

Year 5 2020 - 2021 Major : Marketing and industrial Management (September - January)	Année 5 - 2020-2021 Majeure : Marketing et Management Industriel - MMI (Septembre - Janvier)	ECTS
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Objectives : In addition to scientific knowledge necessary for a chemical engineer, this major aims at providing a basic understanding of organisations and business management, development of methods and techniques in marketing, sales, purchasing and logistics adapted to industrial products. Acquiring skills in project management is also necessary to implement the knowledge in the fields above.

	Engineering & Business sciences	Sciences et techniques transverses	4
	Safety & risks management at work	Sécurité et gestion des risques au travail	
	First aid at work	Secourisme au travail	
	Sustainable development	Développement durable	
	Industrial property	Propriété industrielle	
	Accountancy/Financial management	Gestion comptable / Financière	
	Lean Management	Lean Management	
	Labour law	Droit du travail	
	New risks on 21st century	Les nouveaux risques du 21ème siècle	
	Entrepreneurship	Entreprenariat	
	Industrial marketing & Management	Management et marketing industriel	14
	Corporate law	Droit des sociétés	
	Business case	Business case	
	Marketing	Marketing	
	e Marketing	e Marketing	
	Mass marketing	Marketing grande consommation	
	Industrial marketing	Marketing industriel	
	International marketing	Marketing international	
	Packaging workshop	Packathon de l'ESCOM	
	Constructive negotiation	Négociation constructive	
	Stock management	Gestion des stocks	
	Supply chain	Logistique industrielle	
	International exchanges & world governance	Echanges internationaux et gouvernance mondiale	
	Professional project	Projet professionnel	3
	Chairing meetings	Techniques d'animation de réunion	
	Change management & business strategy	Conduite du changement et stratégie de l'entreprise	
	Job interview simulation	Simulation d'entretien	
	Career centre	Career centre	
	Alumni networking	Réseau alumni	
	Languages	Langues	4
	Multiculturality	Multiculturalité	
	TOEIC training	Préparation au TOEIC	
	1 mock TOEIC + 1 official TOEIC	1 TOEIC Blanc + 1 TOEIC officiel	
	French as a foreign language (FLE)	Français langue étrangère (FLE)	