

EDHEC International BBA 3rd year_Academic Specialization: Marketing OR Finance_Spring Semester 2025/2026

Course offer may be subject to change

Campus	Code	Course title	Language of instruction	Teaching hours	ECTS
LILLE	7089	STRATEGIC ANALYSIS	ENGLISH	18	2.5
LILLE	7090	CSR & ETHICS	ENGLISH	18	2.5
LILLE	7451	LEADERSHIP (Online course)	ENGLISH	30	5
		Students can choose ONE French language course			
LILLE	7156	FRENCH FOR BEGINNERS	FRENCH	36	5
LILLE	7158	INTERMEDIATE FRENCH	FRENCH	36	5
LILLE	7159	ADVANCED FRENCH	FRENCH	36	5
		Students must take ALL courses of their academic specialization			
		ACADEMIC SPECIALIZATION: FINANCE (21 ECTS)			
LILLE	6488	FIN - ADVANCED CORPORATE FINANCE	ENGLISH	36*	4
LILLE	6490	FIN - MATHEMATICS APPLIED TO FINANCE	ENGLISH	36*	4
LILLE	6491	FIN - VBA FOR FINANCE	ENGLISH	18	2
LILLE	6493	FIN - FINANCIAL LAW	ENGLISH	24	3
LILLE	6494	FIN - FINANCIAL DIAGNOSIS	ENGLISH	24	3
LILLE	7658	FIN - BUSINESS VALUATION	ENGLISH	18	2
LILLE	7659	FIN - FIXED INCOME AND INTRODUCTION TO DERIVATIVES	ENGLISH	24	3
		ACADEMIC SPECIALIZATION: MARKETING (21 ECTS)			
		Students need to choose all courses of the specialization listed below			
LILLE	7664	MKT - CHALLENGE TO SUSTAINABILITY AND CUSTOMER WELL-BEING	ENGLISH	18*	2
LILLE	6197	MKT - CUSTOMER BRAND MANAGEMENT	ENGLISH	36*	4
LILLE	6200	MKT - DATA ANALYSIS AND MARKETING PERFORMANCE	ENGLISH	36*	4
LILLE	7665	MKT - IMC IN A DIGITAL WORLD	ENGLISH	24	3
LILLE	6201	MKT - PRICING & CUSTOMER VALUE	ENGLISH	24	3
LILLE	6198	MKT - SERVICE AND RETAIL MARKETING	ENGLISH	24	3
		Marketing students need to choose 1 mandatory elective course from the 2 offered			
LILLE	7661	MKT - ELECTIVE - PRODUCT MANAGEMENT (limited places)	ENGLISH	18	2
LILLE	7662	MKT - ELECTIVE - FASHION MARKETING (limited places)	ENGLISH	18	2

*6 hours will be taught online