

Course selection at ESCEM for Bachelor exchange students

International students at ESCEM are required to take mandatory courses. The following mandatory courses do not vary from one academic period to the other:

	Course titles: Mandatory part	Credits (ECTS)
<input checked="" type="checkbox"/>	General study seminar - Intercultural competence*	1
<input checked="" type="checkbox"/>	Intensive French seminar	1
<input checked="" type="checkbox"/>	French as foreign language classes	3
<input checked="" type="checkbox"/>	International experience report*	2
<input checked="" type="checkbox"/>	European culture*	4
<input checked="" type="checkbox"/>	Marketing research project*	4
Total number of mandatory credits		15

**Short course description available on page 2*

In addition, every semester ESCEM offers elective courses, which vary from one academic period to the other. Below, you will find examples of the courses ESCEM has offered in the last academic year (last 2 semesters):

Put a cross in the box to indicate your course choice	Course titles: Elective part	Credits (ECTS)
<input type="checkbox"/>	International business law	3
<input type="checkbox"/>	International brand management	3
<input type="checkbox"/>	International business	3
<input type="checkbox"/>	International finance & blockchain	3
<input type="checkbox"/>	Business ethics	3
<input type="checkbox"/>	Supply chain management	3
<input type="checkbox"/>	International advertising and public relations	3
<input type="checkbox"/>	Advanced international business development strategy	3
<input type="checkbox"/>	International finance	3
<input type="checkbox"/>	Business strategy simulation	3
<input type="checkbox"/>	Global communication strategies	3
<input type="checkbox"/>	International public relations and sponsoring	3

<input type="checkbox"/>	Communication and social media marketing	3
<input type="checkbox"/>	International business strategy	3
<input type="checkbox"/>	International negotiations in marketing and communications	3
<input type="checkbox"/>	Branding strategy in international business	3
<input type="checkbox"/>	Strategic planning and marketing audit	3
<input type="checkbox"/>	Corporate strategy	3
<input type="checkbox"/>	Corporate finance (fundamentals)	3

Students coming from European countries normally take a minimum of 30 ECTS credits per semester in order to validate. However, we are willing to accept the ECTS credits equivalence the sending university considers sufficient to validate a student’s semester.

There is no exam resits if students fail in a subject, thus students should take an extra subject if they want to make sure to get enough credits.

Attending all courses is mandatory at ESCEM. Students are allowed to miss classes 2 times in each subject only. If they miss more classes for medical reason, they will need to provide a medical certificate.

Short course descriptions

General Study seminar

This course is designed to provide students with a general overview of the different historic and gastronomic areas in France. France is the country which receives the greatest number of tourists in the world and has a great gastronomic history and architectural reputation. This course shall be organized with students experiencing how gastronomy and tourism are linked. That can be demonstrated by examples showing how gastronomy is an important part of the pleasure of travelling, visiting and understanding cultures. The purpose is also to express how trends have an influence on the gastronomic development and by consequence the tourism and the attached arts.

International experience report

Studying abroad is about more than simply the courses you take, the students you meet or the places you visit. It allows you to fulfil a wide variety of personal and academic objectives. Living in another country and a different culture teaches curiosity, adaptability, independence, and self-confidence. Studying abroad can be a turning point in your academic life, a maturing experience that broadens your mind and results in personal growth and development.

The international experience report thus offers you an opportunity to reflect on your experiences, observations and learning during your study with us. You are required to critically analyse this experience stressing your key learning points.

European culture

The objectives of this course are to explore and develop students' intercultural awareness of Europe by examining historical, political, economic, cultural, business and lifestyle issues. The "French" exception will provide a basis for study and comparison.

Marketing research project

This course introduces students to the practical aspects of designing and carrying out marketing research. Students will look at and analyse a variety of concepts, techniques and models in order to measure consumer responses with a view to inform strategic marketing decisions.