

COURSE LIST - FALL 2022 - UNDERGRADUATE LEVEL 1

BACHELOR 1 - LEVEL 1

Course name	ECTS	Course objectives
Introduction to Research	3	<ul style="list-style-type: none"> - To use the fundamentals of documentary research - To cite a source - Read an academic abstract
Financial Accounting 1	2	<ul style="list-style-type: none"> - To present the different financial statements - To record financial transactions
Business Computing 1	2	<ul style="list-style-type: none"> - To know the latest developments in the field of ICT - To master the basic functions for word processing, spreadsheet modeling and using a presentation tool
Introduction to Economics	3	<ul style="list-style-type: none"> - To provide students with a comprehensive approach of the main macroeconomic topics with a focus on growth - To discover the different schools of thought and the ensuing controversies with regard to policy making
Introduction to Finance	3	<ul style="list-style-type: none"> - To present the different financial decisions - To calculate the amount of simple interest, in particular for discounting - To calculate the amount of compound interest of an investment - To calculate the depreciation amounts of a credit
Introduction to Management	3	<ul style="list-style-type: none"> - To acquire basic notions of general management and of managerial decision - To analyse internal and external managerial problems offering possible solutions
Project Management 1	3	<ul style="list-style-type: none"> - To discover the notions of project management - To prepare meetings and to keep the minutes - To write up project sheets - To write up a set of specifications
Marketing 1	3	<ul style="list-style-type: none"> - To be familiar with the mindset and the marketing vocabulary - To decode and analyze a market - To master the concepts of segmentation, targeting and positioning
Sales Negotiation	3	<ul style="list-style-type: none"> - To gain a solid understanding of what is a professional and effective sales process - To develop communication and negotiation skills with an appropriate mindset

BBA 1 - LEVEL 1

Course name	ECTS	Course objectives
Introduction to Marketing	4	<ul style="list-style-type: none"> - Analyse the marketing environment; - Apply segmentation, targeting and positioning principles; - Develop the marketing mix; - Conceptualize consumer behaviour decision making
Business Economics	4	<ul style="list-style-type: none"> - Describe macroeconomic theories with a focus on value creation; - Compare and contrast different economic schools of thought; - Explain the fundamental principles of economic policy making; - Differentiate different economic indicators
Business Communications	4	<ul style="list-style-type: none"> - Discuss the fundamental communication theories; - Create professional written communications; - Present arguments effectively; - Critique professional communications
Accounting Principles 1	4	<ul style="list-style-type: none"> - Explain the purpose of Financial Accounting and list the main users of the periodic Financial Reports produced; - Define the main concepts and conventions underlying Financial Accounting; - Describe and differentiate between the 3 main financial statements; - Record business transactions and produce the resultant Income Statement (P&L) and Balance Sheet
Business Ethics and Corporate Social Responsibility	4	<ul style="list-style-type: none"> - Describe the fundamental theories of business ethics; - Explain the practical aspects of ethics the professionals use everyday; - Apply theories and techniques into practice through case studies
Foreign languages (Chinese, German, Italian, Spanish, French)	2	<ul style="list-style-type: none"> - Learn the language

COURSE LIST - FALL 2022 - UNDERGRADUATE LEVEL 2

BACHELOR 2 - LEVEL 2		
Course name	ECTS	Course objectives
Communication Strategy 1	3	<ul style="list-style-type: none"> - To deliver an efficient presentation - To evaluate the communication mix - To apply selected communication theories to a given objective
Financial Accounting 3	3	<ul style="list-style-type: none"> - To calculate the different ratios widely used in business - To calculate the cost of capital and its relevance for business decision-making
Corporate Law 1	3	<ul style="list-style-type: none"> - To identify the different legal forms of companies in France - To link tax law to the strategic development of the economy - To demonstrate competence in a legal environment
E: FL1 Oral Communication Skills	2	<ul style="list-style-type: none"> - To manifest confidence in communication - To deliver charismatic presentations - To develop argumentation in oral expression
E Business: Retailing and Merchandising	3	<ul style="list-style-type: none"> - To discover the strategic stakes of e-commerce - To differentiate the physical and virtual distribution and retailing
Business Organization and Systems	3	<ul style="list-style-type: none"> - To understand how organizations operate as a system - To understand the difficulties of decision making - To understand the mechanisms of information flow, causal effects and analysis of dysfunctions
Financial Analysis for Sales	3	<ul style="list-style-type: none"> - To create invoices and integrate all aspects of reductions, discounts and VAT - To analyse inventory management - To implement a basic budgeting process
Impact Project	1	<ul style="list-style-type: none"> - To question one's societal and environmental impact - To contribute to a project's development as a team member
Intercultural Management	3	<ul style="list-style-type: none"> - To develop a problem-solving approach to international management - To analyze globalism and explain its impact on business and political risk assessment - To compare cultural variables and universal cultural variables - To apply Hofstede's value dimensions

BBA 2 - LEVEL 2		
Course name	ECTS	Course objectives
Marketing Management	4	<ul style="list-style-type: none"> - Interpret complex marketing issues and problems using relevant theories, concepts and methods which include ethical conduct; - Apply contemporary marketing theories to the demands of business and management practice; - Find and generate information/data needed to inform problem solving in marketing using appropriate methodology; - Integrate value concepts and value creation into marketing function
Accounting Principles 2	4	<ul style="list-style-type: none"> - Distinguish between published (indirect) cashflow reports and direct cashflow reports; - Explain why cashflow and profit are fundamentally different (Is profit an asset?); - Search published company consolidated financial reports to extract key information; - Use financial ratios to evaluate and compare company performance.
Logistics for E-Commerce	4	<ul style="list-style-type: none"> - Describe and explore various business and marketplace models and basic concepts and knowledge for e-commerce; - Describe the structure and functions of key technologies supporting ecommerce and apply corresponding tools to improve e-commerce processes and make better business decisions; - Analyse sample e-commerce cases and evaluate how e-commerce business influence traditional business through the use of information technology among governments, people, and companies; - Explain the information systems approach for the planning, analysis, design, development, and evaluation of supply chain and e-logistics management.
Human Resource Management	4	<ul style="list-style-type: none"> - Define the role of HRM in both small and large companies; - Explain the fundamental theories of HRM; - Develop the practical techniques commonly used by professionals; - Apply theories and techniques through case studies
Disruptive Technologies	4	<ul style="list-style-type: none"> - Review those current technologies with the greatest potential to change business, lifestyles and consumer behaviour. - Recognise the legal, social, ethical and professional issues when designing disruptive technology innovations; - Develop a business strategy and prototype for a disruptive technology; - Deploy theory, design principles and methodologies to manage disruptive innovation and technologies

COURSE LIST - FALL 2022 - UNDERGRADUATE LEVEL 3

BACHELOR 3 - LEVEL 3

Course name	ECTS	Course objectives
Financial Analysis	3	<ul style="list-style-type: none"> - To understand the functional logic of a company - To read and interpret the financial situation of a company
Services Management (Business Game)	3	<ul style="list-style-type: none"> - To analyze customer needs and expectations - To identify key organizational variables that influence the success of a project - To adapt to the complexity of operating as a team with a common goal - To make decisions and understand the implications of decisions
Business Plan Methodology	3	<ul style="list-style-type: none"> - To evaluate entrepreneurial opportunities - To diagnose and overcome entrepreneurial difficulties and hurdles - To apply problem solving skills - To communicate and persuade effectively
Advanced Office Skills	2	<ul style="list-style-type: none"> - To manage and edit large documents - To conduct document mailings - To analyse survey data - To conduct financial calculations - To communicate results through graphics
Company Performance Optimization	2	<ul style="list-style-type: none"> - To acquire the competences to communicate effectively with specialists - To structure decision making to facilitate the implementation of company performance optimization tools - To interpret and use results in companies
Strategic Marketing	3	<ul style="list-style-type: none"> - To be able to build a coherent strategy based on segmentation, targeting and positioning - To analyse and present market data towards a specific end - To integrate the digital transformation into strategic marketing plans - To select and put in use appropriate models for conceptualizing markets
Team Management	3	<ul style="list-style-type: none"> - Describe how teams are formed and how they operate - Demonstrating how to assess the operating environment and how the situation influences team membership, dynamics, performance and leadership - Describing how teams create and sustain identity, trust, shared values and collective responsibilities
Tax Planning	2	<ul style="list-style-type: none"> - To introduce business taxation - To study the taxation of companies in its different legal forms (sole proprietorships, partnerships, corporations) - To calculate corporate tax - To study corporate profits from household taxation
Project Management	3	<ul style="list-style-type: none"> - To apply project management tools to a given context - To develop a project plan - To integrate time, budget and customer needs into project planning
Desk Top Publishing	2	<ul style="list-style-type: none"> - Master the main functions of image processing and graphic creation for digital and paper media with Photoshop - Create a vector graphic with Illustrator for the Internet and other media - Design a site with the functionalities of WordPress software
Social Media	2	<ul style="list-style-type: none"> - Identify social media objectives - Determine which social media channels work best as part of an overall strategy (Facebook, Twitter, LinkedIn, YouTube, Pinterest, Flickr, Instagram, Reddit, blogs, industry specific, other) - Identify key performance indicators and tools for measurement and reporting - Leverage the value of mobile
Web Editorial	2	<ul style="list-style-type: none"> - Use editing skills to improve both the form and content of online publication - Assess the risks of editing in the digital environment - Apply the editing process for online media for promotion and public relations
Web Site Design	2	<ul style="list-style-type: none"> - Master the HTML5 language to edit content on the web - Master the CSS style sheets for displaying content - Master the http, ftp protocol and notions of the various client-server technologies
Ethics standards & Compliance	2	<ul style="list-style-type: none"> - Apply the deontological and compliance principles that guide the activity of the financial advisor

PGE 1 - LEVEL 3

Course name	ECTS	Course objectives
Advanced Oral Business English	2	<ul style="list-style-type: none"> - To reinforce oral expression

Trendspotting and future thinking	2	<ul style="list-style-type: none">- To explain the concepts, trends, trend analysis and forward thinking- To explore the human fascination with the concept of the future and to be able to outline common pitfalls in future thinking- To investigate and develop different ways in which future thinking can be mastered- To explore and discuss the different types of trends from macro- and mega-trends to trendy hypes and micro trends- To reveal and develop credible sources for trend analysis
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COURSE LIST - FALL 2022 - GRADUATE LEVEL 4

PGE 2 - LEVEL 4			
Course name	ECTS	Course objectives	Pre-requisites
E: Branding : Beyond Marketing	2	<ul style="list-style-type: none"> - To understand how advertising became the dominant culture of our times - To trace the birth of the modern consumer, the mania of materialism and the history of branding - To understand Consumer trends 	n/a
E: Managing Across Cultures	2	<ul style="list-style-type: none"> - To know and understand the concept of culture in global environment - To handle multicultural business situations 	n/a
E: The Asian, 600 millions Consumer Market	2	<ul style="list-style-type: none"> - To acquire the social cultural codes, customs of the ASEAN member countries - To understand the different underlying economic forces of the countries concerned 	n/a
Economic and Social Issue 1	2	<ul style="list-style-type: none"> - To develop general culture relating to the great contemporary economic issues: economy and intangible capital and networks, clusters and territories 	n/a
Economic and social Issues 2	2	<ul style="list-style-type: none"> - To develop general knowledge relating to the great contemporary economic issues: Networks, clusters and territories and Social welfare and solidarity 	n/a

MSC 1 - LEVEL 4			
Course name	ECTS	Course objective	Pre-requisites
Business Case Days	3	<ul style="list-style-type: none"> - To understand project management via a Business Game simulation - To work in team coordination and meet deadlines within a defined time 	<ul style="list-style-type: none"> - Introduction to Project Management
Creativity	3	<ul style="list-style-type: none"> - To learn creativity techniques and apply it in a real context 	n/a
English for Managers	5	<ul style="list-style-type: none"> - To reinforce oral expression - To reinforce written expression 	<ul style="list-style-type: none"> - English minimum B1/B2
Management Communication	3	<ul style="list-style-type: none"> - To know and understand the main concepts of corporate communication - To know and understand the concept of corporate identity, image and reputation 	<ul style="list-style-type: none"> - Introduction to Corporate Communication
Mathematics for Managers	3	<ul style="list-style-type: none"> - To cover the essential algebra concepts that students need to know when pursuing a business education 	<ul style="list-style-type: none"> - Fundamentals in Mathematics
Cloud, IOT and Blockchain	3	<ul style="list-style-type: none"> - To understand the importance of digital transformation as a factor of innovation in companies - To apply, explain and discuss the concepts and theories of digitization and how these relate to solving the composite challenges, both current and future, of digital change - To use theoretical perspectives to analyze digitization businesses and markets in real-life cases 	<ul style="list-style-type: none"> - Digital Tools and Issues
Industrial Economy and Analysis	3	<ul style="list-style-type: none"> - To understand an introductory analysis of the mechanisms and challenges of the industrial economy by closely linking theoretical considerations and analysis of business cases 	<ul style="list-style-type: none"> - Introduction to Economy
Marketing Concepts and New Tools	3	<ul style="list-style-type: none"> - To understand the fundamentals of marketing - To know and implement specific methods to analyze a market - To know the basic concepts of marketing: segmentation, targeting and positioning 	<ul style="list-style-type: none"> - Introduction to Marketing
Professional Computing	3	<ul style="list-style-type: none"> - To use basic functions for word , spreadsheet and presentation - To create professional documents 	<ul style="list-style-type: none"> - Office Package
Foreign languages (Chinese, German, Italian, Spanish, French)	2	<ul style="list-style-type: none"> - Learn the language (different levels) 	n/a

COURSE LIST - FALL 2022 - GRADUATE LEVEL 5

PGE 3 - LEVEL 5			
Course name	ECTS	Course objective	Pre-requisites
Online Acquisition & Analytics	2	- To learn how to build a culture of innovation	n/a
International Law Taxation	3	<ul style="list-style-type: none"> - To understand the main tools and concepts used in strategic management - To develop students' knowledge and culture about the business world - To develop an ability to identify strategic issues and to mobilize the relevant tools to answer these issues - To be able to formulate short recommendations for the organization 	n/a
Cash Management	3	<ul style="list-style-type: none"> - To raise awareness of the strategic challenges of controlling budgets and the short-term solvency of the organization exploring the tools, instruments and strategies available to treasury departments, proposing budget forecasts in order to work as cashier 	n/a
Complex Project Management and International Negotiations	3	<ul style="list-style-type: none"> - To learn how to raise capital providing basic knowledge on project management and negotiation tactics to carry out empirical studies 	n/a
Capstone Project - Finance	4	<ul style="list-style-type: none"> - To acquire fundamental financial and strategic notions about transactions in the current market conditions by analyzing mergers and acquisitions transactions to work in an M&A service in investment banking, in Transactions services or within a "boutique" 	n/a
Structured Finance, Project Finance	3	<ul style="list-style-type: none"> - To provide solutions to investment objectives not sufficiently covered by traditional Fixed Income products 	n/a
Business & Politics	2	<ul style="list-style-type: none"> - To have a holistic understanding of the interactions between business and politics in a global world - To be able to critically analyse these interactions and to communicate these outcomes 	n/a
Practicing International contracts	3	<ul style="list-style-type: none"> - To develop students' analysis and reasoning skills for the acquisition of a company - To improve drafting and negotiating skills with a practical case 	n/a
Corporate and Taxation Law in International Business	3	<ul style="list-style-type: none"> - To get an overview of the fundamental legal concepts that govern the organization, operation, financing and taxation of business entities - To understand the inter-disciplinary relations between law and ethics, as well as between law and economics - To develop analytical ability and understanding of basic techniques of legal reasoning in global context 	n/a
International and Intercultural Management	3	<ul style="list-style-type: none"> - To explore cultural backgrounds - To identify areas in which culture presents a challenge - To be able to work efficiently in a multicultural team - To develop a local business within a global context - To be able to give recommendations how to use country of origin effects for business purposes 	n/a
International Business Law	4	<ul style="list-style-type: none"> - To understand practical aspects of international business law - To relate international business law to practical situations in international business - To negotiate international business contracts - To have a critical understanding for the resolution of international business disputes - To develop strategical thinking in the context of legal issues in an international business environment 	n/a
International Marketing	3	<ul style="list-style-type: none"> - To extend the knowledge on corporate strategy by focusing on the international and intercultural marketing dimension - To understand how international strategy and marketing are multi-faceted - To foster understanding and formulation of marketing decisions in an internationalization context 	n/a
International Negotiation	3	<ul style="list-style-type: none"> - To master the fundamentals of negotiation - To become sensitive to cross-cultural negotiation situations - To negotiate business opportunities in an international context 	n/a
International Trade & Business Strategy	4	<ul style="list-style-type: none"> - To gain self-confidence in crafting a business internationalization strategy - To be able to employ problem-solving approaches to international trade and strategy through case studies and own projects - To interpret the cues and data when conducting business globally 	n/a
Sustainability Projects	3	TBC	n/a
Supply Chain Management in International Business	3	<ul style="list-style-type: none"> - To comprehend the internal and external supply chain of an organization - To understand the contribution of SCM technics and practices to company profitability - To define priorities and risk involved at the supply chain level - To deploy the appropriate strategic tools - To understand sustainable aspects of SCM 	n/a
User eXperience and Mobile App Design	2	<ul style="list-style-type: none"> - To learn how to design mobile interfaces based on mobile usability best practices - To learn how to use personas and task modelling to plan a mobile user experience - To understand how user interface choices differ between operating platforms (e.g. iOS vs Android) 	n/a
Leadership and Management	3	<ul style="list-style-type: none"> - To develop managerial and leadership hands-on skills to improve organizational effectiveness 	n/a

MSC 2 - LEVEL 5			
Course name	ECTS	Course objective	Pre-requisites
Ethics and CSR	3	<ul style="list-style-type: none"> - To be aware of ethical issues with which firms and managers have to deal including Human resources issues - To analyze the societal and environmental issues at stake in the field of Corporate Social Responsibility - To identify the ethical risks at the individual and organizational levels - To know the major tools of business ethics management 	<ul style="list-style-type: none"> - Corporate organization - Business Communication - Introduction to CSR - Introduction to SGs in Business