

# Master Intelligence économique parcours Behavioral and Digital Economics for Effective Management 2e année, UFR SJEPEG

Année Universitaire 2026-2027

Inclus dans :

- Master intelligence économique > Master Intelligence économique Behavioral and Digital Economics for Effective Management

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Master Intelligence économique parcours Behavioral and Digital Economics for Effective Management ECTS : 60

2e année, UFR SJEPEG (MA10L2G6)

Nature : Année

Date de validation composante : 21 mai 2026

Période : Année

Date de validation CFVU : 21 mai 2026

CFVU - Validée 12 02 2026

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Semester 10 (M4MG6DMH)  
Nature : Semestre

ECTS : 30  
Période : Semestre 10

| Maquette d'enseignement |          |      |                                              |      |      |       |            |        |                | Évaluation                       |              |      |       |       |            |                             |         |              |      |       |       |            |
|-------------------------|----------|------|----------------------------------------------|------|------|-------|------------|--------|----------------|----------------------------------|--------------|------|-------|-------|------------|-----------------------------|---------|--------------|------|-------|-------|------------|
| Éval?                   | Code     | Nat. | Libellé                                      | Mut. | ECTS | Coef. | Note élim. | Régime | Volume horaire | Évaluation initiale / principale |              |      |       |       |            | Seconde chance / rattrapage |         |              |      |       |       |            |
|                         |          |      |                                              |      |      |       |            |        |                | Libellé                          | Type d'éval. | Nat. | Durée | Coef. | Note élim. | Rep.                        | Libellé | Type d'éval. | Nat. | Durée | Coef. | Note élim. |
| X                       | M4MG6DPW | UE   | UE1- Internship / Master Thesis (one option) | X    | 30   | 1     |            |        |                |                                  |              |      |       |       |            |                             |         |              |      |       |       |            |
|                         |          |      | Choisir 1 élément(s)                         |      |      |       |            |        |                |                                  |              |      |       |       |            |                             |         |              |      |       |       |            |
| X                       | M4MG6DTC | ELC  | Master Thesis                                | X    | 30   |       |            | CCI    |                | Master Thesis                    | CC           | RS   | 1h00  | 100%  |            |                             |         |              |      |       |       |            |
| X                       | M4MG6DWW | STAG | Internship                                   | X    | 30   |       |            | CCI    |                | Internship                       | CC           | RS   | 1h00  | 100%  |            |                             |         |              |      |       |       |            |
| X                       | M4MG6E6D | UE   | UE2- Français                                | X    |      |       |            |        | CM 18          |                                  |              |      |       |       |            |                             |         |              |      |       |       |            |
|                         |          |      | Enseignement(s) facultatif(s)                |      |      |       |            |        |                |                                  |              |      |       |       |            |                             |         |              |      |       |       |            |
| X                       | M4MG6EIY | UEL  | Bonus UEL semestre 10                        | X    |      |       |            |        |                |                                  |              |      |       |       |            |                             |         |              |      |       |       |            |

## Semester 9 (MA10L2YW)

Nature : Semestre

ECTS : 30

Période : Semestre 9

| Maquette d'enseignement |          |      |                                                              |      |      |       |            |        | Évaluation     |                                                                                                             |              |      |       |       |            |                             |         |              |      |       |       |            |
|-------------------------|----------|------|--------------------------------------------------------------|------|------|-------|------------|--------|----------------|-------------------------------------------------------------------------------------------------------------|--------------|------|-------|-------|------------|-----------------------------|---------|--------------|------|-------|-------|------------|
| Éval?                   | Code     | Nat. | Libellé                                                      | Mut. | ECTS | Coef. | Note élim. | Régime | Volume horaire | Évaluation initiale / principale                                                                            |              |      |       |       |            | Seconde chance / rattrapage |         |              |      |       |       |            |
|                         |          |      |                                                              |      |      |       |            |        |                | Libellé                                                                                                     | Type d'éval. | Nat. | Durée | Coef. | Note élim. | Rep.                        | Libellé | Type d'éval. | Nat. | Durée | Coef. | Note élim. |
| X                       | M4MG6EX8 | UE   | UE1- Marketing Strategy and Business Intelligence            | X    | 6    | 1     |            |        | CM 39          |                                                                                                             |              |      |       |       |            |                             |         |              |      |       |       |            |
| X                       | M4MG6F0R | ELC  | Marketing Data Analysis                                      | X    | 3    | 3     |            | CCI    | CM 21          |                                                                                                             |              |      |       |       |            |                             |         |              |      |       |       |            |
|                         |          |      |                                                              |      |      |       |            |        |                | Marketing Data Analysis                                                                                     | CC           | L    |       | 100%  |            |                             |         |              |      |       |       |            |
| X                       | M4MG6F89 | ELC  | Neuroscience Marketing and Behavioral Economics              | X    | 3    | 3     |            | CCI    | CM 18          |                                                                                                             |              |      |       |       |            |                             |         |              |      |       |       |            |
|                         |          |      |                                                              |      |      |       |            |        |                | Neuroscience Marketing and Behavioral Economics                                                             | CC           | L    |       | 100%  |            |                             |         |              |      |       |       |            |
| X                       | MA10L3BX | UE   | UE2- Public and Environmental Regulation                     |      | 6    | 1     |            |        |                |                                                                                                             |              |      |       |       |            |                             |         |              |      |       |       |            |
|                         |          |      | Choisir 1 élément(s)                                         |      |      |       |            |        |                |                                                                                                             |              |      |       |       |            |                             |         |              |      |       |       |            |
| X                       | MA10L3F7 | ELC  | Corporate social responsibility                              |      | 2    | 2     |            | CCI    | CM 18          |                                                                                                             |              |      |       |       |            |                             |         |              |      |       |       |            |
|                         |          |      |                                                              |      |      |       |            |        |                | Corporate Social Responsibility écrit et/ou oral<br>Cours assuré par l'Université de Silésie (Rep. Tchèque) | CC           | EO   |       | 100%  |            |                             |         |              |      |       |       |            |
| X                       | M4MG6FV1 | ELC  | Environmental Economics                                      | X    | 2    | 2     |            | CCI    | CM 18          |                                                                                                             |              |      |       |       |            |                             |         |              |      |       |       |            |
|                         |          |      |                                                              |      |      |       |            |        |                | Environmental Economics                                                                                     | CC           | RLO  |       | 100%  |            |                             |         |              |      |       |       |            |
| X                       | M4MG6G4M | ELC  | Market power, Merger, Digital area and Competition           | X    | 2    | 2     |            | CCI    | CM 18          |                                                                                                             |              |      |       |       |            |                             |         |              |      |       |       |            |
|                         |          |      |                                                              |      |      |       |            |        |                | Market power, Merger, Digital area and Competition                                                          | CC           | RLO  | 3h00  | 100%  |            |                             |         |              |      |       |       |            |
| X                       | M4MG6GDF | ELC  | Theory of Regulation                                         | X    | 2    | 2     |            | CCI    | CM 15          |                                                                                                             |              |      |       |       |            |                             |         |              |      |       |       |            |
|                         |          |      |                                                              |      |      |       |            |        |                | Theory of Regulation                                                                                        | CC           | ET   | 2h00  | 100%  |            |                             |         |              |      |       |       |            |
| X                       | MA10L454 | UE   | UE3- Strategic Business and Forecasting                      |      | 6    | 1     |            |        |                |                                                                                                             |              |      |       |       |            |                             |         |              |      |       |       |            |
|                         |          |      | Choisir 2 élément(s)                                         |      |      |       |            |        |                |                                                                                                             |              |      |       |       |            |                             |         |              |      |       |       |            |
| X                       | M4MG6H6E | ELC  | Diagnostic stratégique environnemental des ent. analyse marc | X    | 2    | 2     |            | CCI    | CM 21          |                                                                                                             |              |      |       |       |            |                             |         |              |      |       |       |            |
|                         |          |      |                                                              |      |      |       |            |        |                | Diagnostic stratégique et environnemental des entreprises et analyse des marchés                            | CC           | ET   | 2h00  | 100%  |            |                             |         |              |      |       |       |            |
| X                       | M4MG6HFC | ELC  | International Risk Management                                | X    | 2    | 2     |            | CCI    | CM 18          |                                                                                                             |              |      |       |       |            |                             |         |              |      |       |       |            |
|                         |          |      |                                                              |      |      |       |            |        |                | International Risk Management<br>20 mns par groupe                                                          | CC           | RLO  | 0h20  | 100%  |            |                             |         |              |      |       |       |            |
| X                       | MA10L4CM | ELC  | Strategic Marketing                                          |      | 2    | 2     |            | CCI    | CM 18          |                                                                                                             |              |      |       |       |            |                             |         |              |      |       |       |            |
|                         |          |      |                                                              |      |      |       |            |        |                | Strategic Marketing<br>Cours assuré par l'Université de Silésie (Rep. Tchèque)                              | CC           | EOL  |       |       |            |                             |         |              |      |       |       |            |
| X                       | M4MG6HOE | ELC  | Supervised Project                                           | X    | 2    | 2     |            | CCI    |                |                                                                                                             |              |      |       |       |            |                             |         |              |      |       |       |            |
|                         |          |      |                                                              |      |      |       |            |        |                | Supervised Project<br>40 mns par groupe                                                                     | CC           | RLO  | 0h40  | 100%  |            |                             |         |              |      |       |       |            |
| X                       | M4MG6IFF | UE   | UE4- Management in Practice                                  | X    | 6    | 1     |            |        | CM 18<br>TD 16 |                                                                                                             |              |      |       |       |            |                             |         |              |      |       |       |            |
|                         |          |      |                                                              |      |      |       |            |        |                |                                                                                                             |              |      |       |       |            |                             |         |              |      |       |       |            |
| X                       | M4MG6IK7 | ELC  | Business Game                                                | X    | 3    | 3     |            | CCI    |                |                                                                                                             |              |      |       |       |            |                             |         |              |      |       |       |            |
|                         |          |      |                                                              |      |      |       |            |        |                | Business Game                                                                                               | CC           | EP   |       | 33%   |            |                             |         |              |      |       |       |            |
|                         |          |      |                                                              |      |      |       |            |        |                | Business Game                                                                                               | CC           | L    |       | 67%   |            |                             |         |              |      |       |       |            |
| X                       | M4MG6IRH | ELC  | Professional Project                                         | X    | 2    | 2     |            | CCI    | CM 6           |                                                                                                             |              |      |       |       |            |                             |         |              |      |       |       |            |
|                         |          |      |                                                              |      |      |       |            |        |                | Professional Project<br>30 mns par pers.                                                                    | CC           | RLO  | 0h30  | 10%   |            |                             |         |              |      |       |       |            |

| Maquette d'enseignement       |          |      |                                                              |      |      |       |            |        | Évaluation     |                                                                                    |              |      |       |       |            |                             |         |              |      |       |       |            |  |
|-------------------------------|----------|------|--------------------------------------------------------------|------|------|-------|------------|--------|----------------|------------------------------------------------------------------------------------|--------------|------|-------|-------|------------|-----------------------------|---------|--------------|------|-------|-------|------------|--|
| Éval?                         | Code     | Nat. | Libellé                                                      | Mut. | ECTS | Coef. | Note élim. | Régime | Volume horaire | Évaluation initiale / principale                                                   |              |      |       |       |            | Seconde chance / rattrapage |         |              |      |       |       |            |  |
|                               |          |      |                                                              |      |      |       |            |        |                | Libellé                                                                            | Type d'éval. | Nat. | Durée | Coef. | Note élim. | Rep.                        | Libellé | Type d'éval. | Nat. | Durée | Coef. | Note élim. |  |
| X                             | M4MG6IZB | ELC  | Project Management                                           | X    | 1    | 1     |            | CCI    | CM 12          | Project Management                                                                 | CC           | L    |       | 100%  |            |                             |         |              |      |       |       |            |  |
| X                             | M4MG6JOX | UE   | UE5- Economic Analysis of Information and Artificial Intell. | X    | 6    | 1     |            |        | CM 48          |                                                                                    |              |      |       |       |            |                             |         |              |      |       |       |            |  |
|                               |          |      |                                                              |      |      |       |            |        | CM 18          |                                                                                    |              |      |       |       |            |                             |         |              |      |       |       |            |  |
| X                             | M4MG6JTC | ELC  | NLP and Data mining: Consumer Intelligence, Public Sentiment | X    | 3    | 3     |            | CCI    |                | NLP and Data mining: Consumer Intelligence, Public Sentiments<br>30 mns par groupe | CC           | RLO  | 0h30  | 100%  |            |                             |         |              |      |       |       |            |  |
| X                             | M4MG6K25 | ELC  | Panel data - Econometrics                                    | X    | 3    | 3     |            | CCI    | CM 18          |                                                                                    |              |      |       |       |            |                             |         |              |      |       |       |            |  |
| X                             | M4MG6KA4 | ELC  | Research Seminars                                            | X    |      |       |            |        | CM 18          | Panel data - Econometrics                                                          | CC           | ET   | 2h00  | 100%  |            |                             |         |              |      |       |       |            |  |
| Enseignement(s) facultatif(s) |          |      |                                                              |      |      |       |            |        |                |                                                                                    |              |      |       |       |            |                             |         |              |      |       |       |            |  |
| X                             | M4MG6L86 | UEL  | Bonus UEL Semestre 9                                         | X    |      |       |            |        |                |                                                                                    |              |      |       |       |            |                             |         |              |      |       |       |            |  |

## Légende

|                                                    |                                   |
|----------------------------------------------------|-----------------------------------|
| <b>Titre des colonnes</b>                          |                                   |
| Éval?                                              | Indique si l'ELP est évalué       |
| Nat.                                               | Nature                            |
| Mut.                                               | ELP mutualisé                     |
| Coef.                                              | Coefficient                       |
| Note élim.                                         | Note éliminatoire                 |
| Rep.                                               | Note reportée en deuxième session |
| <b>Nature d'enseignement</b>                       |                                   |
| CM                                                 | Cours Magistral                   |
| TD                                                 | Travaux Dirigés                   |
| <b>Nature d'ELP</b>                                |                                   |
| ELC                                                | Elément constitutif               |
| STAG                                               | Stage                             |
| UE                                                 | Unité d'enseignement              |
| UEL                                                | Unité d'enseignement libre        |
| <b>Régime</b>                                      |                                   |
| CCI                                                | CCI (Contrôle continu intégral)   |
| <b>Type d'évaluation pour la session 1 des MCC</b> |                                   |
| CC                                                 | CC (contrôle continu)             |
| <b>Nature de l'évaluation pour les MCC</b>         |                                   |
| EO                                                 | Ecrit et/ou Oral                  |
| EOL                                                | Ecrit et/ou Oral et/ou Livrable   |
| EP                                                 | Examen pratique                   |
| ET                                                 | Écrit                             |
| L                                                  | Livrable                          |
| RLO                                                | Rendu livrable et/ou Oral         |
| RS                                                 | Rapport écrit avec soutenance     |