



**EXCHANGE PROGRAMME
COURSE CATALOGUE**



**REIMS CAMPUS
SPRING SEMESTER 2027**

Academic Year 2026-2027

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Specialization: Global Management
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IMPORTANT ACADEMIC INFORMATION

This is the tentative Spring 2027 Exchange Programme Course Catalogue.

An updated version will be communicated before the Course Registration.

The catalogue is divided into the following:

- Undergraduate Mix & Match Offer,
- Graduate Mix & Match Offer,
- Undergraduate and/or Graduate Tracks

Each **Mix & Match Offer** contains a variety of courses from our academic programmes. You may choose from a wide selection of Business courses, French Language courses, and e-Learning courses. It is not possible to pick and choose courses from different Mix & Match offers.

E-Learning courses are asynchronous and require students to work independently.

Students must respect the following rules when choosing courses in a **Mix & Match Offer**:

- Business Courses: choose from 1 to 5 courses (+ 1 to 2 substitute courses)
- French Language Courses (FLE): choose from 0 to 3 courses (+ 0 to 2 substitute courses)
- E-Learning Courses: choose from 0 to 2 courses (no substitute needed)

The **Tracks** are specialized sets of courses. They cannot be mixed or modified. You may take one French Language Course with a Track.

**The course registration is based on a
first come, first served basis.**

SPRING SEMESTER 2027

UNDERGRADUATE MIX & MATCH OFFER

BUSINESS COURSES

- Business Courses: choose from 1 to 5 courses (+ 1 to 2 substitute courses)

Course Title	Course code	Year	Programme	ECTS credits	Language of instruction	Campus
AI & the Future of Society	2627_SI_3_2_003_E	Bachelor	GBBA	5	English	Reims
Analyse de données & informatique décisionnelle	2627_MQ_3_2_001_F	Bachelor	GBBA	6	French	Reims
Brand Marketing	2627_MK_3_2_001_E	Bachelor	GBBA	6	English	Reims
Comptabilité de gestion	2627_CC_3_1_007_F	Bachelor	PGE (MIM)	5	French	Reims
Corporate Valuation	2627_FI_3_2_001_E	Bachelor	GBBA	5	English	Reims
Cost Accounting	2627_CC_3_1_011_E	Bachelor	PGE (MIM)	5	English	Reims
Cross-cultural Management and Intercultural Communication	2627_PO_3_2_034_E	Bachelor	ECH	6	English	Reims
CSR 1: Developing business models for a sustainable world	2627_ST_3_2_027_E	Bachelor	GBBA	5	English	Reims
Data Analysis & Business Intelligence	2627_MQ_3_2_002_E	Bachelor	GBBA	6	English	Reims
Digital innovation & Entrepreneurship	2627_EN_3_2_014_E	Bachelor	ECH	6	English	Reims
Digital Literacy	2627_SI_3_1_019_E	Bachelor	PGE (MIM)	3	English	Reims
Droit des affaires	2627_JF_3_1_004_F	Bachelor	PGE (MIM)	5	French	Reims
Economics 2	2627_EC_3_1_003_E	Bachelor	PGE (MIM)	3	English	Reims
Entrepreneurship	2627_EN_3_2_002_E	Bachelor	GBBA	6	English	Reims
Entreprise digitale	2627_SI_3_2_001_F	Bachelor	GBBA	6	French	Reims
Finance: investing and trading	2627_FI_3_2_010_E	Bachelor	GBBA	5	English	Reims
Financial Analysis and Modeling	2627_FI_3_1_001_E	Bachelor	PGE (MIM)	3	English	Reims

Innovation Management	2627_ST_3_2_002_E	Bachelor	GBBA	3	English	
Innovation Management	2627_ST_3_2_003_E	Bachelor	GBBA	6	English	Reims
International Marketing Strategy	2627_MK_3_2_013_E	Bachelor	GBBA	5	English	Reims
Investment Management and Portfolio Analysis	2627_FI_3_2_011_E	Bachelor	GBBA	5	English	Reims
Leadership and Organization Development	2627_PO_3_2_006_E	Bachelor	GBBA	6	English	Reims
Leadership et développement des organisations	2627_PO_3_2_007_F	Bachelor	GBBA	6	French	Reims
Management des opérations	2627_SC_3_2_001_F	Bachelor	GBBA	6	French	Reims
Marketing de la marque	2627_MK_3_2_009_F	Bachelor	GBBA	6	French	Reims
Marketing management (EN)	2627_MK_3_1_011_E	Bachelor	PGE (MIM)	5	English	Reims
Marketing management (FR)	2627_MK_3_1_015_F	Bachelor	PGE (MIM)	5	French	Reims
Négociation	2627_PO_3_2_013_F	Bachelor	GBBA	6	French	Reims
Negotiation	2627_PO_3_2_014_E	Bachelor	GBBA	6	English	Reims
Operations Management	2627_SC_3_2_002_E	Bachelor	GBBA	6	English	Reims
Project Management	2627_SI_3_2_009_E	Bachelor	GBBA	3	English	Reims
Strategic and Digital Marketing Communication	2627_MK_3_2_007_E	Bachelor	GBBA	5	English	Reims
Strategic Marketing & Digital Communication	2627_MK_3_2_006_E	Bachelor	GBBA	5	English	Reims
Strategy and Sustainability	2627_ST_3_2_028_E	Bachelor	ECH	6	English	Reims
Sustainability transition s : Business case studies	2627_DD_3_2_004_E	Bachelor	GBBA	5	English	Reims
The Digital Organisation	2627_SI_3_2_005_E	Bachelor	GBBA	5	English	Reims
The Digital Organization	2627_SI_3_2_004_E	Bachelor	GBBA	6	English	Reims
Virtual Database Business	2627_SI_3_2_008_E	Bachelor	GBBA	5	English	Reims

E-LEARNING COURSES

- E-Learning Courses: choose from 0 to 2 courses (no substitute needed)
- ! E-Learning courses are asynchronous and require students to be well-organized and to work independently.

Course Title	Course code	Year	Programme	ECTS credits	Language of instruction	Campus
International Management EL I	2627_ST_3_2_024_E	Bachelor	E-learning	6	English	Reims

FRENCH LANGUAGE COURSES

- French Language Courses (FLE): choose from 0 to 3 courses (+ 0 to 2 substitute courses)
- A minimum number of students must register for each of the French courses to open
- French-speaking students are not allowed to choose a French course.

Course Title	Course code	Year	Programme	ECTS credits	Language of instruction	Campus
FL.2 - Boosting your Employability in France	2627_LV_3_X_063_F	Bachelor	FLE	5	French	Reims
FL.2 - Découvrir et comprendre la culture française	2627_LV_3_X_065_F	Bachelor	FLE	5	French	Reims
FL.2 - Discovering and Understanding French Culture	2627_LV_3_X_067_E	Bachelor	FLE	5	English	Reims
FL.2 - French for Business B1	2627_LV_3_X_071_F	Bachelor	FLE	5	French	Reims
FL.2 - French for Business B1-B2	2627_LV_3_X_073_F	Bachelor	FLE	5	French	Reims
FL.2 - French for Communication A1	2627_LV_3_X_077_F	Bachelor	FLE	5	French	Reims
FL.2 - French for Communication A1 Beginner	2627_LV_3_X_079_F	Bachelor	FLE	5	French	Reims
FL.2 - French for Communication A2	2627_LV_3_X_083_F	Bachelor	FLE	5	French	Reims
FL.2 - French for Communication A2 Intermediate	2627_LV_3_X_085_F	Bachelor	FLE	5	French	Reims

GRADUATE MIX & MATCH OFFER

BUSINESS COURSES

- Business Courses: choose from 1 to 5 courses (+ 1 to 2 substitute courses)

Course Title	Course code	Year	Programme	ECTS credits	Language of instruction	Campus
Advanced Strategic Marketing	2627_MK_4_2_025_E	Master 1	PGE (MIM)	5	English	Reims
Advanced Team Management	2627_PO_4_2_017_E	Master 1	PGE (MIM)	5	English	Reims
Algorithmic Thinking for Data Analysis	2627_SI_4_2_016_E	Master 1	PGE (MIM)	5	English	Reims
Behavioral Finance	2627_FI_4_2_036_E	Master 1	PGE (MIM)	5	English	Reims
Blockchain and Fintech	2627_FI_4_2_002_E	Master 1	GBBA	5	English	Reims
Brand Marketing	2627_MK_4_2_002_E	Master 1	GBBA	5	English	Reims
Cross-cultural Management and Intercultural Communication	2627_PO_3_2_034_E	Bachelor	ECH	6	English	Reims
CSR 2 : Implementing sustainable and responsible practices in organizations	2627_ST_4_2_019_E	Master 1	GBBA	5	English	Reims
Data Management EL	2627_MK_4_2_027_E	Master 1	PGE (MIM)	5	English	Reims
Data Science for Finance	2627_FI_4_2_037_E	Master 1	PGE (MIM)	5	English	Reims
Digital innovation & Entrepreneurship	2627_EN_3_2_014_E	Bachelor	ECH	6	English	Reims
Digital Innovation for Good	2627_ST_4_2_025_E	Master 1	PGE (MIM)	5	English	Reims
Digital Transformation & Change Management EL	2627_ST_4_2_024_E	Master 1	PGE (MIM)	5	English	Reims
Economic Policy	2627_EC_4_2_005_E	Master 1	PGE (MIM)	5	English	Reims
Financial Analysis	2627_CC_4_2_007_E	Master 1	PGE (MIM)	5	English	Reims
Financial Decisions under Uncertainty	2627_FI_4_2_034_E	Master 1	PGE (MIM)	5	English	Reims
Financial Derivatives and Risk Management	2627_FI_4_2_011_E	Master 1	GBBA	5	English	Reims

Global Marketing Dynamics	2627_MK_4_2_024_E	Master 1	PGE (MIM)	5	English	Reims
Innovative Brand Marketing	2627_MK_4_2_026_E	Master 1	PGE (MIM)	5	English	Reims
International Business Development	2627_GS_4_2_009_E	Master 1	PGE (MIM)	5	English	Reims
International Management	2627_ST_4_2_023_E	Master 1	PGE (MIM)	5	English	Reims
Investments	2627_FI_4_2_035_E	Master 1	PGE (MIM)	5	English	Reims
Leadership and Organization Development	2627_PO_4_2_015_E	Master 1	GBBA	5	English	Reims
Leading Change	2627_PO_4_2_018_E	Master 1	PGE (MIM)	5	English	Reims
Legal Challenges in Sustainability Transitions	2627_JF_4_2_009_E	Master 1	GBBA	5	English	Reims
Money and Banking	2627_EC_4_2_006_E	Master 1	PGE (MIM)	5	English	Reims
MT - Data Analysis & Business Intelligence	2627_MQ_4_2_010_E	Master 1	GBBA	5	English	Reims
Optimization Tools for Management	2627_SC_4_2_011_E	Master 1	PGE (MIM)	5	English	Reims
Organizations and Careers in the Arts	2627_GS_4_2_010_E	Master 1	PGE (MIM)	5	English	Reims
Predictive Analytics with AI & Machine Learning	2627_MQ_4_2_015_E	Master 1	PGE (MIM)	5	English	Reims
Purchasing, Procurement and Supply Chain Management	2627_SC_4_2_006_E	Master 1	GBBA	5	English	Reims
Reporting with IFRS	2627_CC_4_2_011_E	Master 1	PGE (MIM)	5	English	Reims
Strategy and Sustainability	2627_ST_3_2_028_E	Bachelor	ECH	6	English	Reims
Supply Chain Foundations for Turbulent Times	2627_SC_4_2_012_E	Master 1	PGE (MIM)	5	English	Reims
Sustainability and Ethics in Supply Chain Management	2627_SC_4_2_013_E	Master 1	GBBA	5	English	Reims
Technology & Digital Opportunities for Business Development	2627_ST_4_2_033_E	Master 1	GBBA	5	English	Reims
The Economics of Culture	2627_GS_4_2_007_E	Master 1	PGE (MIM)	5	English	Reims
Web Marketing	2627_MK_4_2_010_E	Master 1	GBBA	5	English	Reims

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Course Title	Course code	Year	Programme	ECTS credits	Language of instruction	Campus
Change Management and Digital Transformation EL I	2627_ST_4_2_008_E	Master 1	E-learning	6	English	Reims
Coding School: Certification Excel I	2627_SC_4_2_014_E	Master 1	E-learning	6	English	Reims
Coding School: Website Use II	2627_SC_5_2_004_E	Master 2	E-learning	5	English	Reims
Corporate valuation with Excel EL II	2627_FI_5_2_001_E	Master 2	E-learning	6	English	Reims
Data Management II	2627_MK_5_2_006_E	Master 2	E-learning	6	English	Reims
Designing and Managing organization in a digital era EL II	2627_ST_5_2_004_E	Master 2	E-learning	6	English	Reims
Digital Literacy EL I	2627_SI_4_2_012_E	Master 1	E-learning	6	English	Reims
Financial reporting EL II	2627_CC_5_2_001_E	Master 2	E-learning	6	English	Reims
Gestion des ressources humaines environnementales EL II	2627_PO_5_2_006_F	Master 2	E-learning	6	French	Reims
Innovation Management EL II	2627_ST_5_2_008_E	Master 2	E-learning	5	English	Reims
International Management EL II	2627_ST_5_2_005_E	Master 2	E-learning	6	English	Reims
Manager les ressources humaines EL II	2627_PO_5_2_003_F	Master 2	E-learning	6	French	Reims
Markstrat EL II	2627_MK_5_2_003_E	Master 2	E-learning	6	English	Reims
Sustainability EL I	2627_DD_4_2_001_E	Master 1	E-learning	6	English	Reims

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FL.2 - Découvrir et comprendre la culture française	2627_LV_3_X_065_F	Bachelor	FLE	5	French	Reims
FL.2 - Discovering and Understanding French Culture	2627_LV_3_X_067_E	Bachelor	FLE	5	English	Reims
FL.2 - French for Business B1	2627_LV_3_X_071_F	Bachelor	FLE	5	French	Reims
FL.2 - French for Business B1-B2	2627_LV_3_X_073_F	Bachelor	FLE	5	French	Reims
FL.2 - French for Communication A1	2627_LV_3_X_077_F	Bachelor	FLE	5	French	Reims
FL.2 - French for Communication A1 Beginner	2627_LV_3_X_079_F	Bachelor	FLE	5	French	Reims
FL.2 - French for Communication A2	2627_LV_3_X_083_F	Bachelor	FLE	5	French	Reims
FL.2 - French for Communication A2 Intermediate	2627_LV_3_X_085_F	Bachelor	FLE	5	French	Reims

GRADUATE TRACKS

- The **Tracks** are specialized sets of courses. They cannot be mixed or modified.
 - You may take one French Language Course with a Track (see offer above).
- !/ If this page is empty, this means that there is no Graduate Track offer for this semester.

Global Management

Course Title	Course code	Year	Programme	ECTS credits	Language of instruction	Campus
Current Issues in Global Governance	2627_GS_5_3_004_E	Master 2	MSc	5	English	Reims
Digital markets and society	2627_GS_5_3_005_E	Master 2	MSc	5	English	Reims
International Market Risk Management	2627_FI_5_3_057_E	Master 2	MSc	5	English	Reims
Managerial Accounting	2627_CC_5_3_021_E	Master 2	MSc	5	English	Reims
Smart Operations & Supply Chain Management	2627_SC_5_3_020_E	Master 2	MSc	5	English	Reims
Statistics for Business and Economics	2627_MQ_5_3_015_E	Master 2	MSc	5	English	Reims
Total ECTS				30		

Marketing

Course Title	Course code	Year	Programme	ECTS credits	Language of instruction	Campus
Consumer Experience: Technological and Sustainable Interfaces	2627_MK_5_3_185_E	Master 2	MSc	5	English	Reims
Content Creation: Strategy, Creativity and Sustainability	2627_MK_5_3_186_E	Master 2	MSc	5	English	Reims
Data-driven, Privacy & Ethics Decision Making	2627_MK_5_3_187_E	Master 2	MSc	5	English	Reims
E-CRM and E-commerce	2627_MK_5_3_053_E	Master 2	MSc	5	English	Reims
Influencer Marketing and Community Management	2627_MK_5_3_066_E	Master 2	MSc	5	English	Reims
Traffic Management and SEO	2627_MK_5_3_125_E	Master 2	MSc	5	English	Reims
Total ECTS				30		