



**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) **Special Note for Financial Markets & Investments**: This program is **extremely selective**. Only for students on exchange for the Academic Year. 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 with the academic director will be required for final validation of admittance. If a student is not selected, a second program choice will be requested. There is a **zero-absence policy** for the courses within this specialization.
- 5) Courses within the catalogue are subject to slight changes.
- 6) There is a maximum number of seats available per course.

<b><i>M1 ABM FRANCE .....</i></b>	<b><i>4</i></b>
<b><i>BUSINESS CONSULTING AND DECISION INTELLIGENCE .....</i></b>	<b><i>5</i></b>
<b><i>CORPORATE FINANCIAL MANAGEMENT .....</i></b>	<b><i>5</i></b>
<b><i>DIGITAL MARKETING AND ARTIFICIAL INTELLIGENCE .....</i></b>	<b><i>6</i></b>
<b><i>ENTREPRENEURSHIP AND INNOVATION .....</i></b>	<b><i>6</i></b>
<b><i>FINANCIAL MARKETS AND INVESTMENTS.....</i></b>	<b><i>7</i></b>
<b><i>INTERNATIONAL MARKETING AND BUSINESS DEVELOPMENT.....</i></b>	<b><i>7</i></b>
<b><i>LUXURY AND FASHION MANAGEMENT .....</i></b>	<b><i>8</i></b>
<b><i>SPORT, EVENT AND HOSPITALITY MANAGEMENT.....</i></b>	<b><i>8</i></b>

## 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
<b>Total Semester Fall</b>		<b>30</b>	<b>233</b>

## 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
<b>Fall Semester</b>			
<b>Core courses</b>			
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
<b>Total Fall Semester</b>		<b>21</b>	<b>204</b>

## CORPORATE FINANCIAL MANAGEMENT

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

Course Code	Course Title	Number of ECTS credits	Contact hours
<b>Semester Fall</b>			
<b>Core courses</b>			
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
<b>Elective courses (choose 2)</b>			
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
<b>Total Semester Fall</b>		<b>21</b>	<b>234</b>

## DIGITAL MARKETING AND ARTIFICIAL INTELLIGENCE

<b>MSc in DMAI</b> <b>Academic Year 2025-2026 - Campus Sophia Antipolis</b>			
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
<b>Total Semester Fall</b>		<b>21</b>	<b>165</b>

## ENTREPRENEURSHIP AND INNOVATION

<b>MSc in Entrepreneurship and Innovation</b> <b>Academic Year 2025/2026 - Sophia-Antipolis campus</b>			
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
<b>Total Semester Fall</b>		<b>21</b>	<b>182</b>

## FINANCIAL MARKETS AND INVESTMENTS

### MSc FMI - 2025/2026 Sophia Antipolis Campus

Course Code	Course title	Number of credits	Contact hours
<b>Semester Fall</b>			
MSC.FMIM2.FICOR.0242	AMPLIFY TRADING SIMULATION	0	6
MSC.FMIM2.FIPSC.0003	PRESCHOOLING BLOOMBERG	0	6
MSC.FMIM2.FIPSC.0007	PRESCHOOLING PYTHON1 PROGRAMMING FOR FINANCE	0	3
NEW	PRESCHOOLING DERIVATIVES	0	3
MSC.FMIM2.FICOR.0031	STOCHASTIC CALCULUS APPLIED TO FINANCIAL MODELS	2	18
MSC.FMIM2.FICOR.0155	FINANCIAL RESEARCH & MODELLING WITH R	2	18
MSC.FMIM2.FICOR.0033	FINANCIAL ECONOMETRICS I WITH R	2	21
MSC.FMIM2.FICOR.0213	FIXED INCOME 1: PRICING AND VALUATION	2	15
MSC.FMIM2.FICOR.0208	EQUITY RESEARCH & VALUATION1	3	24
MSC.FMIM2.FIELE.0167	PYTHON 1 PROGRAMMING FOR FINANCE	1	12
NEW	DERIVATIVES VALUATION & STRATEGIES	2	21
MSC.FMIM2.FIELE.0150	MS EXCEL VBA PROGRAMMING	2	21
MSC.FMIM2.FICOR.0170	VBA 1: PRICING TECHNIQUES	2	15
MSC.FMIM2.FIELE.0203	INTRODUCTION TO FX & STRATEGIES	1	12
MSC.FMIM2.FIELE.0151	POWER BI APPLIED TO FINANCE	1	9
NEW	CAREER MANAGEMENT 1	1	6
<b>Total semester Fall</b>		<b>21</b>	<b>210</b>

## INTERNATIONAL MARKETING AND BUSINESS DEVELOPMENT

### MSc IMBD Academic Year 2025-2026 - Campus Sophia

Course Code	Course Title	Number of ECTS credits	Contact hours
<b>Semester Fall</b>			
<b>Core courses</b>			
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
<b>Elective courses (choose 4)</b>			
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.OTELE.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
<b>Total Semester Fall</b>		<b>21</b>	<b>180</b>

## 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
<b>Semester Fall</b>			
<b>Core courses</b>			
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
<b>Total Semester Fall</b>		<b>21</b>	<b>186</b>

## 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
<b>Semester Fall</b>			
<b>Core courses</b>			
<b>The Sport, Event &amp; Hospitality Environment</b>			
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
<b>Elective courses (choose 4)</b>			
<b>Industry, Techniques and skills</b>			
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
<b>Total Semester Fall</b>		<b>21</b>	<b>183</b>