

Course Content

Semester 1 – September 2025 / January 2026

Integration Activities

Description: Introductory activities designed to help students integrate into the program, work in teams, and adapt to the intercultural environment of MoTIS.

Learning Outcomes:

Develop teamwork and collaboration skills.

Familiarize with program expectations and structure.

Strengthen intercultural awareness.

The French Touch – French as a Foreign Language (FLE)

Description: Provides language training to build communication skills in French. Prepares students for professional integration in France.

Learning Outcomes:

Communicate orally in French on daily and professional topics.

Understand written and spoken documents.

Write basic correspondence.

Gain familiarity with French culture and workplace norms.

Digital Transformation of the Enterprise

Description: Explores the digital revolution, its impact on business models, and strategies for leveraging digitalization.

Learning Outcomes:

Understand the drivers of digital transformation.

Identify opportunities and threats linked to IT evolution.

Recognize levers of transformation in organizations.

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Statistical Analysis

Description: Introduces statistical tools for analyzing data and supporting decisions in IS and management.

Learning Outcomes:

Apply descriptive and inferential statistics.

Interpret statistical results in business contexts.

Use tools for evidence-based decision-making.

IS Project Management

Description: Focuses on managing IS projects across all phases: initiation, planning, execution, and closing.

Learning Outcomes:

Formulate project vision statements.

Identify risks and opportunities.

Create work breakdown structures.

Manage dashboards and conduct post-project reviews.

Requirements Engineering

Description: Covers requirement elicitation, analysis, and specification within the software lifecycle.

Learning Outcomes:

Conduct stakeholder analysis.

Write vision and scope documents.

Apply elicitation methods effectively.

International Project Management

Description: Introduces international project management with a focus on cultural diversity and global challenges.

Learning Outcomes:

Manage cross-border projects.

Apply structured project methodologies.

Collaborate in multicultural environments.

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Strategic Management & Sustainable Development

Description: Explores strategic analysis, CSR, and sustainable decision-making frameworks.

Learning Outcomes:

Apply strategic analysis tools.

Evaluate sustainability trade-offs.

Integrate CSR principles into strategy.

Digital Marketing – Traffic Acquisition Strategies

Description: Examines SEO, GSO, SEA, and other acquisition techniques to drive online visibility.

Learning Outcomes:

Build digital acquisition strategies.

Analyze and optimize campaign performance.

Select appropriate digital tools.

Intercultural Management

Description: Focuses on diversity and cultural differences in management.

Learning Outcomes:

Manage multicultural teams.

Apply cultural frameworks.

Resolve intercultural conflicts.

Public Speaking

Description: Builds communication and presentation skills.

Learning Outcomes:

Deliver structured and confident presentations.

Adapt delivery to professional audiences.

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Creative Leadership

Description: Develops leadership and creative problem-solving capabilities.

Learning Outcomes:

Identify drivers of creativity.

Apply creativity to management challenges.

Build a personal creativity toolbox.

LinkedIn & Curriculum Optimization

Description: A practical workshop to enhance employability and professional branding.

Learning Outcomes:

Create optimized LinkedIn profiles.

Adapt CVs for international careers.

NGO Negotiation

Description: Examines negotiation strategies in NGO and intercultural contexts.

Learning Outcomes:

Conduct intercultural negotiations.

Build creative, win-win solutions.

Risk Management

Description: Introduces frameworks for identifying and mitigating risks.

Learning Outcomes:

Recognize different categories of risk.

Apply mitigation strategies.

MoTIS January Project

Description: A team-based in house project simulating real-world IS/management challenges.

Learning Outcomes:

Apply interdisciplinary knowledge.

Manage deliverables in teams and present outcomes.

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Semester 2 – February / June 2026

The French Touch – FLE

Description: Builds advanced French proficiency for professional use. Prepares students for the **TCF exam**, which must be passed with a **B2 level** to validate the year.

Learning Outcomes:

Communicate on professional topics with fluency.

Write reports and correspondence in French.

Understand complex texts.

Obtain a B2 certification via the TCF.

Introduction to Service Science

Description: Introduces service systems where people and technology co-create value.

Learning Outcomes:

Apply service-dominant logic.

Recognize ERP and IS service systems.

Introduction to SAP-ERP

Description: Practical introduction to SAP modules and business intelligence.

Learning Outcomes:

Identify SAP modules.

Implement SAP BI solutions.

Introduction to Robotics

Description: Introduces robotics concepts and their role in business.

Learning Outcomes:

Explain automation in digital transformation.

Identify applications of robotics in business.

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Data Analytics for Business Decision

Description: Focuses on using analytics for managerial decisions.

Learning Outcomes:

Perform basic data analysis.

Interpret and visualize data.

Data Sciences

Description: Applies machine learning and advanced analytics to real datasets.

Learning Outcomes:

Apply ML algorithms.

Conduct predictive analytics.

Cyber Security

Description: Explores cybersecurity threats and defenses.

Learning Outcomes:

Identify IS vulnerabilities.

Propose protection strategies.

Project Management Agile Scrum

Description: Introduces Agile methodology with Scrum framework.

Learning Outcomes:

Understand Agile principles.

Apply Scrum roles and ceremonies.

Agile Product Management Workshop

Description: Practical workshop applying Agile tools to product management.

Learning Outcomes:

Build and prioritize backlogs.

Run Agile sprints.

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Technological Watch

Description: Focuses on monitoring emerging technologies.

Learning Outcomes:

Build a watch process.

Evaluate impacts of technologies.

Intro to Corporate Finance / Accounting

Description: Introduces financial concepts for managers.

Learning Outcomes:

Understand financial statements.

Apply financial ratios.

Sustainability and CSR Management

Description: Examines CSR frameworks and sustainability practices.

Learning Outcomes:

Analyze ESG reporting.

Integrate CSR into business strategy.

Project-based GenAI applied to IS Strategy & Management

Description: Explores Generative AI applications in IS strategy.

Learning Outcomes:

Apply GenAI tools to management.

Evaluate ethical implications.

Intro to Geopolitics

Description: Introduces geopolitical concepts and their impact on business.

Learning Outcomes:

Analyze global conflicts.

Apply negotiation concepts in unstable contexts.

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Management Simulation

Description: Simulates business decision-making in competitive environments.

Learning Outcomes:

Manage virtual companies.

Apply strategic management tools.

Entrepreneurship

Description: Introduces the entrepreneurial mindset and venture creation.

Learning Outcomes:

Identify entrepreneurial opportunities.

Build business models.

Professional Certifications *(credits only if passed)*

Google Analytics 4

IPMA Level D

SAP Certification

Scrum PSPO

French Certification TCF

Thesis Methodology

Description: Guides research methods for the master's thesis.

Learning Outcomes:

Develop research questions.

Apply methodologies to IS.

MoTIS Project Management – June Project (StartUp Project)

Description: A practical, team-based capstone project.

Learning Outcomes:

Apply interdisciplinary knowledge.

Deliver project results to stakeholders.

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