INSEEC Group- Paris, Bordeaux, & Lyon

**Courses in English- Fall Semester**

**Paris:**

**Advertising & Communication:**
- New Information & Communication Technologies Marketing
- International Media
- Image Rights
- Strategic Cases Competition
- Public & Press Relations Management
- Web Marketing Project
- Business Communication
- Benchmarking

**Business Culture:**
- American Political Institutions
- International Business Law
- American Business Culture and Geopolitics
- American Studies
- Analyzing & Understanding Foreign Markets
- Business Ethics
- Emerging Countries
- Lobbying

**Economics:**
- Macro-Economics
- Micro Economics I
- Micro Economics II
- Western European Economic System and Social Policies
- International Economics
- International Economy

**Finance/Accounting:**
- Cases of Financial Decision Making
- Corporate Finance and Treasury
- Principles of Accounting
- Risk Management
- International Finance & Financial Communication
• Portfolio Simulation & Management
• Financial Risk Management
• Auditing
• Cash Management, Hedging & Trading
• Corporate Finance
• Corporate Finance & Investment
• Exchange Rate Risk Management
• Financial Accounting I
• Financial Accounting II & Financial Analysis
• International Tax Optimization
• Managerial Accounting
• Managerial Accounting & International Accounting Standards
• Risk Management

**Human Resources & Managerial Behavior:**
• Corporate & Social Responsibility & Business Ethics
• Corporate & Social Responsibility
• Organizational Behavior
• Dealing with Human Resources
• Human & Organizational Management
• American Planning Methodology

**International Business:**
• Comparative Analysis
• International Advertising
• International Marketing
• International Marketing Related Topics
• International Finance
• International Business Ethics
• International Trade
• Supply Chain Management II
• European Business Environment

**Language & Culture:**
• French Culture & Civilization
• French Language
• Public Speaking
• The Making of French Identity

**Law:**
• Legal Environment of the Firm
• International Business Law
- International Law
- International Private Law
- Institutional Environment of the Firm
- European Environment of the Firm
- International Business Law

**Management:**
- Cost Breakdown
- Management Science
- Management Science II
- Principles of Management
- Project Management
- Strategic Management
- Cross Cultural Management
- International Management Cases
- International Management Strategy
- Project Management & Leadership
- Business Plan
- Advanced International Management Cases
- Advanced Global Strategic Management
- Management & Strategic Development
- Financial Markets and Portfolio Management
- International Strategic Management
- Entrepreneurship in Europe
- Business Planning

**Marketing & Sales:**
- International Advanced Marketing
- B2B Marketing & E-Marketing
- Consumer Behavior
- Marketing Principles
- Marketing Research Methodology
- Strategic Management
- Strategic Customer Management
- Luxury Brand Management
- Industrial Marketing
- Export Development
- E-Business
- Brand Management
- Advertising Management
- Strategic Watch
- Luxury Brand Management
- Luxury Marketing
- Sports Marketing
• Tourism Marketing
• Corporate Communication
• Customer Relationship Management

**Lyon:**

**Management:**
• Cross Cultural Management
• Strategic Marketing & Purchasing Management
• Business Valuation
• Strategy & General Policy
• Supply Chain Management
• Introduction to Foreign Matters
• Supply Chain Management II
• International Business Game

**Marketing & Sales:**
• International Marketing
• Consumer Behavior
• Industrial Marketing
• Marketing Services

**Finance & Accounting:**
• U.S. GAAP
• International Financial Techniques

**Bordeaux:**

**General Business Classes**
• International Financial Reporting System
• Managing an International Group
• Marketing Strategy & Company Management
• A Review of Asian Markets
• Supply Chain Management
• Anglo Saxon Business Practices

**Management:**
• Cross Cultural Management
• Purchasing Management
• Business Valuation
• Strategy & General Policy
• Supply Chain Management
Marketing & Sales:
- International Marketing
- Strategic Marketing
- Industrial Marketing
- Marketing Services

Wine Marketing & Management:
- International Marketing & Advertising
- Management & Company Strategy
- Research in Marketing Studies & Customer Behavior
- Launching and Managing New Products
- Merchandising & Distribution Policy
- Direct Marketing & Sales Promotion
- Persona Training Development & Methods
- Financial Management
- Mergers & Acquisitions in the International Wine Industry
- A Comparative Approach to the Legislation Affecting the Wine Industry
- International Strategy of the Brand in the Wine and Spirits Sector
- Packaging Design, Logistics & Purchasing
- International Negotiation
- Development of Foreign Markets

Courses in English - Spring Semester

Paris:
Business Culture:
- American Business Culture & Geopolitics
- Analyzing and Understanding Foreign Markets

Economics:
- International Economics
- Macro Economics II
- International Markets
- Western European Economic System and Social Policies
- International Economics & Micro Economics II

Finance/Accounting:
- Cases of Financial Decision Making
- Introduction to Finance
- Financial Accounting
• Financial Mathematics
• Financial Accounting I
• Financial Risk Management
• Corporate Finance
• Exchange Rate Risk Management
• Financial Accounting II & Risk Analysis
• Financial Markets & Portfolio Management
• Managerial Accounting

**Human Resources & Managerial Behavior:**
• Dealing with Human Resources
• Leadership & Motivation
• Organizational Behavior
• Corporate Social Responsibility
• Organizational Management
• The Legal Aspects of International Human Resource Management
• Management of Human Relationships
• Internal Communications
• American Planning Recruiting Methodology

**International Business:**
• International Finance Tools
• International Advertising
• International Marketing
• International Strategic Management
• International Management Cases
• Entrepreneurship in Europe
• International Finance
• International Trade
• International Business Ethics
• Geopolitics
• International Business Law
• European Business Law

**Language & Culture:**
• French Culture & Civilization
• French Language
• Public Speaking
• The Making of French Identity
Law:
- Intro to International Business Law
- European Business Law
- International Business Law

Management:
- Management Science
- Supply Chain Management
- Cross Cultural Management
- Business Planning
- International Strategic Management
- Doing Business in Asia

Marketing & Sales:
- International Advanced Marketing
- Advertising Management
- Customer Relationship Marketing
- E-Business
- Luxury Brand Management
- Strategic Marketing
- Marketing Principles
- Strategic Watch
- Marketing Research Methodology
- Customer Relationship Management
- Luxury Brand Management
- Sports Marketing
- Tourism Marketing

Lyon:
Business Culture:
- American Studies I
- American Studies II
- Press Review
- Business Penal Law

Marketing/Finance/Management:
- International Advertising
- Cross Cultural Management
- Mathematics for Finance
Bordeaux:

General Business Classes:

- Business Ethics
- Controlling
- Business Strategy Game
- Trade Export
- International Advertising
- International Trade Tools & Processes
- French Language

Marketing/Finance/Management:

- Purchasing Management
- American Studies II
- International Advertising
- Mathematics for Finance
- International Marketing

*** This list is not comprehensive and is subject to change. For current course information, please visit the Office of International Outreach or INSEEC Group’s website.