

IÉSEG - Grande Ecole Programme - 2025-2026
Major/Specializations Core Courses (subject to
change)

ENTREPRENEURSHIP (ENT)

SEMESTER	COURSE TITLE	ECTS
1	FOUNDATIONS OF ENTREPRENEURSHIP 3710	3
1	FINANCING ENTREPRENEURIAL VENTURES 3709	3
1	LEADERSHIP FOR DESIGN THINKING 3712	3
1	INNOVATION & CORPORATE ENTREPRENEURSHIP 3711	3
1	MASTERING AI FOR STRATEGIC BUSINESS SUCCESS 3714	3
1	THE ENTREPRENEURIAL EXPERIENCE I 3713	3

SPECIALIZATION CORE COURSES (SCC)

2	CONSULTING ENTREPRENEURIAL SOCIAL - CREENSO 3718	3
2	THE ENTREPRENEURIAL EXPERIENCE II 3719	3
2	INCLUSIVE ENTREPRENEURSHIP 3717	3
2	INTELLECTUAL PROPERTY & OPENNESS: USING LEGAL 3715	3
2	ENTREPRENEURIAL SELLING 3716	3
2	ADVANCED BUSINESS LAW 3714	3

MARKETING (MKT)

MAJOR CORE COURSES (MCC)

SEMESTER	COURSE TITLE	ECTS
1	MARKETING STRATEGY 3722	3
1	CONSUMER BEHAVIOR 3720	3
1	DATA INSIGHTS 3721	3
1	DIGITAL MARKETING FUNDAMENTALS 3723	3
1	INTERNATIONAL MARKETING FUNDAMENTALS 3724	3
1	SALES MANAGEMENT 3725	3

SPECIALIZATION CORE COURSES (SCC) (one of 3)

#1 DIGITAL MARKETING

SEMESTER	COURSE TITLE	ECTS
2	DIGITAL CONTENT 3728	3
2	E-COMMERCE 3730	3
2	PLATFORM STRATEGY 3731	3
2	DIGITAL DESIGN & OPTIMIZATION 3729	3
2	DIGITAL COMMUNICATION 3727	3
2	DIGITAL BRANDING 3726	3
