

KEDGE BACHELOR & IBBA

MARSEILLE CAMPUS

PROGRAMME INFORMATION & LIST OF COURSES



KEDGE
BUSINESS SCHOOL

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01 – Simple Exchange Information

MARSEILLE CAMPUS – SIMPLE EXCHANGE – KEDGE BACHELOR & IBBA 2021 - 2022

LEVEL OF ENTRY	<p>STUDENTS IN THEIR SECOND YEAR OF BACHELOR STUDIES WHILE AT KEDGE BS WILL JOIN THE KEDGE BACHELOR PROGRAMME.</p> <p>STUDENTS IN THEIR THIRD OR FOURTH YEAR OF BACHELOR STUDIES WHILE AT KEDGE BS WILL JOIN THE IBBA PROGRAMME.</p>
PROGRAMME STRUCTURE	<p>The programme starts every year in September, ends in May, and is divided into 2 semesters.</p> <ul style="list-style-type: none">- Fall: From beginning of September to Mid-December- Spring: from beginning of January to mid-May (June for resit exams) <p>See detailed calendar on the following pages</p> <p>1 semester = 6 courses. 1 course = 30 contact hours = 5 ECTS credits</p>
COURSE OFFER AND REGISTRATION	<p><u>BUSINESS COURSES</u></p> <p>Course offer: the list of courses offered can be found in the next pages. Students can choose to take and mix courses from both programmes as long as their Home institution validate the courses.</p> <p>Course workload: The usual workload for a regular KEDGE BS student is 6 courses (30 ECTS) per semester. For exchange students, the Home Institution is free to decide the number of credits their students need to complete (with a minimum of 4 courses and a maximum of 30 ECTS of business courses per semester).</p> <p>Course timetable: the information regarding the time (morning/afternoon or evening) for each course will be specified on the online course selection application and in the student web page (Campus Virtuel) once the courses are selected.</p> <p>Course syllabi: https://campusvirtuel.kedgebs.com/ > select the English flag at the top right hand corner > do not log in, instead click on: Menu > "Net Syllabus (Public Access)" > Select academic year 2021-2022 and the semester; School: KEDGE Business School; Training: KEDGE bachelor or IBBA</p> <p>Level: IBBA 2, 3 or 4 or KB 2</p> <p>Language of instruction: Classes can be either taught in English or in French.</p> <p>Course registration: students will have to register online for courses. They will receive an e-mail as soon as the registration website opens, after having been officially admitted to study at KEDGE BS.</p> <p>The registration will be done according to the "first come, first served" rule. The school reserves the right of admission in every case and of awarding available places according to compliance with requirements.</p> <p>Resit exams: Resit exams are held at KEDGE BS, a few weeks after the end of the semester (see calendar on the following pages). Students who need to take a re-sit exam must contact their programme and ask for registration.</p> <p>Resit exams are assigned on KEDGE campus only.</p> <p><u>FLE (French As Foreign Language course)</u></p> <p>French language courses are available at different levels during the Fall and the Spring semesters.</p> <p>A placement test is compulsory to register for this course. Instructions regarding the course registration process will be sent by email to students throughout June (Fall Semester) and November (Spring Semester).</p>

01 – Simple Exchange Information

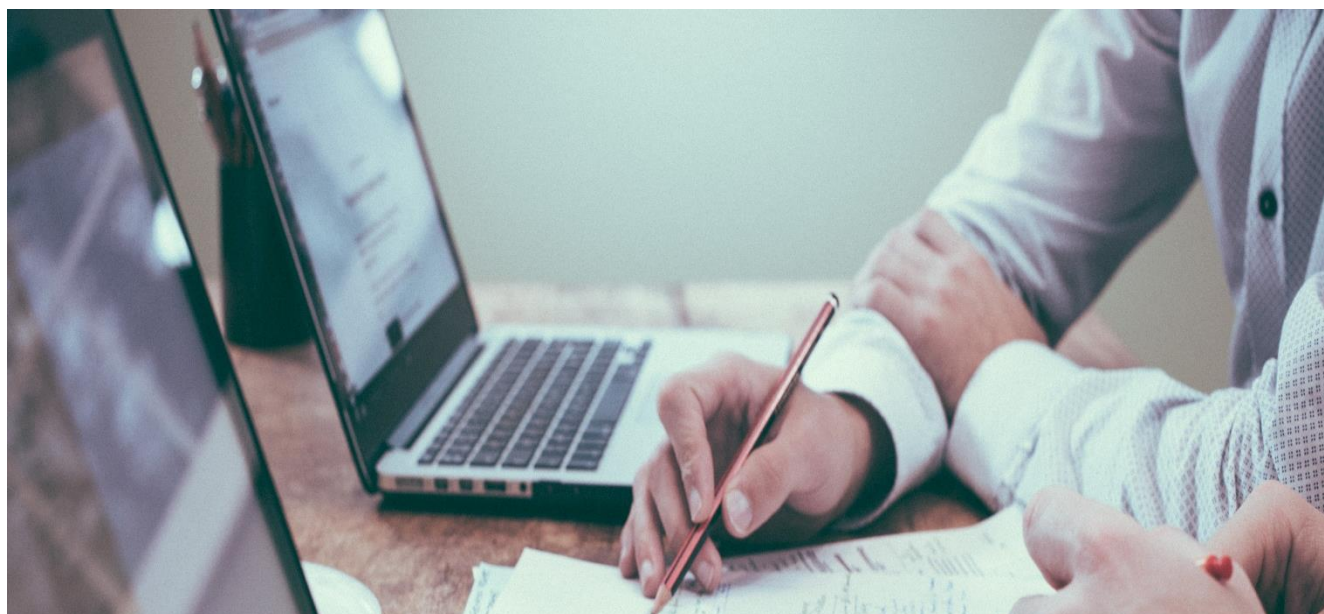
EVALUATION AND TRANSCRIPTS

Attendance in all courses is **compulsory**. Each course will be individually evaluated and one final grade will be awarded per course.

The students will receive a local grade (based on a 20-point grading scale, passing grade = 10/20), as well as an ECTS grade (according to the following grid).

ECTS Grade	% of successful students achieving the grade	Definition
A	10%	Excellent
B	25%	Very good
C	30%	Good
D	25%	Satisfactory
E	10%	Sufficient
FX	-	Fail — some more work required before the credit can be awarded
F	-	Fail — considerable work required

Transcripts of records will be sent to the home institution coordinator around **mid-February** for the Fall semester students, and around **mid-July** for the Spring semester and full-year students.



02 – Double Degree Information

MARSEILLE CAMPUS – DOUBLE DEGREE & IBBA 2021 - 2022

LEVEL OF ENTRY	THIS DOUBLE DEGREE PROGRAMME IS OPEN TO UNDERGRADUATE STUDENTS																								
PROGRAMME STRUCTURE	The academic year is divided into 2 semesters. See detailed calendar on the following pages. Each management course is worth 5 ECTS credits and represents 30 contact hours.																								
COURSE OFFER AND REGISTRATION	<p>BUSINESS COURSES</p> <p>Course offer: Students will be registered for courses according to the agreement between their Home Institution and KEDGE BS.</p> <p>Course workload: Double Degree students must complete around 30 ECTS credits per semester depending on the agreement.</p> <p>Course syllabi: https://campusvirtuel.kedgebs.com/ > select the English flag at the top right hand corner > do not log in, instead click on: Menu > “Net Syllabus (Public Access)” > Select academic year 2021-2022 and the semester; School: Marseille; Training: KEDGE bachelor or IBBA</p> <p>Language of instruction: Courses are taught either in English or in French.</p> <p>Course registration: Students will be registered for courses by KEDGE BS.</p> <p>FLE (French As Foreign Language course): French language courses are available at different levels during the Fall and the Spring semesters.</p> <p>A placement test is compulsory to register for this course. Instructions regarding the course registration process will be sent by email to students throughout June (Fall Semester) and November (Spring Semester).</p>																								
OTHER REQUIREMENTS	In addition to the business courses, student must complete other degree requirements depending on the bilateral agreement with their school. Please refer to your academic advisor and/or your advisor at Kedge (veronique.spanu@kedgebs.com) to get further information																								
EVALUATION AND TRANSCRIPTS	<p>Attendance in all courses is compulsory. Each course will be individually evaluated and one final grade will be awarded per course.</p> <p>The students will receive a local grade (based on a 20-point grading scale, passing grade = 10/20), as well as an ECTS grade (according to the following grid).</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">ECTS Grade</th> <th style="text-align: center;">% of successful students achieving the grade</th> <th style="text-align: center;">Definition</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">A</td> <td style="text-align: center;">10%</td> <td style="text-align: center;">Excellent</td> </tr> <tr> <td style="text-align: center;">B</td> <td style="text-align: center;">25%</td> <td style="text-align: center;">Very good</td> </tr> <tr> <td style="text-align: center;">C</td> <td style="text-align: center;">30%</td> <td style="text-align: center;">Good</td> </tr> <tr> <td style="text-align: center;">D</td> <td style="text-align: center;">25%</td> <td style="text-align: center;">Satisfactory</td> </tr> <tr> <td style="text-align: center;">E</td> <td style="text-align: center;">10%</td> <td style="text-align: center;">Sufficient</td> </tr> <tr> <td style="text-align: center;">FX</td> <td style="text-align: center;">-</td> <td style="text-align: center;">Fail — some more work required before the credit can be awarded</td> </tr> <tr> <td style="text-align: center;">F</td> <td style="text-align: center;">-</td> <td style="text-align: center;">Fail — considerable work required</td> </tr> </tbody> </table> <p>Transcripts of records will be sent to the home institution coordinator around mid-February for the Fall semester students and around mid-July for the Spring semester and full-year students.</p> <p>Re-sit exams are offered for each semester for students failing in a course (= obtaining a grade below 10/20). Students will have to be physically present in Marseille in order to take them. See exact dates of the re-sit exams on the calendar on the following pages.</p>	ECTS Grade	% of successful students achieving the grade	Definition	A	10%	Excellent	B	25%	Very good	C	30%	Good	D	25%	Satisfactory	E	10%	Sufficient	FX	-	Fail — some more work required before the credit can be awarded	F	-	Fail — considerable work required
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03 – Programme Information

Academic Calendar

FALL 2021

August 24 – 27	Train station pick-up service (optional)
August 31 – September 3	International Student Orientation Session
September 6	Start of courses
December 6 – 10	Kedge Bachelor Year 2 courses exams
December 1 – 10	IBBA Year 2 & 4 courses exams
December 6 – 17	IBBA Year 3 courses exams
January 10 – 14	Resit exams for IBBA Year 2
January 17 – 21	Resit exams for IBBA Year 4
February 21 – 25	Resit exams for IBBA Year 3

National holidays: November 1st and 11th

SPRING 2022

January 3-4	Train station pick-up service (optional)
January 5-7	International Student Orientation Session
January 10	Start of courses
April 25 – May 6	Kedge Bachelor Year 2 & IBBA Year 1 courses exams
May 2 – 13	IBBA Year 3 courses exams
June 7 – 10	Re-sit exams for all programs

National holidays: April 18th – May, 8th, 26th – June 6th – July 14th

04 – List of courses

MARSEILLE CAMPUS – SIMPLE EXCHANGE – KEDGE BACHELOR & IBBA 2021 - 2022

FALL 2021 SEMESTER

Course Title	Year	Taught in	ECTS Credits
- Management Accounting	KB Year 2	English	5 ECTS
- Financial Management	KB Year 2	English	5 ECTS
- HR and Team Management	KB Year 2	English	5 ECTS
- Management Information Systems	KB Year 2	English	5 ECTS
- Sales Techniques	KB Year 2	English	5 ECTS
- Business, sustainability and globalization	KB Year 2	English	5 ECTS
- Foreign investment in China	IBBA Year 2	English	5 ECTS
- Chinese Culture and Business	IBBA Year 2	English	5 ECTS
- Buying and Selling in Asia	IBBA Year 2	English	5 ECTS
- Introduction to Finance	IBBA Year 2	English	5 ECTS
- Corporate Finance	IBBA Year 2	English	5 ECTS
- International Asset Management	IBBA Year 2	English	5 ECTS
- International Consumer Behaviour	IBBA Year 2	English	5 ECTS
- Brand Management	IBBA Year 2	English	5 ECTS
- Luxury Marketing Strategy	IBBA Year 2	English	5 ECTS
- Digital Communication	IBBA Year 2	English	5 ECTS
- Web Marketing	IBBA Year 2	English	5 ECTS
- Community Management	IBBA Year 2	English	5 ECTS
- Sustainable Development	IBBA Year 2	English	5 ECTS
- International Law	IBBA Year 2	English	5 ECTS
* - Administration of International sales and Purchases (International Trade)	IBBA Year 2	English	5 ECTS
- English (History of the USA and US Constitution)	IBBA Year 2	English	5 ECTS
- Organizational Behavior	IBBA Year 3	English	5 ECTS
- Organizational Behavior	IBBA Year 3	French	5 ECTS
- European Competition Law	IBBA Year 3	English	5 ECTS
- European Competition Law	IBBA Year 3	French	5 ECTS
* - Project Management	IBBA Year 3	English	5 ECTS
- Digital cultures and Marketing	IBBA Year 3	English	5 ECTS
- COSTS and decisions	IBBA Year 3	French	5 ECTS
- Entrepreneurship	IBBA Year 3	French	5 ECTS

Please note that the exams will all take place in December 2021

* Online courses

04 – List of courses

MARSEILLE CAMPUS – SIMPLE EXCHANGE – KEDGE BACHELOR & IBBA 2021 - 2022

FALL 2021 SEMESTER

Course Title	Year	Taught in	ECTS Credits
- Management Control and Operations	IBBA Year 4	English	5 ECTS
- Investment and Financing Decisions	IBBA Year 4	English	5 ECTS
- International Finance	IBBA Year 4	English	5 ECTS
* - Management and Language in international business	IBBA Year 4	English	5 ECTS
- Marketing Strategy and Planning	IBBA Year 4	English	5 ECTS
- Luxury Goods Marketing	IBBA Year 4	English	5 ECTS
- Marketing Communication	IBBA Year 4	English	5 ECTS
* - International Marketing Cases	IBBA Year 4	English	5 ECTS
* - Project Management	IBBA Year 4	English	5 ECTS
- Business Strategy	IBBA Year 4	French	5 ECTS
- Business Strategy	IBBA Year 4	French	5 ECTS

Please note that the exams will all take place in December 2021

* Online courses

04 – List of courses

SPRING 2022 SEMESTER

Course Title	Years	Taught In	ECTS
- Accounting for Managers	IBBA Year 1	English	5 ECTS
- Human Resources in a Global Context	IBBA Year 1	English	5 ECTS
- Introduction to Intercultural Management	IBBA Year 1	English	5 ECTS
- Data Management & Information Systems	IBBA Year 1	English	5 ECTS
- Project Management Methods	IBBA Year 1	English	5 ECTS
- Operations Management	IBBA Year 1	English	5 ECTS
- International Marketing	KB Year 2	English	5 ECTS
- Supply Chain Management	KB Year 2	English	5 ECTS
- Corporate Strategy	KB Year 2	English	5 ECTS
- Financial Analysis	IBBA Year 3	English	5 ECTS
- Geopolitics	IBBA Year 3	English	5 ECTS
- Management in cross cultural context	IBBA Year 3	English	5 ECTS
- Management in cross cultural context	IBBA Year 3	English	5 ECTS
- Supply Chain Management in practice	IBBA Year 3	English	5 ECTS
* - International Marketing (case studies)	IBBA Year 3	English	5 ECTS
- Sustainable Development	IBBA Year 3	English	5 ECTS
* - Disability management	IBBA Year 3	French	5 ECTS

Please note that the exams will all take place in April/May 2022.

* Online courses

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