



Course List
Master Programmes
Incoming Exchange Students
Lille Campus
Spring 2026

Dear Exchange Students,

Welcome to SKEMA Business School!

Here are a few key instructions on how to consult properly the **Lille Course list Spring 2026**. **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 Project and Program Management & Business Development Program:**
Certain courses within this program have **extra fees**. Fees apply because students are able to obtain various professional certifications once passing the course. The fees are directly linked with the enrollment of the student in the professional certificate examination. Fee details are clearly indicated in the course catalogue. Students choosing this program will be required to pay the required fees before receiving their acceptance letter. The SKEMA International Office will contact students on the payment procedure once the nomination period is complete (mid-November).
- 3) Courses within the catalogue are subject to slight changes.
- 4) There is a maximum number of seats available per specialization program.

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INTERNATIONAL MARKETING AND BUSINESS DEVELOPMENT

MSc IMBD Academic Year 2025-2026 - Campus Lille			
Course Code	Course Title	ECTS credits	Contact hours
Semester Spring			
Core courses			
MSC.IMBM2.MKCOR.0031	Understanding the Elusive Consumer	4	30
MSC.IMBM2.MKCOR.0063	Product Management & Operational Marketing	3	24
NEW	Business Development & Sales	4	30
MSC.TRCM2.OTCOR.0200	Career Management 2	0	6
Elective courses (choose 5)			
MSC.IMBM2.MKELE.0197	Google Tools and SEM	2	18
MSC.IMBM2.MKELE.0229	Meta certification (FB & Instagram)	2	18
MSC.IMBM2.MKELE.0228	Digital Marketing	2	18
MSC.IMBM2.MKELE.0181	UX Design and Usability	2	18
MSC.IMBM2.MKELE.0144	Business Intelligence with Data Mining	2	18
MSC.IMBM2.MKELE.0128	Negotiation	2	18
MSC.IMBM2.MKELE.0235	International Business Development Simulation	2	18
NEW	Advanced Quantitative Methods	2	18
MSC.IMBM2.MKELE.0215	Competitive Intelligence for IBD	2	18
NEW	Advanced Strategic Marketing	2	18
NEW	Agile Project Management for Global Markets and Business Development	2	18
NEW	Omnichannel Marketing Strategy	2	18
MSC.IMBM2.MKELE.0127	Using LEGO Serious Play to enhance creativity	2	18
Total Semester Spring		21	162

PROJECT AND PROGRAMME MANAGEMENT AND BUSINESS DEVELOPMENT

MSc in Project Management for Business Development Academic Year 2025-2026 - Campus Lille			
Semester Spring			
Core Courses			
MSC.PPMM2.PMOPT.0002	Project practice portfolio 2	3	24
MSC.PPMM2.PMCOR.0086	Managing risk, uncertainty and complexity	2	18
MSC.PPMM2.PMCOR.0081	Sustainable and ethical project management	2	18
MSC.PPMM2.PMCOR.0075	Organisational performance management	2	18
MSC.PPMM2.PMCOR.0203	Portfolio management and PMO	3	24
MSC.PPMM2.PMCOR.0204	Project financing and accounting	3	24
MSC.PPMM2.PMCOR.0202	Research methods 2	0	18
MSC.TRCM2.OTCOR.0200	Career management 2	0	6
Specialisation Courses (students choose 2 courses)			
MSC.PPMM2.PMCOR.0088	Large programmes and megaprojects	2	18
MSC.PPMM2.PMCOR.0030	Business and project management agility	2	18
MSC.PPMM2.PMCOR.0100	AI and VR applications relevant to project management	2	18
Electives (students choose 2 courses)			
MSC.PPMM2.PMCOR.0087	International business development: proposals, tenders and bids	1	12
MSC.PPMM2.PMELE.0007	Social intelligence	1	12
MSC.PPMM2.STELE.0001	Design thinking	1	12
Total Semester Spring		21	198