



Course list

Master Programmes

Incoming Exchange Students

Sophia Antipolis Campus

Fall 2025

Dear Exchange Students,

Welcome to SKEMA Business School!

Here are a few key instructions on how to consult properly the **Sophia Antipolis 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) **Special Note for Business Consulting & Decision Intelligence**: only for students on exchange for the Academic Year.
- 3) **Special Note for Digital Marketing and Artificial Intelligence**: This program is **selective**. The academic director will screen students' transcripts and CV to ensure they have the required academic and professional background to follow the program. Once pre-selected, a Skype interview may be requested. If a student is not selected, a second program choice will be requested.
- 4) Courses within the catalogue are subject to slight changes.
- 5) There is a maximum number of seats available per course.

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M1 ABM FRANCE

M1 Programme Academic year 2025/2026			
Course code	Courses	ECTS credits	Face-to-face hours
Semester Fall			
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

BUSINESS CONSULTING AND DECISION INTELLIGENCE

MSc in Business Consulting and Decision Intelligence Academic Year 2025/2026 - Sophia Antipolis Campus

Course Code	Course Title	Number of ECTS credits	Face-to-Face hours
Fall Semester			
Core courses			
MSC.BCDM2.STCOR.0042	BCDI Internal Event	0	12
MSC.BCIM2.STCOR.0028	Sustainable Governance in the Digital Economy	2	18
MSC.BCIM2.STCOR.0024	Corporate Strategy and Competitive Intelligence	3	24
MSC.BCDM2.STCOR.0034	Advanced Business Models	2	18
MSC.BCDM2.STCOR.0039	Organizational Dynamics	2	18
MSC.BCDM2.STCOR.0031	Data Analytics Fundamentals	2	18
MSC.BCIM2.PMCOR.0002	Project Management Fundamentals	2	18
MSC.BCDM2.STCOR.0029	Business Consulting Fundamentals	2	18
NEW	Introduction to Financial Analysis	1	12
MSC.BCOM2.PMCOR.0005	Critical Thinking and Methods	2	18
NEW	Consulting Project 1	2	24
MSC.TRCM2.OTCOR.0101	Career Management 1	1	6
Total Fall Semester		21	204

CORPORATE FINANCIAL MANAGEMENT

MSc in Corporate Financial Management Academic Year 2025-2026 - Campus Sophia

Course Code	Course Title	Number of ECTS credits	Contact hours
Semester Fall			
Core courses			
MSC.CFMM2.FIELE.0146	Accounting prerequisite*	0	6
MSC.CFMM2.FICOR.0203	Pre-schooling: Capital structure and dividend policy	0	6
MSC.CFMM2.FIPSC.0006	Pre-schooling: Capital budgeting	0	6
MSC.CFMM2.FIPSC.0003	Pre-schooling: Money, banking and international finance	0	6
MSC.CFMM2.FICOR.0140	Capital budgeting	2	18
MSC.CFMM2.FICOR.0200	Power BI and AI	1	12
MSC.CFMM2.FICOR.0139	Financial reporting and analysis	2	18
MSC.CFMM2.FICOR.0220	Applied Research in Finance	2	18
MSC.CFMM2.FICOR.0208	Capital structure and dividend policy	1	12
MSC.CFMM2.FICOR.0143	Money, banking and international finance	2	18
MSC.CFMM2.FICOR.0130	Governance and sustainable finance	2	18
MSC.CFMM2.FICOR.0142	Corporate treasury management	2	18
MSC.CFMM2.FICOR.0138	Corporate valuation methods	2	18
MSC.TRCM2.OTCOR.0101	Career management 1	1	6
MSC.CFMM2.FICOR.0201	Alternative Investment Seminar	0	6
MSC.CFMM2.FICOR.0028	Banking seminar	0	6
MSC.CFMM2.FICOR.0205	M&A seminar	0	3
MSC.CFMM2.FICOR.0210	Private Equity Seminar	0	3
Elective courses (choose 2)			
MSC.CFMM2.FIELE.0125	Derivatives (max 30)	2	18
MSC.CFMM2.FICOR.0169	Financial modeling I (Excel)	2	18
MSC.CFMM2.FIELE.0140	Python I	2	18
Total Semester Fall		21	234

DIGITAL MARKETING AND ARTIFICIAL INTELLIGENCE

MSc in DMAI Academic Year 2025-2026 - Campus Sophia Antipolis			
Course Code	Course Title	ECTS credits	Face-to-Face hours
Semester Fall			
Core courses			
MSC.DMAM2.MKCOR.0005	Company Project I	3	30
MSC.DBUM2.STCOR.0003	Python for Digital Marketing 1	3	30
NEW	Digital Marketing and AI	2	21
MSC.WMIM2.PMCOR.0039	Digital Project Management and Innovation	2	18
MSC.DMAM2.MKCOR.0007	Social Media Strategy	2	18
NEW	Web Design & UX for AI-Driven Marketing	1	12
MSC.DMAM2.MKCOR.0001	Marketing & Data Science	1	12
MSC.DMAM2.STCOR.0002	Data Privacy, AI and Ethics	1	12
MSC.TRCM2.OTCOR.0002	Research Methods	1	6
MSC.TRCM2.OTCOR.0101	Career Management	1	6
MSC.DMAM2.MKCOR.0004	Digital Analytics & Google Analytics certification	2	21
MSC.DMAM2.ISCOR.0001	Data Visualization & Storytelling	1	12
MSC.DBAM2.MKCOR.0003	AI and business models	1	9
NEW	To be confirmed	4	33
Total Semester Fall		21	165

ENTREPRENEURSHIP AND INNOVATION

MSc in Entrepreneurship and Innovation Academic Year 2025/2026 - Sophia-Antipolis campus			
Course Code	Course Title	Number of ECTS credits	Face to Face hours
Semester Fall			
Core courses			
MSC.EISM2.STCOR.0005	New venture and business plan	3	24
MSC.EISM2.STCOR.0007	Effectual strategic marketing	3	24
NEW	The Business Opportunities of AI	2	18
MSC.EISM2.STCOR.0054	Building a Digital Business	2	18
MSC.EISM2.STELE.0058	Market Research	2	18
MSC.EISM2.FIELE.0123	Finance for new venture management	2	18
MSC.EISM2.STCOR.0008	Key success factors and resilience in Entrepreneurship	2	18
MSC.TRCM2.OTCOR.0101	Career Management 1	1	6
NEW	Mindfulness and Burn-out Prevention / pitch	0	2
Elective courses (choose 2)			
MSC.EISM2.STCOR.0002	Corporate Entrepreneurship	2	18
MSC.EISM2.STELE.0011	Business Plan competition "Challenge Jeunes Pousses"	2	18
MSC.EISM2.STELE.0054	Ethics, Governance and Entrepreneurship	2	18
MSC.EISM2.STELE.0063	Identify your talents	2	18
NEW	The perfect pitch	2	18
Total Semester Fall		21	182

INTERNATIONAL MARKETING AND BUSINESS DEVELOPMENT

MSc IMBD Academic Year 2025-2026 - Campus Sophia			
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.MKELE.0127	Using LEGO Serious Play to enhance creativity	2	18
MSC.IMBM2.MKELE.0050	Perfect pitch	2	18
MSC.IMBM2.MKELE.0121	Introduction to photoshop	2	18
MSC.IMBM2.MKELE.0064	E commerce	2	18
MSC.IMBM2.MKCOR.0052	Company project	2	18
MSC.IMBM2.OTEL.0026	Company challenge	2	18
MSC.IMBM2.MKELE.0143	Research methods (recommended for dissertation writing)	2	18
MSC.IMBM2.MKELE.0181	UX Design and Usability	2	18
MSC.IMBM2.MKELE.0202	AI and Data analytics	2	18
MSC.IMBM2.MKELE.0217	Motivation & well-being at work	2	18
MSC.IMBM2.MKELE.0223	Understanding luxury dynamics	2	18
Total Semester Fall		21	180

LUXURY AND FASHION MANAGEMENT

MSc in Luxury and Fashion Management Academic Year 2025/2026 - Sophia Antipolis campus			
Course Code	Course Title	Number of ECTS credits	Face-to-Face hours
Semester Fall			
Core courses			
MSC.LFMM2.MKCOR.0022	State of the Art in sustainable Luxury & Fashion	2	18
MSC.TRCM2.FICOR.0001	Global sustainable Luxury & Fashion	2	21
MSC.LFMM2.MKCOR.0017	International Marketing Strategies for Luxury & Fashion Goods	2	21
MSC.LFMM2.MKCOR.0018	Design & Innovation	3	24
MSC.LFMM2.MKCOR.0020	Integrated luxury & Fashion communication	3	30
MSC.LFMM2.MKCOR.0021	Fashion & Brand Management	3	24
MSC.LFMM2.MKCOR.0102	Retail & Luxury Analytics in the Current Context	2	18
MSC.LFMM2.MKELE.0023	Regulatory Issues in the Luxury & Fashion Industry	3	24
MSC.TRCM2.OTCOR.0101	Career Management 1	1	6
Total Semester Fall		21	186

SPORT, EVENT AND HOSPITALITY MANAGEMENT

MSc in SEHM (Sport, Event & Hospitality Management) Academic Year 2025/2026 - Campus Sophia-Antipolis

Course Code	Course Title	Number of ECTS credits	Face-to-Face hours
Semester Fall			
Core courses	The Sport, Event & Hospitality Environment		
VSC.SEMM2.PMCOR.0061	The global business of sport	3	24
VSC.SEMM2.MKCOR.0105	Business and management of hospitality 1	3	24
VSC.SEMM2.MKCOR.0124	Professional events: an international perspective	3	24
NEW	Company Projects 1	2	21
VSC.SEMM2.PMCOR.0064	People Management	2	21
VSC.SEMM2.MKCOR.0121	Financial management	2	21
VSC.SEHM2.OTCOR.0001	Research Method for SEHM	1	6
VSC.TRCM2.OTCOR.0101	Career Management 1	1	6
Elective courses (choose 4)	Industry, Techniques and skills		
VSC.SEMM2.MKELE.0131	Hotel Business Models	1	9
VSC.SEMM2.MKELE.0134	The PCO Business	1	9
VSC.SEMM2.PMELE.0001	Event Programme Management	1	9
VSC.SEMM2.PMELE.0005	Leagues, Competitions & Tournaments	1	9
VSC.SEMM2.PMELE.0006	Managing rights in sport & entertainment	1	9
Total Semester Fall		21	183