

Year 5 2025 - 2026 Major : Marketing and industrial Management (September - January)	Année 5 - 2025-2026 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. Aquiring skills in project management is also necessary to implement the knowledge in the fields above.

UE1	Engineering & Business sciences	Sciences et techniques transverses	3
	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	
	Account and finceance management	Gestion comptable / financière	
	Lean Management	Lean Management	
	Labour law	Droit du travail	
	Entrepreneurship	Entreprenariat	
	Waste management, treatment and valorisation	Gestion, Traitement et valorisation des dechets	
	Life cycle assessment and environmental impact assessment	Ecobilan et analyse du cycle de vie	
	Climate change challenges	Les enjeux du changement climatique	
			4,5

UE2	Industrial marketing & Management	Management et marketing industriel	12,5
	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 Function Management	Management de la fonction achat	
	Constructive negotiation	Négociation constuctive	
	Stock management	Gestion des stocks	
	Supply chain	Logistique industrielle	
	International exchanges & world governance	Echanges internationaux et gouvernance mondiale	
			12,5

UE3	Professional project	Projet professionnel	1,5
	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 métiers 5A/Forum Comutec	
	Alumni networking	Réseaux escomiens (AAE)	
			1,5
	Languages	Langues	3
	Multiculturality	Multiculturalité	
	TOEIC training	Préparation au TOEIC	
	Official TOEIC	1 TOEIC officiel	
			3
Total			20
PROJECT FOR EXCHANGE PROGRAM		Projet programme d'échange	10
TOTAL Semester (with PROJECT)			30

SEMESTER 2 - Final Study Project (6 months)		SEMESTRE 2 - Projet de fin d'études (6 mois)	30
TOTAL YEAR			60