



excelia
BUSINESS SCHOOL

Curriculum 2025/2026

Master of Science

Sustainable Luxury & Creative Industries

PARIS (CACHAN) Campus

FALL SEMESTER			
September 08th, 2025 - December 19th, 2025			
Code	Courses	Hours	ECTS
MKG	Sustainable luxury management	30	5
MKG	Responsible Creative Industries: Onboarding	20	3
MKG	Brand Management and Heritage	30	5
MKG	Experiential Marketing	20	3
MKG	Communicating Ethically in the New Digital Environment - for Luxury and Creative Industries	30	5
MKG	Innovation Strategies and Design Thinking	30	5
MKG	Channel Management, Retailing and Sales	30	5
MKG	Customer Relationship Management	20	3
MKG	New Responsible Business Models	30	5
MKG	Capstone Project in Sustainability & Ethics	20	3
TOTAL ECTS			42



Curriculum 2025/2026
Master of Science
Sustainable Finance
 PARIS (CACHAN) Campus

Master 2 Sustainable Finance			
FALL SEMESTER			
September 08th, 2025 - December 19th, 2025			
Code	Courses	Hours	ECTS
FIN	Foundations of Sustainable Finance	30	5
FIN	Regulations and Public Policies in Sustainable Finance	30	5
FIN	Corporate Sustainability and Financial Decision-Making	30	5
FIN	ESG Reporting and Non-Financial Disclosure	30	5
FIN	Sustainable Investment and Portfolio Management	30	5
FIN	Inclusive Finance and Social Impact	30	5
FIN	Financial Modelling and Risk Analysis	20	3
FIN	Corporate Restructuring and Sustainability in M&A	20	3
FIN	Sustainable Practices in Banking and Insurance	20	3
FIN	Financial Services and Disruptive Technologies	20	3
TOTAL ECTS			42



Curriculum 2025/2026

Master of Science**Sustainable Global and Supply Chain Management**

PARIS (CACHAN) Campus

Master 2 Sustainable Global and Supply Chain Management			
FALL SEMESTER			
September 08th, 2025 - December 19th, 2025			
Code	Courses	Hours	ECTS
SPP	Supply Chain strategy and implementation drivers	30	5
SPP	Eco responsible procurement and sourcing strategies	30	5
SPP	Sustainable production systems	30	3
SPP	Sustainable transport system planning and management	30	5
SPP	Procurement, suppliers and providers management	30	5
SPP	Business Excellence	30	3
SPP	Distribution and last mile networks management	30	5
SPP	Sustainable supply chain management: Economic, social and ethical considerations	30	5
SPP	Purchasing and supply chain digitalization and sustainable quality	30	3
SPP	Purchasing and supply chain monitoring and audit	30	3
TOTAL ECTS			42



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BUSINESS SCHOOL

Curriculum 2025/2026

Master of Science

International Business Management

LA ROCHELLE Campus or PARIS (CACHAN) Campus

Master 2 International Business Management			
FALL SEMESTER			
September 08th, 2025 - December 19th, 2025			
Code	Courses	Hours	ECTS
MKG	Digital marketing, data and web mining	30	5
SPP	International Transport & Logistics	30	5
SPP	Global Supply chain, Purchasing and provider management	30	5
FIN	International Accounting and Financing	30	5
SPP	Customs and taxes issues	30	3
RHM	Legal issues, competition law and compliance	30	3
MKG	International Sales Contracts & negotiation	30	3
SPP	International Project Management	30	3
STR	New Business models, innovation & Entrepreneurship	30	5
STR	Internationalization Strategy in a complex world	30	5
TOTAL ECTS			42



Curriculum 2025/2026

**Master of Science
Brand Management**

LA ROCHELLE Campus

Master 2 Brand Management			
FALL SEMESTER			
September 08th, 2025 - December 19th, 2025			
Code	Courses	Hours	ECTS
MKG	Digital Marketing	30	5
MKG	Sustanaible Brand Management	30	5
MKG	Innovation Marketing	30	5
MKG	Marketing for a Circular Economy	30	5
MKG	Brand experience & gamification	30	3
MKG	International Distribution & e-commerce	30	5
MKG	Intercultural Customer Relationship	30	5
MKG	Influence Marketing	30	3
RHM	Brand contract	30	3
MKG	Mass Customization	30	3
TOTAL ECTS			



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BUSINESS SCHOOL

Curriculum 2025/2026
Master of Science
International Corporate Finance
LA ROCHELLE Campus

Master 2 International Corporate Finance			
FALL SEMESTER			
September 08th, 2025 - December 19th, 2025			
Code	Courses	Hours	ECTS
FIN	Strategic Financial Management	30	5
FIN	Corporate Governance and Business Ethics	30	5
FIN	Corporate Financial Analysis and Reporting	30	5
FIN	Financial Modelling and Risk Analysis	30	3
FIN	Sustainable Finance	30	5
FIN	Equity Analysis and Portfolio Management	30	5
FIN	Global Financial Markets and International Finance	30	5
FIN	Firm Valuation Techniques	30	3
FIN	Mergers, Acquisitions and Corporate Restructuring	30	3
FIN	Financial Services and Disruptive Technologies	30	3
TOTAL ECTS			42

**Master of Science
 Marketing and Sales Management**

TOURS Campus

SEMESTER 1 - Marketing and Sales Management
FALL SEMESTER

September 08th, 2025 - December 19th, 2025

Code	Courses	Hours	ECTS
MKG	Marketing & commercial in B to B	30	5
MKG	Customer Relation Management at the customer centric era	30	3
MKG	Digital Marketing	30	5
RHM	Commercial Law	30	3
MKG	Business Venture	30	5
MKG	Supplier Client Relations at the international level	30	5
FIN	Commercial performance management	30	3
RHM	Intercultural Management	30	3
MKG	Complex Negotiation and Sales Center Management	30	5
MKG	Strategies and Commercial Negotiations at the international level	30	5
TOTAL ECTS			

Master 2 Digital Marketing
FALL SEMESTER

September 08th, 2025 - December 19th, 2025

Code	Courses	Hours	ECTS
MKG	Artificial Intelligence and Marketing Automation	30	3
STR	Digital entrepreneurship	30	5
DIG	Search engine optimization and SEO/SEA	30	3
MKG	Marketing Digital	30	5
MKG	Customer Experience Management	30	5
MKG	Data Mining et Dataviz	30	5
FIN	WEBDESIGN - UX/UI - No code	30	5
MKG	Marketing insights	30	3
MKG	Startut-up Challenge	30	5
MKG	Community management	30	3
TOTAL ECTS			42