL SEMESTER

Course title	Credit
NO COURSES OFFERED	

SPRING SEMESTER

Course title	Credit
DIGITAL MARKETING	5
MERCHANDISING AND CATEGORY MANAGEMENT	5
BANKING AND INTERNATIONAL PAYMENTS	5
LOGISTICS 4.0	5
ECONOMIC POLICIES AND SUSTAINABLE DEVELOPMENT	5
RESEARCH SEMINAR	5

PARIS CAMPUS

FALL SEMESTER

Course title	Credits
NO COURSES OFFERED	

SPRING SEMESTER

Course title	Credits
FINANCIAL ANALYSIS	5
INTRODUCTION TO TAXATION	5
INTERNATIONAL ECONOMIC POLICY	5
MARKET RESEARCH	5
HACKATHON DDRS	5
BUSINESS ETHICS	5
FUNDAMENTALS OF INFORMATION SYSTEMS	5
OPERATIONS MANAGEMENT	5
IDEATION & INNOVATION	5
ENGLISH	5
FRENCH AS A FOREIGN LANGUAGE	5

ENGLISH

MASTER IN MANAGEMENT – UNDERGRADUATE YEAR 3 (U3)

PARIS CAMPUS

FALL SEMESTER

Course title	Credits
ALTERNATIVE ECONOMY	5
APPLIED ECONOMY	5
CONSUMER BEHAVIOUR	5
COST CONTROL	5
ORGANIZATIONAL BEHAVIOR AND MANAGEMENT	5
RESPONSIBLE PROJECT	5
STRATEGY	5
ENGLISH	5
FRENCH AS A FOREIGN LANGUAGE	5

Electives (possibility to choose 1) :

FINANCE INVESTMENT CASH FLOW	5
ENTERTAINMENT MARKETING	5
COMPARATIVE STRATEGIC THINKING	5
UNDERSTANDING CLIMATE CHANGE	5

SPRING SEMESTER

Course title	Credits
NO COURSES OFFERED	

ENGLISH

INTERNATIONAL BACHELOR IN BUSINESS ADMINISTRATION – YEAR 1 (IBBA1)

PARIS CAMPUS NEW

FALL SEMESTER

Course title	Credits
INTERCULTURAL MANAGEMENT	5
FUNDAMENTALS OF MARKETING	5
INTRODUCTION TO ECONOMICS	5
ACCOUNTING	5
EXCEL AND INTRODUCTION TO AI	5
FRENCH AS A FOREIGN LANGUAGE	5

SPRING SEMESTER

Course title	Credits
COMPANIES AND SUSTAINABLE DEVELOPMENT OBJECTIVES : SULITEST PREPARATION	5
CONSUMER BEHAVIOUR	5
CURRENT GEOPOLITICS	5
INTERNATIONAL MARKETING	5
INTRODUCTION TO QUANTITATIVE TECHNIQUES	5
LEGAL SYSTEMS AROUND THE WORLD	5
FRENCH AS A FOREIGN LANGUAGE	5

ENGLISH

BACHELOR IN BUSINESS ADMINISTRATION - YEAR 3 (BBA3)

PARIS CAMPUS

FALL SEMESTER

Course title	Credit
STRATEGIC MARKETING	5
STRATEGIC MANAGEMENT	5
NEW PRODUCT DEVELOPMENT	5
MULTIMODAL TRANSPORTATION	5
TOTAL QUALITY MANAGEMENT	5
BUSINESS SEMINAR 2	5
FRENCH AS A FOREIGN LANGUAGE	5

SPRING SEMESTER

Course title
NO COURSES OFFERED

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GRADUATE ENGLISH

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BIENVENUE EN FRANCE

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ENGLISH

MASTER IN MANAGEMENT – GRADUATE YEAR 5 (M2)
INTERNATIONAL MARKETING AND BUSINESS DEVELOPMENT

CAEN CAMPUS

FALL SEMESTER

Course title	Credits
MARKETING MANAGEMENT	5
INTERNATIONAL OPERATIONS MANAGEMENT	5
CROSS-CULTURAL MANAGEMENT	5
INTERNATIONAL BUSINESS NEGOTIATION	5
INTERNATIONAL MARKET RESEARCH	5
INTERNATIONAL HUMAN RESOURCES MANAGEMENT	5
BUSINESS CHALLENGE	5
RESEARCH METHODOLOGY	5
FRENCH AS A FOREIGN LANGUAGE	5

SPRING SEMESTER

Course title	Credits
E COMMERCE WEBMARKETING AND MOBILE MARKETING	5
INTERNATIONAL FINANCE	5
INTERNATIONAL DEVELOPMENT IN PRACTICE	5
INTERNATIONAL BUSINESS DEVELOPMENT	5
NEW TRENDS IN MARKETING	5
BRAND AND SERVICES MARKETING	5
FRENCH AS A FOREIGN LANGUAGE	5

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MASTER IN MANAGEMENT – GRADUATE YEAR 4 (M1)

DUBAI CAMPUS

The opening of the programme will be dependent on the geopolitical context

FALL SEMESTER

Course title	Credits
NO COURSES OFFERED	

SPRING SEMESTER

Course title	Credits
DIGITAL MARKETING	5
BUSINESS GAME (DO YOUR BUSINESS PLAN!)	5
COMPETING IN EMERGING ECONOMIES	5
ORGANIZATIONAL DEVELOPMENT & CHANGE	5
DOING BUSINESS IN A CHANGING WORLD	5

ENGLISH

MASTER IN MANAGEMENT – GRADUATE YEAR 4 (M1)
MAJOR : MARKETING & BUSINESS DEVELOPMENT

LE HAVRE CAMPUS

<90 days SHORT TERM VISA

FALL SEMESTER

Course title	Credits
CHANGE MANAGEMENT FOR SUSTAINABILITY	5
GEOECONOMICS	5
DATA ANALYSIS QUANTITATIVE	5
DATA ANALYSIS QUALITATIVE	5
COLLABORATIVE LEADERSHIP AND NEGOTIATION	5
HRM FOR MANAGER	5
RELATIONSHIP MARKETING	5
PERFORMANCE MANAGEMENT	5
INTERNATIONAL BUSINESS LAW	5
SUSTAINABLE AND ETHICAL BUSINESS STRATEGY	5
FRENCH AS A FOREIGN LANGUAGE	5
ENGLISH	5

SPRING SEMESTER

Course title	Credits
BUSINESS GAME DDRS	5
RESEARCH METHODOLOGY	5
THE ECONOMICS OF CULTURE	5
BRAND MANAGEMENT	5
CROSS CULTURAL MARKETING	5
NEW PRODUCT DEVELOPMENT	5
PRICING	5
CHANNEL MANAGEMENT	5
FRENCH AS A FOREIGN LANGUAGE	5
ENGLISH	5

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ENGLISH

MASTER IN MANAGEMENT – GRADUATE YEAR 4 (M1)
MAJOR : SUPPLY CHAIN & LOGISTICS

LE HAVRE CAMPUS

<90 days SHORT TERM VISA

FALL SEMESTER

Course title	Credits
CHANGE MANAGEMENT FOR SUSTAINABILITY	5
GEOECONOMICS	5
DATA ANALYSIS QUANTITATIVE	5
DATA ANALYSIS QUALITATIVE	5
COLLABORATIVE LEADERSHIP AND NEGOTIATION	5
HRM FOR MANAGER	5
RELATIONSHIP MARKETING	5
PERFORMANCE MANAGEMENT	5
INTERNATIONAL BUSINESS LAW	5
SUSTAINABLE AND ETHICAL BUSINESS STRATEGY	5
FRENCH AS A FOREIGN LANGUAGE	5
ENGLISH	5

SPRING SEMESTER

Course title	Credits
BUSINESS GAME DDRS	5
RESEARCH METHODOLOGY	5
SAP: DIGITAL ENTERPRISE OPERATIONS	5
OPERATIONS & TRANSPORT NETWORKS	5
GLOBAL SUPPLY CHAIN OPERATIONS	5
SUPPLY CHAIN OPTIMIZATION	5
INTRODUCTION TO PROGRAMMING AND DATA ANALYTICS	5
FRENCH AS A FOREIGN LANGUAGE	5
ENGLISH	5

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ENGLISH

MASTER IN MANAGEMENT – GRADUATE YEAR 5 (M2)
INTERNATIONAL LOGISTICS & PORT MANAGEMENT

LE HAVRE CAMPUS

<90 days SHORT TERM VISA

FALL SEMESTER

Course title	Credits
INTEGRATED SUPPLY CHAIN MANAGEMENT	5
OPERATION & QUALITY MANAGEMENT	5
STRATEGIC PROCUREMENT	5
SUSTAINABILITY in SCM	5
SUPPLY CHAIN PERFORMANCE	5
SUPPLY CHAIN ANALYTICS	5
RESEARCH METHODOLOGY	5
FRENCH AS A FOREIGN LANGUAGE	5

SPRING SEMESTER

Course title	Credits
INTERNATIONAL LOGISTICS	5
EFFECTIVE TRANSPORT OPERATIONS	5
PORT ECONOMICS & PERFORMANCE	5
STRATEGIC SHIPPING MANAGEMENT	5
MARITIME INNOVATIONS & DIGITAL TRANSFORMATION	5
BUSINESS CHALLENGE & SIMULATIONS 1	5
FRENCH AS A FOREIGN LANGUAGE	5
ENGLISH	5

ENGLISH

MASTER IN MANAGEMENT – GRADUATE YEAR 5 (M2)
SUPPLY CHAIN MANAGEMENT & PURCHASING

LE HAVRE CAMPUS

FALL SEMESTER

Course title	Credits
INTEGRATED SUPPLY CHAIN MANAGEMENT	5
OPERATION & QUALITY MANAGEMENT	5
STRATEGIC PROCUREMENT	5
SUSTAINABILITY in SCM	5
SUPPLY CHAIN ANALYTICS	5
RESEARCH METHODOLOGY	5
FRENCH AS A FOREIGN LANGUAGE	5

SPRING SEMESTER

Course title	Credits
TRANSPORT MANAGEMENT	5
FACILITY LOCATIONS & CUSTOMER CARE	5
DEMAND PLANNING	5
SUPPLY & PRODUCTION SYSTEMS	5
SUPPLY CHAIN INNOVATIONS	5
FRENCH AS A FOREIGN LANGUAGE	5
ENGLISH	5

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ENGLISH

MASTER IN MANAGEMENT – GRADUATE YEAR 4 (M1)
MAJOR : FINANCE & CONTROL

OXFORD CAMPUS

FALL SEMESTER

Course title	Credits
CHANGE MANAGEMENT FOR SUSTAINABILITY	5
GEOECONOMICS	5
DATA ANALYSIS QUANTITATIVE	5
DATA ANALYSIS QUALITATIVE	5
COLLABORATIVE LEADERSHIP AND NEGOTIATION	5
HRM FOR MANAGER	5
RELATIONSHIP MARKETING	5
PERFORMANCE MANAGEMENT	5
INTERNATIONAL BUSINESS LAW	5
SUSTAINABLE AND ETHICAL BUSINESS STRATEGY	5
ENGLISH	5

SPRING SEMESTER

Course title	Credits

NO COURSES OFFERED

ENGLISH

MASTER IN MANAGEMENT – GRADUATE YEAR 5 (M2)
BANKING FINANCE AND FINTECH

OXFORD CAMPUS

FALL SEMESTER

Course title	Credits
GLOBAL FINANCIAL MARKETS & BANKING SYSTEMS	5
QUANTITATIVE FINANCE & FINANCIAL MODELLING	5
ADVANCED CORPORATE FINANCE & FINANCIAL DECISION	5
INVESTMENT STRATEGIES AND PORTFOLIO MANAGEMENT	5
BANKING REGULATIONS AND COMPLIANCE	5
TAX AND LEGAL ASPECTS IN BANKING	5
RESEARCH METHODOLOGY	5

SPRING SEMESTER

Course title	Credits
CONSULTING PROJECT: LEADERSHIP, NEGOTIATION, PROJECT MANAGEMENT (CHALLENGE)	5
DATA SCIENCE AND ARTIFICIAL INTELLIGENCE IN FINANCE	5
AUDIT AND OPERATIONAL RISK MANAGEMENT	5
DIGITAL ASSETS: BUSINESS AND REGULATORY IMPACTS	5
ETHICS, CORPORATE GOVERNANCE, AND RESPONSIBLE BANKING	5
FINANCIAL TECHNOLOGY & INNOVAIONS IN DIGITAL FINANCE	5

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ENGLISH

MASTER of SCIENCE – YEAR 4

PARIS CAMPUS

FALL SEMESTER

Course title	Credits
INTRODUCTION TO FINANCE	5
CROSS CULTURAL MANANAGEMENT	5
INTERNATIONAL TRADE, BUSINESS & LOGISTICS	5
HR MANAGEMENT	5
INNOVATION & BUSINESS INTELLIGENCE	5
RESEARCH METHODS	5
FRENCH AS A FOREIGN LANGUAGE	5

SPRING SEMESTER

Course title	Credits
BUSINESS GAME (DO YOUR BUSINESS PLAN)	5
DIGITAL MARKETING	5
ORGANIZATIONAL DEVELOPMENT & CHANGE	5
DOING BUSINESS IN A CHANGING WORLD	5
COMPETING IN EMERGING ECONOMIES	5
FRENCH AS A FOREIGN LANGUAGE	5

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ENGLISH

MASTER IN MANAGEMENT – GRADUATE YEAR 4 (M1)
TRACK DIGITAL INNOVATION & TRANSFORMATION / AI

PARIS CAMPUS

<90 days SHORT TERM VISA

FALL SEMESTER

Course title	Credits
INTERNATIONAL BUSINESS LAW	5
PERFORMANCE MANAGEMENT	5
GEOECONOMICS	5
SUSTAINABLE AND ETHICAL BUSINESS STRATEGY	5
DATA ANALYSIS QUANTITATIVE	5
RELATIONSHIP MARKETING	5
HRM FOR MANAGER	5
COLLABORATIVE LEADERSHIP AND NEGOTIATION	5
CHANGE MANAGEMENT FOR SUSTAINABILITY	5
DATA ANALYSIS QUALITATIVE	5
REINFORCED ENGLISH	5
FRENCH AS A FOREIGN LANGUAGE	5

SPRING SEMESTER

Course title	Credits
BUSINESS GAME DDRS	5
RESEARCH METHODOLOGY	5
SAP: DIGITAL ENTERPRISE OPERATIONS	5
BUSINESS INTELLIGENCE	5
DIGITAL TRANSFORMATION & INDUSTRY 4.0	5
DIGITAL NEGOTIATION & CONFLICT MANAGEMENT	5
CONFERENCE ON DIGITTABLES OF INNOVATION	5
AI AND ENTREPRENEURSHIP HACKATHON	5
REINFORCED ENGLISH	5
FRENCH AS A FOREIGN LANGUAGE	5

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ENGLISH

MASTER IN MANAGEMENT – GRADUATE YEAR 4 (M1)
MAJOR : FINANCE & CONTROL

PARIS CAMPUS

<90 days SHORT TERM VISA

FALL SEMESTER

Course title	Credits
CHANGE MANAGEMENT FOR SUSTAINABILITY	5
GEOECONOMICS	5
DATA ANALYSIS QUANTITATIVE	5
DATA ANALYSIS QUALITATIVE	5
COLLABORATIVE LEADERSHIP AND NEGOTIATION	5
HRM FOR MANAGER	5
RELATIONSHIP MARKETING	5
PERFORMANCE MANAGEMENT	5
INTERNATIONAL BUSINESS LAW	5
SUSTAINABLE AND ETHICAL BUSINESS STRATEGY	5
REINFORCED ENGLISH	5
FRENCH AS A FOREIGN LANGUAGE	5

SPRING SEMESTER

Course title	Credits
BUSINESS GAME CSR	5
RESEARCH METHODOLOGY	5
EUROPEAN COMPETITION LAW	5
FINANCIAL MARKETS	5
FINANCIAL MANAGEMENT	5
CASH AND RISK MANAGEMENT	5
ENTREPREURIAL FINANCE	5
SUSTAINABLE FINANCE	5
REINFORCED ENGLISH	5
FRENCH AS A FOREIGN LANGUAGE	5

Back to TOC

ENGLISH

MASTER IN MANAGEMENT – GRADUATE YEAR 5 (M2)
FINANCIAL DATA MANAGEMENT

PARIS CAMPUS

FALL SEMESTER

Course title	Credits
ADVANCED FINANCIAL ANALYSIS, VALUATION & CORPORATE STRATEGIES	5
STRATEGIC CORPORATE REPORTING & IFRS CONSOLIDATION	5
INVESTMENT & FINANCING STRATEGY	5
CORPORATE STRATEGY, M&A, PE, LBO & RESTRUCTURING FOR PERFORMANCE	5
BUSINESS INTELLIGENCE & STRATEGIC ANALYSIS	5
DIGITAL, DATA, & AI TRANSFORMATION STRATEGY	5
AGILE PROJECT MANAGEMENT & PYTHON CODE FOR FINANCE	5
RESEARCH METHODOLOGY	5
FRENCH AS A FOREIGN LANGUAGE	5

SPRING SEMESTER

Course title	Credits
DATA DRIVEN BUSINESS MODELS, STRATEGIC DECISION MAKING & DECISION SCIENCE	5
STRATEGIC FORECASTING & PREDICTIVE ANALYSIS FOR FINANCIAL PERFORMANCE	5
DATA DRIVEN RISK & RESILIENCE MANAGEMENT	5
ESG, DATA ETHICS & BLOCKCHAIN FOR STRATEGIC FINANCE	5
BUSINESS INTELLIGENCE & DASHBOARDS FOR STRATEGIC INSIGHT (POWER BI/COPILOT..)	5
CONSULTING PROJECT (CHALLENGE)	5
FRENCH AS A FOREIGN LANGUAGE	5
REINFORCED ENGLISH	5

Back to TOC

ENGLISH

MASTER IN MANAGEMENT – GRADUATE YEAR 5 (M2)
MARKETING AND DIGITAL IN LUXURY AND LIFESTYLE

PARIS CAMPUS

FALL SEMESTER

Course title	Credits
CHALLENGE WITH LIVING HERITAGE FRENCH COMPANIES	5
DIGITAL MARKETING STRATEGY IN LUXURY	5
ROBOT & HUMAN INFLUENCE MARKETING AND D-TO-C TRENDS IN LUXURY	5
WEB DEVELOPMENT, E-COMMERCE AND TRAFIC ACTIVATION IN LUXURY	5
OMNICHANNEL RETAIL AND MERCHANDISING IN BEAUTY	5
RESEARCH METHODOLOGY	5
FRENCH AS A FOREIGN LANGUAGE	5

SPRING SEMESTER

Course title	Credits
BRAND MANAGEMENT AND HERITAGE IN LUXURY	5
BRAND CONTENT & LUXURY COMMUNICATION	5
DIGITAL PERFORMANCE IN LUXURY	5
EXPERIENTIAL LUXURY	5
COMPARATIVE STRATEGIES IN LUXURY	5
LEGAL AND ETHICS IN LUXURY	5
FRENCH AS A FOREIGN LANGUAGE	5
REINFORCED ENGLISH	5

Back to TOC

ENGLISH

MASTER IN MANAGEMENT – GRADUATE YEAR 5 (M2)
INTERNATIONAL EVENTS MANAGEMENT

PARIS CAMPUS

FALL SEMESTER

Course title	Credits
EVENT MANAGEMENT 1 : EVENT MANAGEMENT AS A COMPLEX PROJECT	5
EVENT MANAGEMENT 2 : ADVANCED PROFICIENCY IN EVENT MANAGEMENT	5
ENGAGEMENT 1 : DESIGN THINKING (USER APPROACH)	5
CORPORATE CREATIVITY LEADERSHIP (ORGANIZATION APPROACH)	5
MEETING STRATEGIES FOR SOCIAL TRANSFORMATION	5
MEETING STRATEGIES FOR SOCIAL TRANSFORMATION (LEARNING EXPEDITION)	5
RESEARCH METHODOLOGY	5
FRENCH AS A FOREIGN LANGUAGE	5

SPRING SEMESTER

Course title	Credits
DIGITAL SOCIAL EXPERIENCE	5
LIVE SOCIAL EXPERIENCE	5
INNOVATIVE SOCIAL EXPERIENCE	5
EVENT SUSTAINABILITY	5
EXPERIENCE & EVENT PERFORMANCE	5
BUSINESS CHALLENGE	5
FRENCH AS A FOREIGN LANGUAGE	5
REINFORCED ENGLISH	5

Back to TOC

ENGLISH

MASTER IN MANAGEMENT – GRADUATE YEAR 5 (M2)
SUSTAINABLE BUSINESS STRATEGY

PARIS CAMPUS

FALL SEMESTER

Course title	Credits
BUSINESS ANALYTICS FOR SUSTAINABLE BUSINESS	5
CONSULTING SKILLS	
SUSTAINABILITY AS A BUSINESS	5
IMPACT INVESTING AND SOCIAL ENTREPRENEURSHIP	5
CORPORATE GOVERNANCE AND BUSINESS ETHICS	5
SUSTAINABLE SUPPLY CHAINS	5
GLOBAL STRATEGY	5
RESEARCH METHODOLOGY	5
FRENCH AS A FOREIGN LANGUAGE	5

SPRING SEMESTER

Course title	Credits
TECHNOLOGICAL INNOVATION AND SUSTAINABILITY	5
RESPONSIBLE LEADERSHIP	5
BUSINESS ANALYTICS FOR SUSTAINABILITY	5
CREATIVITY AND SOCIAL INNOVATION	5
LEARNING EXPEDITION 2	5
AGILE PROJECT MANAGEMENT	5
FRENCH AS A FOREIGN LANGUAGE	5

Back to TOC

1871

EM NORMANDIE BUSINESS SCHOOL

UNDERGRADUATE FRENCH

EQUIS ACCREDITED · AACSB ACCREDITED · ASSOCIATION MBAS ACCREDITED · CONFÉRENCE DES GRANDES ÉCOLES · FT FINANCIAL TIMES · QS

BIENVENUE EN FRANCE

Back to TOC

FRENCH

MASTER IN MANAGEMENT – UNDERGRADUATE YEAR 2 (U2)

CAEN CAMPUS

FALL SEMESTER

Course title	Credits
NO COURSES OFFERED	

SPRING SEMESTER

Course title	Credits
ANALYSE FINANCIERE	5
BUSINESS ETHICS	5
ETUDES DE MARCHE	5
INTRODUCTION A LA FISCALITE	5
ENTREPRENARIAT ET STRATEGIE 2 : IDEATION & INNOVATION	5
HACKATHON DDRS	5
FONDAMENTAUX DES SYSTEMES D'INFORMATION (SI)	5
OPERATIONS MANAGEMENT	5
POLITIQUE ECONOMIQUE A DIMENSION INTERNATIONALE	5
ENGLISH	5

Back to TOC

FRENCH

MASTER IN MANAGEMENT – UNDERGRADUATE YEAR 3 (U3)

CAEN CAMPUS

FALL SEMESTER

Course title	Credits
COMPORTEMENT ORGANISATIONNEL ET MANAGEMENT	5
CONTRÔLE DE GESTION	5
ECONOMIE ALTERNATIVE	5
ECONOMIE APPLIQUEE	5
PROJET RESPONSABLE	5
STRATEGIE	5
ENGLISH	5
***Electives** (possibility to choose up to 1) :*	
FIT - FINANCE, INVESTISSEMENT, TRESORERIE	5
PROJET INTRAPRENEURIAL AGILE	5
PENSEES STRATEGIQUES COMPAREES	5
COMPRENDRE LE DEREGLEMENT CLIMATIQUE ET AGIR POUR LA TRANSITION	5
	5
TECH FOR BUSINESS : TRANSFORMATION DIGITALE ET INDUSTRIE 4.0	5

SPRING SEMESTER

Course title	Credits
NO COURSES OFFERED	

BACHELOR IN MANAGEMENT – YEAR 2 (BMI2)

LE HAVRE CAMPUS

FALL SEMESTER

Course title	Credits
PRINCIPES DE LA STRATÉGIE D'ENTREPRISE	5
EM STARTUPPER	5
ANALYSE FINANCIÈRE	5
OPERATIONS MANAGEMENT	5
ETUDES DE MARCHÉ	5
TRAVAILLER AU SEIN D'ÉQUIPES MULTICULTURELLES, PLURIELLES ET INCLUSIVES	5

SPRING SEMESTER

Course title	Credits
NO COURSES OFFERED	

FRENCH

BACHELOR IN MANAGEMENT – YEAR 3 (BMI3)
INTERNATIONAL MANAGEMENT

LE HAVRE CAMPUS

FALL SEMESTER

Course title	Credits
METHODOLOGIE DE RECHERCHE	5
DEMARCHE MARKETING	5
MANAGEMENT DE LA QUALITE	5
LEADERSHIP ET MANAGEMENT DES EQUIPES	5
ENTREPRENEURIAT	5
SUPPLY CHAIN MANAGEMENT	5

SPRING SEMESTER

Course title	Credits
BUSINESS GAME	5
Concentration Option 1*:	
INDUSTRIE DES SERVICES: Marketing des Services	5
INDUSTRIE DES SERVICES: Services du Tourisme et de l'Hôtellerie	5
Option INDUSTRIE DES SERVICES: Financial and Gaming Services	5
Concentration Option 2*:	
BUSINESS DIGITALE: Applications en Marketing Digital	5
BUSINESS DIGITALE: Droit de l'Internet et de la Cybersécurité	5
BUSINESS DIGITALE: Operations de eCommerce	5
Concentration Option 3*:	
LOGISTIQUE: Transport Multimodal	5
LOGISTIQUE: Logistique 4.0	5
LOGISTIQUE: Management Portuaire	5

OPTIONS CAN'T BE MIXED.

FRENCH

BACHELOR IN MANAGEMENT - YEAR 2 (BM2)

PARIS CAMPUS NEW

FALL SEMESTER

Course title	Credit
PRINCIPES DE LA STRATÉGIE D'ENTREPRISE	5
ANALYSE FINANCIÈRE	5
EMSTARTUPPER	5
OPERATIONS MANAGEMENT	5
ETUDES DE MARCHÉ	5
TRAVAILLER AU SEIN D'ÉQUIPES MULTICULTURELLES, PLURIELLES ET INCLUSIVES	5

SPRING SEMESTER

Course title
NO COURSES OFFERED

MASTER IN MANAGEMENT – UNDERGRADUATE YEAR 2 (U2)

PARIS CAMPUS

FALL SEMESTER

Course title	Credits
NO COURSES OFFERED	

SPRING SEMESTER

Course title	Credits
ANALYSE FINANCIÈRE	5
BUSINESS ETHICS	5
ETUDES DE MARCHÉ	5
INTRODUCTION À LA FISCALITÉ	5
ENTREPRENEURIAT & STRATÉGIE 2 : IDÉATION & INNOVATION	5
HACKATHON DDRS	5
FONDAMENTAUX DES SYSTÈMES D'INFORMATION (SI)	5
OPERATIONS MANAGEMENT	5
POLITIQUE ECONOMIQUE À DIMENSION INTERNATIONALE	5
ANGLAIS	5

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FRENCH

MASTER IN MANAGEMENT – UNDERGRADUATE YEAR 3 (U3)

PARIS CAMPUS

FALL SEMESTER

Course title	Credits
COMPORTEMENT ORGANISATIONNEL ET MANAGEMENT	5
CONTRÔLE DE GESTION	5
ECONOMIE ALTERNATIVE	5
ECONOMIE APPLIQUÉE	5
PROJET RESPONSABLE	5
STRATÉGIE	5
ANGLAIS	5
***Electives** (possibility to choose up to 1) :*	
FINANCE, INVESTISSEMENT, TRÉSORERIE	5
PENSÉES STRATÉGIQUES COMPARÉES	5
COMPRENDRE LE DÉRÈGLEMENT CLIMATIQUE ET AGIR POUR LA TRANSITION	5
ENTREPRISE ET SOCIÉTÉ, ANALYSE DES FAITS SOCIAUX	5
PROJET INTRAPRENEURIAL AGILE	5

SPRING SEMESTER

Course title	Credits
NO COURSES OFFERED	

1871

EM NORMANDIE BUSINESS SCHOOL

GRADUATE FRENCH

EQUIS ACCREDITED · AACSB ACCREDITED · ASSOCIATION OF MBAS ACCREDITED · CONFÉRENCE DES GRANDES ÉCOLES · FT FINANCIAL TIMES · QS

BIENVENUE EN FRANCE

Back to TOC

FRENCH

MASTER IN MANAGEMENT – GRADUATE YEAR 4 (M1)
MAJOR : MARKETING & BUSINESS DEVELOPMENT

CAEN CAMPUS

<90 days SHORT TERM VISA

FALL SEMESTER

Course title	Credits
GESTION DU CHANGEMENT AU SERVICE DE LA DURABILITE	5
GEOECONOMIE	5
ANALYSE DES DONNEES QUANTITATIVES	5
ANALYSE DES DONNEES QUALITATIVES	5
LEADERSHIP ET NEGOCIATION COLLABORATIVE	5
GRH POUR MANAGER	5
MARKETING RELATIONNEL	5
PILOTAGE DE LA PERFORMANCE	5
DROIT INTERNATIONAL DES AFFAIRES	5
STRATEGIE D'AFFAIRE DURABLE ET ETHIQUE	5

SPRING SEMESTER

Course title	Credits
BUSINESS GAME CSR	5
METHODOLOGIE DE RECHERCHE	5
THE ECONOMICS OF CULTURE	5
BRAND MANAGEMENT	5
CROSS CULTURAL MARKETING	5
DEVELOPPEMENT DE NOUVEAUX PRODUITS	5
PRICING	5
CHANNEL MANAGEMENT	5

Courses taught in English

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FRENCH

MASTER IN MANAGEMENT – GRADUATE YEAR 4 (M1)
TRACK MANAGER & CONSULTANT RESPONSABLE

CAEN CAMPUS

<90 days SHORT TERM VISA

FALL SEMESTER

Course title	Credits
GESTION DU CHANGEMENT AU SERVICE DE LA DURABILITE	5
GEOECONOMIE	5
ANALYSE DES DONNEES QUANTITATIVES	5
ANALYSE DES DONNEES QUALITATIVES	5
LEADERSHIP ET NEGOCIATION COLLABORATIVE	5
GRH POUR MANAGER	5
MARKETING RELATIONNEL	5
PILOTAGE DE LA PERFORMANCE	5
DROIT INTERNATIONAL DES AFFAIRES	5
STRATEGIE D'AFFAIRE DURABLE ET ETHIQUE	5

SPRING SEMESTER

Course title	Credits
BUSINESS GAME CSR	5
METHODOLOGIE DE RECHERCHE	5
THE ECONOMICS OF CULTURE	5
MANAGEMENT PUBLIC : TRANSITIONS & ETHIQUE	5
DEVELOPPER SON ACTIVITE A L'INTERNATIONAL : STRATEGIES ET PRATIQUES RESPONSABLES	5
DIAGNOSTIC ORGANISATIONNEL ET SOCIOLOGIQUE DES ORGANISATIONS	5
POSTURE ET ETHIQUE PROFESSIONNELLE DU CONSULTANT	5

Courses taught in English

Back to TOC

FRENCH

MASTER IN MANAGEMENT – GRADUATE YEAR 4 (M1)
MAJOR : SUPPLY CHAIN & LOGISTICS

LE HAVRE CAMPUS

<90 days SHORT TERM VISA

FALL SEMESTER

Course title	Credits
GESTION DU CHANGEMENT AU SERVICE DE LA DURABILITE	5
GEOECONOMIE	5
ANALYSE DES DONNEES QUANTITATIVES	5
ANALYSE DES DONNEES QUALITATIVES	5
LEADERSHIP ET NEGOCIATION COLLABORATIVE	5
GRH POUR MANAGER	5
MARKETING RELATIONNEL	5
PILOTAGE DE LA PERFORMANCE	5
DROIT INTERNATIONAL DES AFFAIRES	5
STRATEGIE D'AFFAIRE DURABLE ET ETHIQUE	5

SPRING SEMESTER

Course title	Credits
BUSINESS GAME DDRS	5
METHODOLOGIE DE LA RECHERCHE	5
SAP & ENTREPRISE DIGITALISEE	5
OPERATIONS & TRANSPORT NETWORKS	5
CHAINE D'APPROVISIONNEMENT MONDIALE	5
OPTIMISATION DE LA CHAINE LOGISTIQUE	5
INTRODUCTION TO PROGRAMMING & DATA ANALYTICS	5

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FRENCH

MASTER IN MANAGEMENT – GRADUATE YEAR 4 (M1)
MAJOR : ENTREPRENARIAT

LE HAVRE CAMPUS

FALL SEMESTER

Course title	Credits
GESTION DU CHANGEMENT AU SERVICE DE LA DURABILITE	5
GEOECONOMIE	5
ANALYSE DES DONNEES QUANTITATIVES	5
ANALYSE DES DONNEES QUALITATIVES	5
LEADERSHIP ET NEGOCIATION COLLABORATIVE	5
GRH POUR MANAGER	5
MARKETING RELATIONNEL	5
PILOTAGE DE LA PERFORMANCE	5
DROIT INTERNATIONAL DES AFFAIRES	5
STRATEGIE D'AFFAIRE DURABLE ET ETHIQUE	5

SPRING SEMESTER

Course title	Credits
BUSINESS GAME DDRS	5
METHODOLOGIE DE RECHERCHE	5
DROIT PENAL DES AFFAIRES	5
ENTREPRENDRE A L'ETRANGER : CHINE, AFRIQUE & ETATS-UNIS	5
ÉVITER L'ECHEC DU DEMARRAGE	5
ENTREPRENDRE DANS UN ÉCOSYSTEME WEB 4	5
MISSION D'EXPLORATION AU CŒUR DES ÉCOSYSTÈMES ENTREPRENEURIAUX	5
HACKATHON IA & ENTREPRENEURIAT	5
SANTE ET EQUILIBRE DU DIRIGEANT- ENTREPRENEUR	5

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FRENCH

MASTER IN MANAGEMENT – GRADUATE YEAR 4 (M1)
MAJOR : MARKETING & BUSINESS DEVELOPMENT

LE HAVRE CAMPUS

FALL SEMESTER

Course title	Credits
GESTION DU CHANGEMENT AU SERVICE DE LA DURABILITE	5
GEOECONOMIE	5
ANALYSE DES DONNEES QUANTITATIVES	5
ANALYSE DES DONNEES QUALITATIVES	5
LEADERSHIP ET NEGOCIATION COLLABORATIVE	5
GRH POUR MANAGER	5
MARKETING RELATIONNEL	5
PILOTAGE DE LA PERFORMANCE DROIT INTERNATIONAL	5
STRATEGIE D'AFFAIRE DURABLE ET ETHIQUE	5
DROIT INTERNATIONAL DES AFFAIRES	5

SPRING SEMESTER

Course title	Credits
BUSINESS GAME DDRS	5
METHODOLOGIE DE LA RECHERCHE	5
L'ECONOMIE DE LA CULTURE	5
BRAND MANAGEMENT	5
CROSS CULTURAL MARKETING	5
DEVELOPPEMENT DE NOUVEAUX PRODUITS	5
PRICING	5
CHANNEL MANAGEMENT	5

Back to TOC

FRENCH

MASTER IN MANAGEMENT – GRADUATE YEAR 5 (M2)
ENTREPRENEURIAT

NEW

PARIS CAMPUS

FALL SEMESTER

Course title	Credits
ANALYSE DES DONNEES ET PRISE DE DECISION EN ENTREPRISE	5
STRATEGIE DE FINANCEMENT ET LEVEE DE FONDS	5
AGILITE ENTREPRENARIALE : MAXIMISER LA SCALABILITE	5
REPRENEURIAT ET ENTREPRENEURIAT FAMILIAL	5
ENTREPRENDRE AVEC LES TECHONOLOGIES DE DEMAIN : IA, BLOCKCHAIN, BIOLOGIE SYNTHETIQUE	5
ENTREPRENEURS SUR SCENE : THEATRALISER SON PITCH (COMMUNICATION EXTERNE ET PERSUASION)	5
OPPORTUNITES ET INVESTISSEMENTS A L'ERE DU CHANGEMENT CLIMATIQUE	5
METHODOLOGIE DE LA RECHERCHE	5

SPRING SEMESTER

Course title	Credits
DEFIS JURIDIQUES ET ETHIQUES DANS LE COMMERCE NUMERIQUE	5
E-COMMERCE BUSINESS MODE	5
GERER L'HYPERCROISSANCE	5
ENTREPRENDRE DANS LES SCIENCES DE LA VIE	5
INTELLIGENCE EMOTIONNELLE ET LEADERSHIP ENTREPRENEURIAL (COMMUNICATION INTERNE & GESTION HUMAINE)	5
ENTREPRENARIAT A IMPACT : DE LA VISION A L'EVENEMENT	5