



Course List
Master Programmes
Incoming Exchange Students
Lille Campus
Fall 2025

Dear Exchange Students,

Welcome to SKEMA Business School !

Here are a few key instructions on how to consult properly the **Lille Course list Fall 2025**. **Please note course catalogues with syllabi will be shared later.**

Please read these instructions carefully:

- 1) Students are required to choose **one program** and follow the courses within that one program. It is not possible to mix and match courses from different programs due to frequent scheduling clashes.
- 2) Courses within the catalogue are subject to slight changes.
- 3) There is a maximum number of seats available per specialization program.

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M1 Programme Academic year 2025/ 2026			
Course code	Courses	ECTS credits	Face-to-face hours
PGE.FINM1.STCOR.0841	Strategy	4	27
PGE.FINM1.FICOR.0503	Corporate Finance	4	27
PGE.FINM1.MKCOR.0411	Marketing Studies	3	18
PGE.FINM1.HRCOR.0343	Managing Human Resources	3	18
PGE.FINM1.ECCOR.0904	Global Economic Issues : Corporate Economics in a VUCA World	2	15
PGE.FINM1.ISCOR.0712	AI in Business Contexts	2	15
PGE.FINM1.STCOR.0854	Key Skills for Corporate Transition	2	15
PGE.FINM1.ECCOR.0906	Business transformation in a digital economy	3	24
PGE.FINM1.HRCOR.0344	Innovation Management and Creativity	2	18
PGE.FINM1.ECCOR.0936	Technical Change & Business Dynamic	1	12
	Foreign Language	2	24
PGE.FINM1.CRCOR.1003	CAREER MANAGEMENT 3: Building a strong career path	1	10
PGE.FINM1.ISELE.0720	Advanced Excel	1	10
Total Semester Fall		30	233

INTERNATIONAL MARKETING AND BUSINESS DEVELOPMENT

MSc IMBD			
Academic Year 2025-2026 - Campus Lille			
Course Code	Course Title	Number of ECTS credits	Contact hours
Semester Fall			
Core courses			
MSC.IMBM2.MKCOR.0077	International Business Development	3	24
NEW	Strategic Brand Management	3	30
MSC.IMBM2.MKCOR.0057	Marketing Research	3	24
MSC.IMBM2.MKCOR.0055	New Business Development: From Idea to Market	3	24
MSC.TRCM2.OTCOR.0101	Career Management 1	1	6
Elective courses (choose 4)			
MSC.IMBM2.MKCOR.0059	Managing in International Contexts	2	18
MSC.IMBM2.MKELE.0191	Panel Data Analysis	2	18
MSC.IMBM2.MKELE.0050	Perfect Pitch	2	18
MSC.IMBM2.MKELE.0143	Research Methods	2	18
MSC.IMBM2.MKELE.0159	Sustainable Marketing & Communication	2	18
MSC.IMBM2.OTELE.0026	Company Challenge	2	18
MSC.IMBM2.MKELE.0202	AI & Data Analytics	2	18
MSC.IMBM2.MKCOR.0061	Digital Growth	2	18
MSC.IMBM2.FIELE.0122	Finance for Marketing and Business Development	2	18
MSC.IMBM2.MKELE.0197	Google Tools and SEM	2	18
NEW	Fundamentals and Strategic Management of Luxury	2	18
NEW	Marketing Intelligence	2	18
Total Semester Fall		21	180

PROJECT AND PROGRAMME MANAGEMENT AND BUSINESS DEVELOPMENT

MSc in Project Management for Business Development Academic Year 2025-2026 - Campus Lille			
Course Code	Course Title	Number of ECTS credits	Face-to-Face hours
Semester Fall			
Core Courses			
MSC.PPMM2.PMOPT.0001	Project practice portfolio 1	3	24
MSC.PPMM2.PMCOR.0084	Project management methods	2	6
MSC.PPMM2.PMCOR.0078	Leadership skills for projects	3	24
MSC.PPMM2.PMCOR.0077	Project planning and control	3	24
MSC.PPMM2.PMCOR.0079	People in projects	2	18
MSC.PPMM2.PMCOR.0090	International contract management	2	18
MSC.TRCM2.OTCOR.0101	Career management 1	1	6
MSC.PPMM2.PMCOR.0201	Research methods 1	0	18
Specialisation Courses (students choose 1 course)			
MSC.PPMM2.PMCOR.0080	Global project management	2	18
MSC.PPMM2.PMELE.0008	Consulting skills: designing a project-based organizational transformation	2	18
Electives (students choose 3 courses)			
MSC.PPMM2.PMCOR.0200	Digital transformation in PM	1	12
MSC.PPMM2.PMELE.0002	Digital tools for project management	1	12
MSC.PPMM2.PMELE.0006	Sustainable business ecosystems	1	12
MSC.PPMM2.HRELE.0001	Geopolitical Considerations in Project and Program Management	1	12
MSC.PPMM2.PMELE.0003	Workshop Skills for Climate Action	1	12
MSC.PPMM2.PMELE.0010	Wellbeing management	1	12
Total Semester Fall		21	180