



DOUBLE DEGREE PROGRAM IN MANAGEMENT AND LEADERSHIP IN COLLABORATION WITH KEDGE BUSINESS SCHOOL IN FRANCE

Program

The program consists of eight semesters. Students complete the first four semesters at SWPS University, then some students may continue their studies at KEDGE Business School, for the next four semesters, where the final semester is an internship arranged by KEDGE Business School.



Year 3 at KEDGE	
Core Course: Digital Cultures and Marketing	
Courses:	
<ul style="list-style-type: none">• COSTS and decisions• Project management• European competition Law• Organizational behavior• Entrepreneurship• Financial analysis• Geopolitics	<ul style="list-style-type: none">• Supply chain management in practice• Sustainable development• Management in cross cultural context• International marketing (case studies)



Year 4 at KEDGE		
Core Courses: Business Strategy Collaborative management, networking and social innovation		
SPECIALIZATIONS:		
Finance	Marketing	Entrepreneurship
<ul style="list-style-type: none">• Management control and operations• Investment and financing decisions• International finance	<ul style="list-style-type: none">• Marketing strategy and planning• The challenges of global luxury marketing• Marketing communication	<ul style="list-style-type: none">• Entrepreneurship (fundamental)• Cultures, webs and entrepreneurship• Sustainable entrepreneurship