

PGE4 - MAJOR FINANCE - ACCOUNTING



CORE CURRICULUM

- ESSENTIAL CONCEPT IN FINANCIAL ANALYSIS
- MANAGEMENT CONTROL

SEMESTER:
B

24 ECTS

CHOOSE YOUR TRACK:



FINANCE TRACK (EN)

- Derivatives I
- Fixed Income
- Portfolio Management



ACCOUNTING - INTERNAL CONTROLS - FINANCE TRACK (FR)

- Cas pratiques de finance d'entreprise
 - Comptabilité II
- Obligations fiscales et comptables: cas pratiques I

If you choose a track in a different language from that of your entrance exam, you will be required to take a language proficiency test.

PGE4 - MAJOR INTERNATIONAL AND EUROPEAN BUSINESS



CORE CURRICULUM

- INTERNATIONAL STRATEGY
- INTERNATIONAL CONSUMER BEHAVIOR
- INTRODUCTION TO EUROPEAN ECONOMY
- THE GOVERNMENT OF THE EUROPEAN UNION

SEMESTER:
B

24
ECTS

TEACHING
LANGUAGE



■ DIGITAL AND SUSTAINABLE FUTURES

CHOOSE YOUR COURSE:

SUSTAINABLE
MARKETING

DIGITAL DIVIDE IN
GLOBAL WORLD

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PGE4 - MAJOR MARKETING

CORE CURRICULUM

- ÉTUDES MARKETING AVANCÉES
- AI-DRIVEN MARKETING ANALYTICS
- STRATÉGIE DE MARQUE

SEMESTER:
B

24 ECTS

CHOOSE YOUR TRACK

MARKETING MANAGEMENT TRACK

- Nouvelles tendances en Marketing
- Ventes et Key Account Management

DIGITAL MARKETING TRACK

- Marketing de l'attention et Eye Tracking
- Digital Marketing Strategy

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PGE4 - MAJOR MANAGEMENT OF RESPONSIBLE ORGANIZATIONS



SEMESTER:
B

24 ECTS

CORE CURRICULUM

- AI-DRIVEN LEAN MANAGEMENT FOR
 - SUSTAINABLE BUSINESS
- HUMAN RESOURCES AND SOCIALLY
 - RESPONSIBLE PERSPECTIVES

CHOOSE YOUR TRACK:

HUMAN RESOURCES TRACK

- Leadership and Influence
- Dynamique organisationnelle
- Management des talents dans les organisations

SUPPLY CHAIN MANAGEMENT TRACK

- Processus des achats
- Administration des ventes
- Informations Systems for Business Entreprises

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YOUR ACADEMIC CONTACTS



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