

**BACHELOR 3 ENGLISH TRACK 2025-2026
PARIS & NANCY**

3A NANCY PARIS

3A NANCY PARIS					
FALL SEMESTER	VH	ECTS	SPRING SEMESTER	VH	ECTS
Managerial analysis tools			Managerial openness		
Strategic analysis and business innovation	20	2	European Union and European Institutions	20	2
Management control	20	2	Reinventing business in a global & digital world	20	2
Management and leadership	20	2	Creative Thinkers seminar	20	2
The responsible managerial environment			Economic and legal environment		
Entrepreneurship - intrapreneurship	20	2	Knowledge Management	20	2
Corporate social responsibility (including students project)	20	2	New Global Geopolitical Challenges	20	2
Business game	20	2	Doing Business with European Countries & People	20	2
Managerial openness			Strategic and financial environment of the manager		
# ATM Challenge	20	2	International finance	20	2
Research methodology	20	2	Corporate Strategy	20	2
Professional English	20	2	Marketing environment		
Managerial employability			International Marketing	20	2
French Culture and French Civilizations	10	1	Marketing Business Game	20	2
Objective pro internship! (internship Y2)		2	Corporate Communication	20	2
MyFuture career (employability module)	20	2	Bachelor thesis		
French Language Course (optional) (for international students)			Bachelor thesis		4
Professional objectives			Elective basis		
Objective International Business Officer	90	7	Study path 2a : Cycle of Conferences	20	2
Objective Banking and Insurance Customer Relationship Manager			Study path 2b: Short internship for students coming from ICN Bachelor Year 2		2
Objective Communication and Events Officer			French Language Course (optional) (for international students)		
Objective Innovative Project Manager					
Objective Customer advisor in luxury companies					
Objective E-business project manager					
	300	30		240	30