Master BDEEM

Behavioral and Digital Economics for Effective Management

SEMESTER 3 (AUTUMN)

	Module	ECTS	volume
U1	**Marketing analysis**	**6**	**36**
	Consumer neuroscience and behavioral	3	18
	Marketing data analysis	3	18
U2	**Public and Environmental Regulation**	**6**	**42**
	Theory of regulation	3	15
	Environmental economics + Research Seminars	3	18+9
U3	**Market Analysis**	**6**	**74**
	Diagnostic environnemental et stratégique	2	21
	International risk management	2	18
	Followed project	2	35
U4	**Management in practice**	**6**	**35**
	Project management	2	18
	Entrepreneurship: Business games	2	8
	Professional project	2	9
U5	**Econometrics tools**	**6**	**48**
	Database processing / Computer science	2	12
	Time Series - Econometrics	2	18
	Panel data - Econometrics	2	18
Total		30	235

SEMESTER 4 (SPRING)

U1	Internship	**30**	Minimum 4 months