

ANNEX 1 – Study path of students from NCHU COM prior to arriving at KEDGE BS
(should be equivalent to 120 ECTS).

	College Core Course	Department Required Course	Elective Courses	Total
BBA in Business Administration	29 credits: Economics(6), Statistics(6), Accounting(6), Management(3), Financial Management(3), Business Ethics(3)/ or Computer Science(3)/ or Business Law(3), Seminar on Entrepreneurs(2)/ or Seminar on Management(2)	27 credits: Calculus(I)(3), Calculus(II)(3), Introduction to Business(3), Production and Operations Management(3), Organizational Behaviour(3), Marketing Management(3), Management Science(3), Human Resource Management(3), Strategic Management(3)	At least 4 credits from elective courses	At least 60 credits (equal to 120 ECTS)
BBA in Marketing	32 Economics(6), Statistics(6), Accounting(6), Management(3), Financial Management(3), Business Ethics(3), Introduction to Computer Science(3), Seminar on Entrepreneurs(2) /or Seminar on Management(2)	16 Calculus I(2), Calculus II(2), Operations Research(3), Consumer Behaviour(3), Marketing Management I(3), Marketing Research I(3)	At least 12 credits from elective courses	At least 60 credits (equal to 120 ECTS)
BBA in Finance	35 Economics(6), Statistics(6), Accounting(6), Computer Science(3), Management(3), Financial Management(3), Business Ethics(3), Business Law(3), Seminar on Entrepreneurs(2)/ or Seminar on Management(2)	30 Calculus I(3), Calculus II(3), Intermediate Financial Management(3), Microeconomics(3), Money and Banking(3), Investment(3), Econometrics(3), Futures and Options(3), International Financial Management(3), Management on Financial Markets(3).	-	At least 60 credits (equal to 120 ECTS)

The number in parentheses is the number of credits.

	Elective Courses
Elective Courses in Business Administration	The Applications of Computer Software(3), Introduction to Electronic Commerce(3), Managerial Psychology(3), Microeconomics(3), Money and Banking(3), Intermediate Accounting(3), Managerial Mathematics(3), Service Management(3), Database Management(3), Macroeconomics(3), Forecasting Methods(3), Marketing Research(3), Leisure Management(3), International Trade(3), International Marketing Management(3), Advertising Strategy and Decision Analysis(3), Cost Analysis and Control(3), Customer Analysis and Management(3), Business Research Methods(3), Small Business Management(3), International Finance(3), Business Logistics Analysis(3), Business-Package Software(3), Special Issues on Human Resource Management(3), Entrepreneurship and Knowledge Management(3), Project Management(3), Entrepreneurship Management(3), Entrepreneurship in Action(3), Human Resource Management Practice(3), Survey and Analysis(3), Managerial Accounting(3), Managerial Economics(3), Business Internship(3).
Elective Courses in Marketing	Microeconomics(3), Macroeconomics(3), Cases in Marketing (I) (3), Cases in Marketing (II) (3), Regression Analysis(3), Business Role Playing Game(3), Strategic Marketing & Management(3), Econometrics (I) (3), Business Psychology(3), Introduction to Business(3), Organizational Behaviour and Management(3), Business Marketing(3), Social Network Marketing(3), Commercial Negotiation(3), Marketing Data Analysis and Application(3), Knowledge Management(3), Business Forecasting(3), Marketing Management of Agricultural Products(3), Management of Distribution Business(3), Product Strategy(3), Marketing and Packaging(3), Nonprofit Organization Marketing(3), Sales Management (I) (3), Channel Strategy(3), Retail Management(3), Internet Marketing(3), Management of Business-Chain(3), Innovation and New Product Management(3), Price Strategy(3), Brand Management(3), Procurement Strategy(3), Promotional Marketing(3), Advertising, Marketing Planning(3), Appraisal of Distribution Business(3), Leisure Management and Marketing(3), Sports Marketing(3), Direct and Non-store Marketing(3), Marketing on Recreational Travel(3), Service Marketing(3), Life Structure and Consumer Behaviour(3), Research Design & Consumer Behaviour Insights(3), Consumption Market Analysis(3), MIS in Marketing(3), Electronic Commerce(3), Logistics Management(3), Supply Chain Design & Management(3), Operations Management(3), International Marketing(3), Customer Relationship Management(3), International Business Management(3), Multicultural Marketing(3), Food and Beverage Marketing(3), Globalization and Marketing(3), Consumer Decision(3), Introduction to Marketing (I) (2), Introduction to Marketing (II) (2), Health Marketing(3), E-Marketing Implementation Seminar(3), Business Management & Diagnosis(3), Commercial Law(3), The Research of Affective Computing and Artificial Intelligent on Marketing(3), Social Enterprise Marketing(3).

BBA in Finance	<p>Computer Software for Finance(3), Macroeconomics(3), Security Investment Analysis(3), Financial Statement Analysis(3), Intermediate Accounting (I) (3), Intermediate Accounting(II) (3), Civil Law(2), Industrial Economic Analysis(3), Seminar in Finance(2), Financial Risk Management(3), Investment Banking Management(3), Portfolio Management(3), Fixed Income Securities(3), Project Finance Theory(3), International Financial Markets(3), Financial Time Series Analysis(3), Managerial Accounting(3), Game Theory and Its Applications(3), Real Options and Technology Valuation(3), Advanced Accounting(3), Mortgage-Backed Security Markets(3), Financial Law(2) (3), Introduction to asset Securitization(3), Seminar on Financial Management Practice(2), Venture Capital and Private Equity(3), Business Mergers and Acquisitions(3), Analysis of Business Valuation(3), Internal Audit Theory and Practice(3), Financial Market Trading Practices(2), Seminar in Industrial Studies(2), Database Management, Marketing Management(3), International Business Management(3), Innovation Management(3), Merger and Acquisition Law(2), Law of Negotiable Instruments(2), Financial Holding Corporation Law(2), Insurance Law(2), Securities Exchange Law(2), Network Planning and Management(3), Managerial Mathematics, Insurance(3), Economic Forecasting Methods(3), Mathematical Statistics (I) (3), Mathematical Statistics(II) (3)</p>

The number in parentheses is the number of credits.

ANNEX 2 – EXAMPLE of Study path for students from NCHU COM during their two years at KEDGE BS and preapproved transferrable courses at NCHU.

SEMESTER 5 KEDGE BS		(= IBBA year 3, semester 1)				
CODES	MODULES	ECTS	HOURS	Credit Transfer to NCHU BA	Credit Transfer to NCHU MKT	Credit Transfer to NCHU FIN
BBA-B3-ACC-003-E-L MRS	Comparative International Accounting	5	30	Managerial Accounting/ or Intermediate Accounting		Managerial Accounting
BBA-B3-ACC-001-E-L MRS	Financial Analysis	5	30	Analysis of Financial Markets	Analysis of Financial Markets (credits from BA [#])	Financial Statement Analysis
BBA-B3-MKT-MRS	Digital Markets, Social Innovations and Marketing	5	30	Internet Marketing (credits form MKT [#])	Internet Marketing	
BBA-B3-MGT-002-E-L MRS	The Euro Mediterranean Management Approach	5	30	International Business Management (credits form MKT [#])	International Business Management	
BBA-B3-LAW-001-E-L MRS	European competition Law	5	30			Commercial Law (Business Law)
BBA-B3-ACC-002-E-L MRS	Comparative International Taxation	5	30			
	French as a Foreign Language	0				
TOTAL SEMESTER 5		30				

- * Be-U related to internship preparation
- Students should select 30 ECTS per semester

SEMESTER 6 KEDGE BS		(= IBBA year 3, semester 2)				
CODES	MODULES	ECTS	HOURS	Credit Transfer to NCHU BA	Credit Transfer to NCHU MKT	Credit Transfer to NCHU FIN
BBA-B3-OPS-001-E-L MRS	European Logistics Management	5	30	Business Logistics Analysis	Logistics Management	
BBA-B3-MGT-003-E-L MRS	Entrepreneurship	5	30	Entrepreneurship Management	Entrepreneurship Management (credits from BA#)	
BBA-B3-MIS-001-E-L MRS	E Business	5	30	Introduction to Electronic Commerce	Electronic Commerce	
BBA-B3-MGT-004-E-L MRS	Business in Intercultural Context	5	30	Multicultural Marketing (credits form MKT#)	Multicultural Marketing	
BBA-B3-HRM-001-E-L MRS	Organizational Behaviour	5	30		Organizational Behaviour and Management	
BBA-B3-STR-001-E-L MRS	Sustainable development	5	30			
	Be-U workshops (employability skills) *	0	13.5			
	French as a Foreign Language	0	30			
TOTAL SEMESTER 5		30				

- * Be-U related to internship preparation
- ** Optional module about the Thesis writing methodology

Students should attend 30 ECTS during semester 5 and 6.

SEMESTER 7 KEDGE BS		(= IBBA year 4, semester 1)				
CODES	MODULES	ECTS	HOURS	Credit Transfer to NCHU BA	Credit Transfer to NCHU MKT	Credit Transfer to NCHU FIN
CES-B4-OPS-001-E-L MRS	Project Management	5	30	Project Management	Project Management (credits from BA [#])	
CES-B4-MGT-001-E-L MRS	Business Strategy	5	30		Strategic Management (credits from BA [#])	
Marketing Track 3 courses to choose among the 4 below						
CES-B4-MKT-001-E-L MRS	Marketing Strategy and Planning	5	30	Strategic Marketing & Management (credits from MKT [#])	Strategic Marketing & Management	
Ces-B4-MKT-002-E-L MRS	Luxury Goods Marketing	5	30			
CES-B4-MKT-003-E-L MRS	Marketing Communication	5	30	Advertising Strategy and Decision Analysis	Advertising	
CES-B4-MKT-004-E-L MRS	International Marketing Cases	5	30	International Marketing Management	Cases in Marketing (I)	
Human Resources Track						
PGE-M4-HRM-001-E-D	Human Resources management	5	30			
	RH Master elective course	5	30			
	RH Master elective course	5	30			
Finance Track						
CES-B4-FIN-001-E-L MRS	Investment and Financing Decisions	5	30	Investment		Seminar on Financial Management Practice
CES-B4-FIN-002-E-L MRS	International Finance or	5	30	International Finance	International Finance	International Financial

	Global Finance (PGE-M4-FIN-001-E-D)				(credits from BA [#])	Management
CES-B4-ACC-001-E-L MRS	Management Control and Operations	5	30	Cost Analysis and Control		
	French as a Foreign Language	0	30			
	Research Methods (IBBA Bachelor Thesis)	5				Econometrics
TOTAL SEMESTER 7		30				

*Students should select 25 ECTS in coursework during semester 7, including 3 courses (15 ECTS) from one of the three tracks.

Courses subject to minor modifications. The transfer of a 5-ECTS course at KEDGE BS to a 3-credit course at NCHU was approved by NCHU on 02/05/2019 [Document number: 1082200108].

BA: Department of Business Administration

MKT: Department of Marketing

[#]*The maximum number of credits from MKT for NCHU BA students is 15 credits (5 courses); the maximum number of credits from BA for NCHU MKT students is 13 credits (4 courses).*