



**Course List**  
**Master Programmes**  
**Incoming Exchange Students**  
**Lille Campus**  
**Spring 2026**

Dear Exchange Students,

Welcome to SKEMA Business School!

Here are a few key instructions on how to consult properly the **Lille Course list Spring 2026**. **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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## INTERNATIONAL MARKETING AND BUSINESS DEVELOPMENT

MSc IMBD Academic Year 2025-2026 - Campus Lille			
Course Code	Course Title	ECTS credits	Contact hours
Semester Spring			
Core courses			
MSC.IMBM2.MKCOR.0031	Understanding the Elusive Consumer	4	30
MSC.IMBM2.MKCOR.0063	Product Management & Operational Marketing	3	24
NEW	Business Development & Sales	4	30
MSC.TRCM2.OTCOR.0200	Career Management 2	0	6
Elective courses (choose 5)			
MSC.IMBM2.MKELE.0197	Google Tools and SEM	2	18
MSC.IMBM2.MKELE.0229	Meta certification (FB & Instagram)	2	18
MSC.IMBM2.MKELE.0228	Digital Marketing	2	18
MSC.IMBM2.MKELE.0181	UX Design and Usability	2	18
MSC.IMBM2.MKELE.0144	Business Intelligence with Data Mining	2	18
MSC.IMBM2.MKELE.0128	Negotiation	2	18
MSC.IMBM2.MKELE.0235	International Business Development Simulation	2	18
NEW	Advanced Quantitative Methods	2	18
MSC.IMBM2.MKELE.0215	Competitive Intelligence for IBD	2	18
NEW	Advanced Strategic Marketing	2	18
NEW	Agile Project Management for Global Markets and Business Development	2	18
NEW	Omnichannel Marketing Strategy	2	18
MSC.IMBM2.MKELE.0127	Using LEGO Serious Play to enhance creativity	2	18
<b>Total Semester Spring</b>		<b>21</b>	<b>162</b>

## PROJECT MANAGEMENT FOR BUSINESS DEVELOPMENT

MSc in Project Management for Business Development Academic Year 2025-2026 - Campus Lille			
Semester Spring			
Core Courses			
MSC.PPMM2.PMOPT.0002	Project practice portfolio 2	3	24
MSC.PPMM2.PMCOR.0086	Managing risk, uncertainty and complexity	2	18
MSC.PPMM2.PMCOR.0081	Sustainable and ethical project management	2	18
MSC.PPMM2.PMCOR.0075	Organisational performance management	2	18
MSC.PPMM2.PMCOR.0203	Portfolio management and PMO	3	24
MSC.PPMM2.PMCOR.0204	Project financing and accounting	3	24
MSC.PPMM2.PMCOR.0202	Research methods 2	0	18
MSC.TRCM2.OTCOR.0200	Career management 2	0	6
Specialisation Courses (students choose 2 courses)			
MSC.PPMM2.PMCOR.0088	Large programmes and megaprojects	2	18
MSC.PPMM2.PMCOR.0030	Business and project management agility	2	18
MSC.PPMM2.PMCOR.0100	AI and VR applications relevant to project management	2	18
Electives (students choose 2 courses)			
MSC.PPMM2.PMCOR.0087	International business development: proposals, tenders and bids	1	12
MSC.PPMM2.PMELE.0007	Social intelligence	1	12
MSC.PPMM2.STELE.0001	Design thinking	1	12
<b>Total Semester Spring</b>		<b>21</b>	<b>198</b>