

## MASTER'S DEGREE

### ACADEMIC REGULATIONS Applicable as from academic year 2020 / 2021

**FIELD:** Law, Economics, Management

**DEGREE:** MASTER'S DEGREE **LEVEL:** M1 and M2

**Specialisation:** Marketing, Sales

**Programme of study:** M1 and M2 European Master in Customer Relationship Marketing (MERCURI)

#### Training system / Modes:

**System:**  initial training  off-the-job-training

**Modes:**  presence-based ;  distance training ;  agreement

sandwich course:  professional training or  apprenticeship

**DATE OF THE ACCREDITATION ORDER BY THE MINISTRY:** 11/07/ 2016

**MASTER'S PROGRAMME DIRECTOR :** Laurence CARSANA

**HEAD OF THE YEAR :** Jean-Luc GIANNELLONI

**MANAGER:** Julie RUFFET

## I – General provisions

### Article 1 – Aims and skills acquired during the training

The European Master in Customer Relationship Marketing (MERCURI) is a two-year course (M1 and M2) carried out in international mobility with three European universities: Aschaffenburg University of Applied Sciences (Germany), Universidad Cardenal Herrera (Spain) and Uniwersytet Ekonomiczny w Katowicach (Poland). Organised as a semester at each partner university, the programme aims to familiarise students with the complexity of customer behaviours and their determinants. At the end of their training, graduates are able to 1 / analyse and explain the needs, preferences and decision-making processes of contemporary consumers; 2 / identify the key factors for the development of lasting relationships between companies and their customers; and 3 / design and implement various types of marketing programmes and actions to establish lasting business-customer relationships. The targeted professions are Customer Scientist, Customer Relationship Manager, (e-) CRM project manager, Customer Experience Manager, Customer Engagement Manager, etc., in all areas (banking, insurance, industry, consumer goods, etc.).

## II – Organisation of studies

### Article 2 – General organisation of studies

The training course is organised in 4 semesters (2 semesters per year, 30 credits per semester), divided into compulsory or optional teaching units (U.E.-Unités d'Enseignement) (mandatory or optional).

The programme is entirely conducted in English and organised in European mobility: semester 1 in Poland, semester 2 in France, semester 3 in Germany and semester 4 in Spain.

**Number of hours of training per year:** 285 hours per semester, i.e. 1140 hours in total.

### **Article 3 – Composition of the courses**

Refer to the **Knowledge and Skills Assessment Procedures Table** (Tab, MCCC)

#### **Comments on certain items of the Knowledge and Skills Assessment Procedures MCCC Table:**

##### **Foreign languages:**

Language taught: English

The programme is entirely conducted in English. Modern language lessons (German or Spanish) are also included in the programme.

##### **Internship:**

The compulsory internship of a minimum duration of three months is organised in semester 4. The internship is carried out under the dual responsibility of a company executive and a professor from the programme (or a professional accredited by the head of the specialisation). ; the student must hand in a graded report.

An agreement must be signed for any internship. Depending on the duration and the place of the internship, the intern may receive payment in accordance with legal and regulatory provisions in force.

Unless otherwise agreed by the programme director, internships must take place outside of teaching hours (lectures, seminars, practicals).

Non-credited internships may, subject to a teaching follow-up, be considered within the framework of the training, in addition to the internships planned in the programme, provided that they are covered by a report submitted by the student and subject to an assessment.

Subject to agreement from the programme director, the student may carry out career exploration internships, in particular in connection with a career shift project.

It is possible to validate experience gained in an internship via a learning contract: civic service and professional experience.

Under no circumstances must an internship be continued after 30 September of the academic year in progress.

As regards employees undergoing off-the-job training or by an exemption granted by the programme director in the light of an exceptional situation (e.g. students with disabilities or high-level athletes), the internship may be adjusted or replaced with a project.

##### **Dissertation/ Internship report/ Tutored project:**

###### **- Dissertation:**

Each student is assisted by a university tutor for the preparation of their dissertation. The defense of the dissertation is subject to the authorisation of the university tutor. The date is set at least one month in advance. It takes place before a jury made up of the university tutor and two examiners, one of whom acts as President. The dissertation and the defense are graded separately. In the event of failure, a new defense is organised at least 15 days after the first and in any case before September 30th of the current year.

###### **- Internship report:**

A report shall be prepared by the student at the end of the internship. It will be graded.

###### **- Tutored projects:**

A consultancy project is organised during semester 4. This is an applied study on behalf of a company and carried out as a group.

### III – Skills and knowledge assessment

#### Article 4 – Tests methods

##### 4.1 – Test procedures

Refer to the **Knowledge and Skills Assessment Procedures Table** (Tab. MCCC).

##### 4.2 – Course attendance

During lectures:  
 During seminars:

Students must attend all lectures, seminars, practicals and professional conferences. Any student who is absent more than twice without a valid reason may receive a 0/20 grade for the continuous assessment of the class in question. The control and sanction rules are those of the institution where the concerned courses take place.

Attendance  
 exemption:

As an exception, students may be exempted from regular attendance at certain classes. In this case, a learning contract will be signed between the director of academic programmes, the programme director and the student at the start of the year.

## Article 5 – Validation, pass by compensation, recognition and accumulation

### 5.1 – General rules for validating course units, a semester, a year

Year	M1 and M2: Average for each semester $\geq 10/20$ .																																			
Semester	<p>A semester is acquired by validation of each of the teaching units which compose it (grade <math>\geq 10/20</math>) and if no grade is lower than 10/20 for the teaching units which have a threshold grade (cf. paragraph "threshold grade" below).</p> <p>The grades obtained in the partner universities are converted into the French system using the following equivalence grid:</p> <table border="1"> <thead> <tr> <th>Level</th> <th>Germany</th> <th>Spain</th> <th>France</th> <th>Poland</th> </tr> </thead> <tbody> <tr> <td>A</td> <td>1</td> <td>10</td> <td>18</td> <td>5</td> </tr> <tr> <td>B</td> <td>1.3</td> <td>9</td> <td>16</td> <td>4.5</td> </tr> <tr> <td>C</td> <td>2</td> <td>8</td> <td>14</td> <td>4</td> </tr> <tr> <td>D</td> <td>3</td> <td>6</td> <td>12</td> <td>3.5</td> </tr> <tr> <td>E</td> <td>4</td> <td>5</td> <td>10</td> <td>3</td> </tr> <tr> <td>F, Fx</td> <td>5</td> <td>4</td> <td>8</td> <td>2</td> </tr> </tbody> </table>	Level	Germany	Spain	France	Poland	A	1	10	18	5	B	1.3	9	16	4.5	C	2	8	14	4	D	3	6	12	3.5	E	4	5	10	3	F, Fx	5	4	8	2
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Waiving the pass by compensation rule	None																																			
Threshold grade	A threshold grade of 10/20 is applied to all subjects in M1 and M2. When the average of a subject is lower than this grade, the subject cannot be passed by compensation.																																			
Teaching units which cannot be passed by compensation	No teaching units can be passed by compensation																																			
<b>5.2 – Recognition</b>																																				
Recognition of the student's involvement	<p><b>Compensating the commitment of elected student representatives</b> (extract from the regulations for student representation voted at the meeting of the Education and Student's Life Board (CFVU) on December 1st, 2016):</p> <p>In order to give value to the major commitment made by a student representative, the university has implemented an extra credit system for which the rating was voted by the CFVU on July, 13th 2017. In order to ensure independence of student representatives, these extra credits shall be granted to all student representatives who have physically attended at least half of the meetings of the boards and work groups to which they have been elected and/or appointed. These credits cannot be accumulated with an ETC credit that is also awarded for involvement in a UGA board.</p> <p><b>Caution:</b> The elected student representative cannot combine the benefit of the extra credits system <b>for the same semester</b> with any other arrangement recognising the student's community engagement (ETC "involvement in voluntary work and student representation activities", ad hoc measures implemented by the components, etc.)</p>																																			

<p>Recognition of the student's involvement in student associations, social and professional activities</p>	<p>Act No. 2017-86 of January, 27th 2017 lays down a <b>principle for validation</b>, under the course of study, of the skills, knowledge and abilities acquired by a student during his or her involvement in volunteer work, civic, cultural or professional activities. In addition, <b>arrangements may be made in the organisation</b> and conduct of the studies in order to allow the student to reconcile his or her studies and these activities.</p> <p>The activities covered by these arrangements are as follows:</p> <ul style="list-style-type: none"> <li>- Working students (on average 10 hours per week over a minimum period of 3 months)</li> <li>- Students who are members of the executive committee of an association</li> <li>- Civic services</li> <li>- Volunteer firefighters</li> <li>- Operational military reserves</li> <li>- Army volunteers</li> </ul> <p>At UGA, the procedures for recognition of student's community involvement may be as follows:</p> <ul style="list-style-type: none"> <li>- <b>Validation</b> in connection with the awarding of the degree <ul style="list-style-type: none"> <li>• Allocation of credits via the existing optional cross-disciplinary courses (ETC)</li> <li>• Or allocation of extra credits (0.5) applied to the general average and determined in the learning contract.</li> </ul> </li> </ul> <p>The same activities can only give rise to a single validation per training cycle and are not necessarily associated with the current academic year.</p> <ul style="list-style-type: none"> <li>- <b>Recognition:</b> The student's community involvement is integrated into the supplement to the degree</li> <li>- <b>Arrangements:</b> <ul style="list-style-type: none"> <li>• An organisation of the time table (selection of seminars / practicals groups)</li> <li>• Total or partial exemption from classes</li> <li>• Authorisation of absence with regard to the community involvement</li> <li>• Arrangements for examinations</li> <li>• Arrangements for the duration of the curriculum</li> </ul> </li> </ul> <p>These arrangements are made by taking into account the specific characteristics of the various programmes and degrees within the institution.</p> <p>The learning contract outlines the nature of the arrangements established and/or the conditions for validation.</p>
<p>Extra credit</p>	<p>None</p>

### 5.3 – Accumulation

A teaching unit that has been validated cannot be taken again.  
As a result, the teaching units and the corresponding ECTS credits are definitively validated and accumulated insofar as the student has obtained the passing grade.  
The course components that have received ECTS credits can be accumulated.

**The subjects that have no credits cannot be accumulated.**

## IV- Examinations

### Article 6 – Examination conditions

#### Absence management

Absence during continuous assessments	<p>Students who are absent with a valid reason are given zero for the continuous assessment, unless they can be proposed a resit examination during the same session.</p> <p>Students who are absent without a valid reason are considered as defaulting the continuous assessment in question.</p> <p>When the courses in question are carried out at a partner university, the rules of the host institution apply.</p>
Absence during the final examinations	<p>Students who are absent with a valid reason during the 1<sup>st</sup> session receive a zero grade at the final examination in question.</p> <p>Students who are absent with a valid reason during the resit session, may, <b>where feasible</b>, be allowed to sit an examination of equivalent nature and duration, <b>provided that the head of the year consents thereto</b>. If this is not possible, they will receive zero for the final examination in question.</p> <p>Students who are absent without a valid reason are considered as defaulting for the final examination in question.</p> <p>When the courses in question are carried out at a partner university, the rules of the host institution apply</p>

### Article 7 – Organisation of the resit session

Interval between 2 sessions	<p>The resit session is organised, when possible, at least fifteen days after publication of the results of the initial session. When the courses in question are carried out at a partner university, the rules of the host institution apply.</p>
Transfer of the session 1 grade to the resit session	<p>In the event of failure of a semester:</p> <p><u>Validated course units:</u> A teaching unit for which the grade is more than or equal to 10 is permanently validated. No subjects or components of this teaching unit can be taken again.</p> <p><u>Non-validated teaching units:</u> Teaching units with a score of less than 10/20 must be retaken.</p> <p>If the teaching unit is composed of course components or subjects:</p> <ul style="list-style-type: none"> <li>- the grades of the course components, if they have been validated, are automatically retained for the resit session,</li> <li>- The grades of the subjects may be retained, based upon the assessment of the Programme Director.</li> </ul> <p>Irrespective of the grade received during the resit session, it replaces the session-1 grade. When the courses in question are carried out at a partner university, the rules of the host institution apply</p>

### Article 8 – Review committee

The decisions of the review committee, with regard to the grades and the final result, are final and irrevocable. The committee has sole authority and may or may not, via a special decision, allocate “jury points” to allow the student to pass.

Any student who notes an error in his or her results must promptly report it.

The dates of the review committees are set at the beginning of the academic year according to the calendar of the institutions where the semester in question takes place. For end-of-year review committees, they must meet before the end of the academic year.

### **Article 9 – Communication of the results**

The results are posted at the location of training and/or on the student's digital work environment (ENT).

## **V- Results**

### **Article 10 – Repeating a year**

*Repeating M1 and M2: Repeating a year is not by right.*

Students who would like to repeat the year must make a request to do so. Their request is examined by the admissions committee. In the event of acceptance, the students must comply with the conditions of registration.

The components which can be accumulated are definitively acquired and are therefore taken into account for the repeat year. They may not be taken again.

If there is a change in the educational model, a learning contract shall be drawn up between the student repeating the year, the programme director and the Director of Academic Programmes.

### **Article 11 – Awarding of the degree**

#### **11.1 - Intermediary four-year university degree**

The four-year university degree is obtained by validation of each of the 2 M1 semesters.

#### **11.2 – Master's degree**

The Master's degree is obtained when the student has independently validated M1 and M2.

The grade for the Master's Degree is calculated as an average of the grades for semesters 3 and 4.

#### **11.3 - Rules for awarding honours**

Honours are calculated based on the general average of the degree, whether it is obtained in session 1 or in the resit session.

Average  $\geq 10$  and  $< 12$  = Pass

Average  $\geq 12$  and  $< 14$  = Lower Second Class honours

Average  $\geq 14$  and  $< 16$  = Upper Second Class honours

Average  $\geq 16$  = First Class honours

#### **11.4 – Issuance of the Supplement to the degree**

The supplement to the degree is issued at the student's request.

## **VI- Miscellaneous provisions**

### Article 12 – Gap year

This is a period during which a student who is enrolled in an **initial higher learning training programme** temporarily suspends his or her studies in order to acquire professional or personal experience, either independently or under the supervision of a host organisation in France or abroad (refer to Article D.611-13).

The gap year is carried out on a strictly voluntary basis by the student who decides to undertake this year and cannot be rendered a requirement for the awarding of the degree prepared before and after this suspension. Therefore, it cannot be made mandatory.

Each study cycle grants entitlement to a single gap year. It may begin upon enrolment in the training course and will end no later than before the last semester of the end of this training course irrespective of the duration of the study cycle.

### Article 13 – Travel

As part of their schooling, students may have to make trips to take part in activities outside of the university premises.

### Article 14 – Studying abroad

As part of the training, semesters 1, 3 and 4 are organised in partnership with foreign universities. Mobility is compulsory.

### Article 15 – Arrangements for individuals with specific needs *(excluding the measures mentioned in Article 5.2 for students involved in community and civic activities)*

**Arrangements** in the organisation and conduct of studies are made based on the specific characteristics of the training and the possibilities of the teaching staff for the following individuals:

- Students involved in several courses of study
- High-level athletes (refer to the high-level sports charter)
- High-levels artists
- Students with disabilities
- Students with family responsibilities, pregnant students
- Reserves of the national education system

These adjustments and arrangements are specified in the learning contract.

### Article 16 – General discipline

Respect and attendance are required. Serious breaches may be penalised. Only the disciplinary section is competent to pronounce sanctions against students.

#### Disrespectful attitude, exam and registration fraud:

A disciplinary procedure is implemented by the Presidency of the university.

At the end of an investigative procedure, the judgment formation of the disciplinary section decides on the sanction.

### Article 17 – Specific provisions for the training (if necessary)



None

**Article 18 – Transitional measures**

None