

<b>Year 5 2024 - 2025 Major : Marketing and industrial Management (September - January)</b>	<b>Année 5 - 2024-2025 Majeure : Marketing et Management Industriel - MMI (Septembre - Janvier)</b>	<b>ECTS</b>
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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.

	<b>Engineering &amp; Business sciences</b>	<b>Sciences et techniques transverses</b>	<b>3</b>
	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	
	Accounting and financial management	Gestion comptable et financière	
	Lean Management	Lean Management	
	Labour law	Droit du travail	
	Entrepreneurship	Entreprenariat	
	<b>Industrial marketing &amp; Management</b>	<b>Management et marketing industriel</b>	<b>12,5</b>
	Business case	Business case	
	Marketing	Marketing	
	e Marketing	e-Marketing	
	Mass marketing	Marketing grande consommation	
	Artificial intelligence and marketing	Intelligence artificielle et marketing	
	Industrial marketing	Marketing industriel	
	International marketing	Marketing international	
	Packaging	Packaging	
	Purchasing fonction management	Management de la fonction d'achat	
	Constructive negotiation	Négociation constructive	
	Stock management	Gestion des stocks	
	Supply chain	Logistique industrielle	
	International exchanges & world governance	Echanges internationaux et gouvernance mondiale	
	<b>Professional project</b>	<b>Projet professionnel</b>	<b>1,5</b>
	Chairing meetings	Techniques d'animation de réunion	
	Change management & business strategy	Conduite du changement et stratégie de l'entreprise	
	Corporate governance	Gouvernance de l'entreprise	
	Professional network/Linkedin	Professional network/Linkedin	
	Career centre	Observatoire des métiers	
	Alumni networking	Réseau alumni	
	<b>Languages</b>	<b>Langues</b>	<b>3</b>
	Multiculturality	Multiculturalité	
	TOEIC training (for student with no valid TOEIC)	Préparation au TOEIC pour les élèves n'ayant pas validé	
	Official TOEIC (for student with no valid TOEIC)	1 TOEIC officiel pour les élèves n'ayant pas validé	
	French as a foreign language (FLE)	Français langue étrangère (FLE)	
	<b>Engineer traineeship (year 4)</b>	<b>Stage ingénieur 4A</b>	<b>10</b>
	<b>TOTAL Semester</b>		<b>30</b>
	<b>SEMESTER 2 - Final Study Project (6 months)</b>	<b>SEMESTRE 2 - Projet de fin d'études (6 mois)</b>	<b>30</b>