

COURSE CATALOGUE

2026-2027



esc
amiens

ÉCOLE SUPÉRIEURE
DE COMMERCE D'AMIENS

A photograph of students in a classroom setting, with a young man in the foreground looking towards the right.

EXECUTIVE SUMMARY

Founded in 1942, ESC Amiens is a distinguished French business school committed to academic excellence and the professional development of tomorrow's global leaders. Recognized by the French Ministry of Higher Education and Research, our institution has a longstanding tradition of delivering innovative programs that combine rigorous theoretical foundations with real-world applications. Our close ties with both regional and international businesses enable us to provide students with a dynamic learning environment, fostering creativity, critical thinking, and ethical leadership.

We have developed this Course Catalog to offer our partner universities and their students a comprehensive overview of the learning opportunities available at ESC Amiens. Each module in this catalogue reflects our dedication to high-quality teaching, personalised guidance, and multicultural exchange. We trust that this catalogue will help you identify courses that best suit your academic goals and further strengthen the collaborative relationship between our institutions. We look forward to welcoming exchange students who wish to experience the unique educational ecosystem and vibrant student life that define ESC Amiens.

OUR UNDERGRADUATE PROGRAMME

BACHELOR IN MARKETING & MANAGEMENT

The Bachelor is a three-year undergraduate programme designed to provide students with a solid foundation in business fundamentals, coupled with specialised courses that reflect the evolving demands of the global marketplace. This versatile curriculum includes core modules in finance, strategy, and consumer behavior, while offering new specializations in fields such as Financial control, Operational Marketing and International business.

Through immersive projects, practical workshops, and industry collaborations, students gain hands-on experience and develop the analytical and creative skills necessary to excel in today's competitive business environment. Emphasising international exposure and ethical decision-making, this Bachelor program prepares graduates to become forward-thinking managers capable of leading teams and driving innovative solutions in both local and global contexts.

Our Bachelor is recognised by an official diploma from the French Ministry of Higher Education.

UNDERGRADUATE

BACHELOR MARKETING & MANAGEMENT

LOCATION	AMIENS, FRANCE
DATES	SEMESTER 1: SEPTEMBER–DECEMBER. I Intake for international students: September 2nd 2025. End of courses: December 18th 2025.
CONTACT	camille.bortoluzzi@esc-amiens.com – Academic Director
DETAILS	Entrance in the last year (third year) of the programme, which is the specialisation year. All courses are taught onsite. The fall semester includes 30 ECTS.

SEMESTER 1 CORE COURSES

MODULE DETAILS: 20 ECTS

Module title	Year	Semester	Hours	ECTS
Introduction seminar: onboarding days	3	1	20	4
French as a foreign language	3	1	12	1
Project Management	3	1	15	2
Human Resources Policy	3	1	15	2
Control and performance management	3	1	15	2
Business Strategy	3	1	18	2
Customer Relations Management	3	1	15	2
Business Intelligence	3	1	15	2
The economics of innovation: disruptions, technologies and transformations	3	1	15	2
Business Game	3	1	18	1

BACHELOR SPECIALISATION DETAILS

BACHELOR IN MARKETING & MANAGEMENT SPECIALISATION: INTERNATIONAL BUSINESS

There are several specialisations available in the third year of the Bachelor, only one of them is 100% English taught: International Business. Any Bachelor specialisation consists of 4 specialised modules of 18 hours + 2 elective modules of 15 hours.

The aim of this specialisation is to train business professionals with an international perspective, to manage global projects and intercultural teams. A 360° vision of the company is provided to have a clear analysis of the work environment.

Please find below the list of modules included in the International Business specialisation.

The elective modules must be chosen: the students must choose 2 electives in the provided list. Elective modules' availability depends on the number of students' registrations. In case an elective module is full or not available anymore, ESC Amiens will propose another module equivalent to the same amount of ECTS.

UNDERGRADUATE

BACHELOR MARKETING & MANAGEMENT

SEMESTER 1

SPECIALISATION MODULES: 8 ECTS FROM THE SPECIALISATION **INTERNATIONAL BUSINESS**

Module title	Year	Semester	Hours	ECTS
Negotiation	3	1	18	2
Introduction to market finance	3	1	18	2
International marketing & communication	3	1	18	2
Brand strategy & positioning	3	1	18	2

ELECTIVE MODULES: 2 ECTS 2 COURSES OF 1 ECTS TO CHOOSE BELOW

Module title	Year	Semester	Hours	ECTS
Business Ethics	3	1	15	1
Consumer Behaviour	3	1	15	1
Data skills for business	3	1	15	1
Business Valuation methods	3	1	15	1
Communication tools and techniques	3	1	15	1

About our electives: your choice might not be available depending on the global students' registrations and groupe sizes. In case this happens, we will ensure to offer you an alternative

UNDERGRADUATE

BACHELOR MARKETING & MANAGEMENT

SEMESTER 1 MODULE DETAILS

PROJECT MANAGEMENT

COURSE DESCRIPTION

The course gives an overview of modern project management techniques and also insight into the workings of real companies. The student will learn all about project management structures and theories and be able to put them into practice rapidly via exercises in class. We will also look at the human factor of project management.

COURSE OBJECTIVES

The objectives are for the student to understand what a project is and know how to structure any projects that he or she works on. The student will also have a basic knowledge of the history of project management, as well as the project management organisations that exist, and some different project management theories. The student will acquire notions of how to pilot a project.

Students will be able to identify and create a mission statement for a company and be able to understand different types of leadership as well as the difference between leadership and management. The different talents of a project manager will be studied.

Students will be able to identify different stakeholders inside and outside of the organisation. Students will understand the importance of mentoring and networking. The student will learn about organisational structure, systems and planning. Students will learn about project handovers and evaluation of projects, and in particular, what makes a successful project.

HUMAN RESOURCE MANAGEMENT

COURSE DESCRIPTION

The management of complex organizations requires an understanding of the nature of human behavior and effectiveness in companies and other organisations; staffing, performance evaluation, styles of motivations, company leadership, power and authority, strategies of organisational design and change, teamwork, collaboration and Human Resource Management.

COURSE OBJECTIVES

After completing this course, students will be able to:

- Analyze and Apply different concepts related to Human and Management perception
- Define the purpose and nature of International Human Resource Management Strategy
- Identify specific steps managers can take to plan, recruit, train motivate and manage employees' performance and career changes while responding to organisation's changes and effectiveness.

ONBOARDING DAYS

COURSE DESCRIPTION

Welcome the new International Exchange Students

COURSE OBJECTIVES

Attendance is compulsory for all new International Exchange Students. Information about class registration, academic policies and student services will be provided. During the onboarding seminar students will be given classes and lectures to help them adapt to their new "vie en France". Students will participate in events about their exchange experience.

UNDERGRADUATE

BACHELOR MARKETING & MANAGEMENT

SEMESTER 1 MODULE DETAILS

CONTROL AND PERFORMANCE MANAGEMENT

COURSE DESCRIPTION

The course introduces all the functions that a management controller could have in a company.

COURSE OBJECTIVES

Mastering the basics of management accounting and stimulate their critical mind toward any managerial situation. Understanding the relevancy of mastering management accounting basics in a company, regardless of their function as a manager in it or in their own. Understanding how the right data should influence positively the major financial & strategic decisions of the firm. Increase the student ability to deal with situations with simple English.

BUSINESS STRATEGY

COURSE DESCRIPTION

This module aims at developing the understanding of the importance of strategic planning in business

COURSE OBJECTIVES

After completing this course, students will be able to:

- Analyse the strategies set in place by the business unit
- Clarify the management process leading to a coherent strategy
- Define a framework for future strategy

BUSINESS INTELLIGENCE

COURSE DESCRIPTION

This module aims at understanding business decision-making using IT tools.

COURSE OBJECTIVES

After completing this course, students will be able to understand the notion of Business Intelligence; Obtain and use tools including Excel + XLStat, SAS Studio...

FRENCH AS A FOREIGN LANGUAGE

COURSE DESCRIPTION

The basic knowledge of the French civilisation and culture is essential to integrate in a campus of higher education in France. A basic knowledge of French business language is useful for communication with French speaking partners. Elementary level: A1-A2 The organisation of activities and excursions in the city and the region will allow students to understand the cultural and economic environment of the region.

COURSE OBJECTIVES

present some aspects of French civilisation, Amiens and the region; introduce themselves (speaking and writing); request information, talk about their habits, interests; request and provide information relative to localisation, directions, accommodation; talk in present tense, past tense and future tense.

UNDERGRADUATE

BACHELOR MARKETING & MANAGEMENT

SEMESTER 1 MODULE DETAILS

CUSTOMER RELATIONS MANAGEMENT

COURSE DESCRIPTION

This course offers an in-depth exploration of Customer Relationship Management (CRM), focusing on its strategies, tools, and practices that enable organisations to build and sustain effective customer relationships. It covers the evolution of CRM, from operational to analytical and strategic approaches, emphasising the importance of customer-centric strategies in today's competitive business environment. The course will examine the role of CRM technologies in enhancing customer loyalty, optimising marketing efforts, and driving business growth. Students will gain practical insights into how data, technology, and organisational culture come together to create personalised, long-term relationships with customers.

COURSE OBJECTIVES

The objective of this CRM course is to equip students with a comprehensive understanding of Customer Relationship Management strategies, technologies, and practices. Students will learn to develop customer-centric strategies aimed at enhancing customer engagement and loyalty, and explore the role of CRM tools and technologies in supporting these strategies. The course will focus on the importance of data analytics in understanding customer behavior, segmenting audiences, and personalising marketing efforts. Students will also gain practical knowledge on designing and implementing CRM plans, improving customer experiences, and evaluating CRM performance using key metrics. Ultimately, the course aims to prepare students to manage effective CRM systems that foster long-term, profitable customer relationships.

THE ECONOMICS OF INNOVATION: DISRUPTIONS, TECHNOLOGIES AND TRANSFORMATIONS

COURSE DESCRIPTION

To meet the ecological challenges of our time, new production and consumption models are emerging. The functionality economy is a concept that is gaining ground in the B2B (Business-to-Business) market.

COURSE OBJECTIVES

To understand the economic model belonging to the circular economy, to be able to master the way it impacts consumption, growth and energy uses.

FINAL BUSINESS GAME

COURSE DESCRIPTION

In this Serious Game, participants are faced with the major principles of management as they pilot an international company specialising in the pharmaceutical industry. To stand out from their competitors, teams will have to make the most accurate sales forecasts possible to optimize their production, accurately analyse their results to make the best managerial decisions, and work effectively as a team. Each team develops and implements its strategy on different markets, each with its own specificities: consumer behavior, different cost structures and exchange rate fluctuations"

COURSE OBJECTIVES

Improve the understanding of how a company operates, and develop a managerial approach focused on the market and value creation. Develop the ability to interpret financial results, anticipate market trends and make managerial decisions.

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**ÉCOLE SUPÉRIEURE DE COMMERCE D'AMIENS
ESC AMIENS**

**18 PLACE SAINT MICHEL
80038 AMIENS CEDEX 1
FRANCE**

