

COURSE LIST - SPRING 2023 - UNDERGRADUATE LEVEL 1

BACHELOR 1 - LEVEL 1

Course name	ECTS	Course objectives
Business Ethics	4	<ul style="list-style-type: none"> - To understand the fundamental theories of business ethics - To know the practical aspects of ethics the professionals use everyday - To put these theories and techniques into practice through case studies
New Venture/prototyping (Business Game)	1	<ul style="list-style-type: none"> - To acquire skills in sale, marketing and communication - To have a practical experience in teamwork, take decisions and understand the implications of decisions - To learn the difference between analytical approach and test and learn approach
Financial Accounting 2	3	<ul style="list-style-type: none"> - To control year-end records
Corporate Communication	4	<ul style="list-style-type: none"> - To develop skills using communication processes and technologies - To be able to develop internal and external communication strategies
Creativity and Innovation	3	<ul style="list-style-type: none"> - To develop creativity skills along with innovation - To develop assertive and courage qualities - To familiarize with problem-solving skills to innovate in business
Introduction to Law	3	<ul style="list-style-type: none"> - To know the legal vocabulary - To know the fundamental principles and major notions of law - To know the essential rules that govern economic and commercial activities
Marketing 2	3	<ul style="list-style-type: none"> - To know the marketing mix dimensions (4Ps) - To be able to apply them
Introduction to Humanities	3	<ul style="list-style-type: none"> - To understand current societal facts - To improve analytical and critical thinking skills
Foreign languages (Chinese, German, Italian, Spanish, French)	2	<ul style="list-style-type: none"> - Learn the language

BBA 1 - LEVEL 1

Course name	ECTS	Course objectives
Business Statistics	4	<ul style="list-style-type: none"> - Apply probability calculations; - Create a visual display of data; - Analyse the relationship between two variables; - Calculate Chi Square and Standard deviation; - Present descriptive statistics
Financial Management	4	<ul style="list-style-type: none"> - Compare the main sources of finance available to businesses of different sizes; - Discuss the importance of working capital; - Describe how receivables and inventory can be controlled; - Evaluate the main capital investment appraisal methods
Oral & Visual Communication	4	<ul style="list-style-type: none"> - Design effective visual support for presentations; - Develop self awareness as a public speaker; - Analyze your purpose, audience and medium; - Evaluate your own presentations
Digital Marketing	4	<ul style="list-style-type: none"> - Apply consumer behaviour theory in the digital economy; - Conceptualize and implement an integrated digital marketing strategy; - Assess digital channels and their strategic role in delivering objectives; - Evaluate the primary digital channels and media
Project Management & Business Game	4	<ul style="list-style-type: none"> - Introduce the notions of project management; - Prepare meetings and to keep the minutes; - Write up project sheets and specifications; - Create a basic project plan
Foreign languages (Chinese, German, Italian, Spanish, French)	2	<ul style="list-style-type: none"> - Learn the language

COURSE LIST - SPRING 2023 - UNDERGRADUATE LEVEL 2

BACHELOR 2 - LEVEL 2		
Course name	ECTS	Course objectives
Business Unit Management (Business Game)	1	<ul style="list-style-type: none"> - To develop skills in competitive diagnosis - To analyse the company resources - To evaluate team management and conflict management - To manage crisis situations
Communication Strategy 2	3	<ul style="list-style-type: none"> - To create and identify brand elements - To differentiate brands in competitive digital markets - To develop a communication strategy from the brief to the strategy
Corporate Law 2	3	<ul style="list-style-type: none"> - To master the different stages of the constitution of a company - To study the techniques of reconciliation between companies and the organization of groups of companies
Human Resource Management	4	<ul style="list-style-type: none"> - To explain the fundamental theories of HRM - To develop the practical techniques commonly used by professionals - To apply theories and techniques through case studies
E: FL1 Written Communication Skills or FLE	2	<ul style="list-style-type: none"> - To develop different kinds of professional writing
E: Community Management	3	<ul style="list-style-type: none"> - To select and manage community management tools - To optimise the social media mix for a given target - To develop a community management plan
E: Digital Marketing	3	<ul style="list-style-type: none"> - To apply consumer behaviour theory in the digital economy - To elaborate and implement an integrated digital marketing strategy - To assess digital channels and their strategic role in delivering objectives
E: Managing a SEA campaign	3	<ul style="list-style-type: none"> - To describe philosophy and environment for Search Engine Acquisition - To select and target strategic keywords - To set up ad groups - To create and interpret the KPIs
E: Public Relations	3	<ul style="list-style-type: none"> - To explain the role of the public relations professional in the corporate environment - To describe the strategies, tactics, and techniques of public relations programs - To develop an understanding of the various writing tasks for specific audiences
E: Economic Theories and Social Issues	3	<ul style="list-style-type: none"> - To develop general culture relating to the great contemporary economic issues: the organization and regulation of the economy and technological changes, growth and employment
E: Advanced Financial Accounting	3	<ul style="list-style-type: none"> - To analyse financial ratios for decision making - To analyse financial leverage for decision making - To develop and evaluate visual merchandising
E: Luxury and Merchandising	3	<ul style="list-style-type: none"> - To evaluate the effectiveness of in store communications - To design store layout, space concepts and displays
E: Luxury Product Management	3	<ul style="list-style-type: none"> - To develop new product concepts - To manage the product portfolio over time - To create partnerships which enhance product management
Foreign languages (Chinese, German, Italian, Spanish, French)	2	<ul style="list-style-type: none"> - Learn the language

BBA 2 - LEVEL 2		
Course name	ECTS	Course objectives
Creativity and Design Thinking	4	<ul style="list-style-type: none"> - Develop creativity skills which encourage innovation; - Demonstrate assertive and courage qualities in group work; - Apply design thinking skills to innovate in business; - Channel creativity into strategic development
Research Methodology & Report Writing	4	<ul style="list-style-type: none"> - Developing research problems with the correct research methodology; - Collecting data that accurately addresses the research problem; - Writing professional reports; - Apply the research process to a specific problem
Quantitative and Qualitative Analysis	4	<ul style="list-style-type: none"> - Classify the decision-making process in business into an appropriate decision model; - Apply a variety of qualitative methods used to address business problems; - Justify the quantitative analysis method(s) selected to solve a business problem; - Compare and contrast quantitative and qualitative approaches
Principles of Business Law	4	<ul style="list-style-type: none"> - Describe the relationship of ethics and law in business; - Define relevant legal terms in business; - Explain basic principles of law that apply to business and business transactions; - Link tax law to the strategic development of companies and the wider economy
Cross Cultural Communication	4	<ul style="list-style-type: none"> - Differentiate nuances of communication practices in different cultural contexts in order to recognize differences between different styles of communication across cultures; - Analyse the challenges and opportunities of cross-cultural communication to make decisions informed by cultural cues; - Apply theories of differences in communication styles across cultures to case studies; - Reflect critically on individual communication strengths and growth areas in order to set professional goals for working in international, inter-cultural settings.
Foreign languages (Chinese, German, Italian, Spanish, French)	2	<ul style="list-style-type: none"> - Learn the language

COURSE LIST - SPRING 2023 - UNDERGRADUATE LEVEL 3

PGE 1 - LEVEL 3

Course name	ECTS	Course objectives
Developing a Business Unit	2	<ul style="list-style-type: none"> - Develop an activity via a Business Game simulation - To strengthen the ability to work in a team and within a defined time - To mobilize all the achievements to build a coherent proposal
E: FL1 Advanced Written Business English	2	<ul style="list-style-type: none"> - To reinforce written expression
Foreign languages (Chinese, German, Italian, Spanish, French)	2	<ul style="list-style-type: none"> - Learn the language

COURSE LIST - SPRING 2023 - GRADUATE LEVEL 4

PGE 2 - LEVEL 4			
Course name	ECTS	Course objectives	Pre-requisites
Leadership & Project Management (Business Game)	1	<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 	n/a
Business Plan and Business Modeling	3	<ul style="list-style-type: none"> - To master tools to identify/evaluate opportunities and acquire/manage resources - To analyze business context and risks - To understand competitive market dynamics - To develop market-entry strategies - To make go/no-go decisions to start/approve new ventures - To identify the value proposal of the organization 	n/a
E: Business Plan and Fundraising	2	<ul style="list-style-type: none"> - To build a financial business plan: profit and loss accounts, cash flows and forecast balance sheets over seven years - To be able to evaluate the acquisition debt and capitalization of a takeover holding within the framework of an LBO 	n/a
E: Digital Marketing	2	<ul style="list-style-type: none"> - To discover the marketing techniques used on digital media and channels - To be familiar with the different digital channels: mobile, social networks, web, ... - To be adaptable to the major evolutions that appear daily in digital marketing 	n/a
E: Distribution Network	3	<ul style="list-style-type: none"> - To apply distribution network principles of inventory, warehouse, and transportation and distribution management - To analyze problems and suggest solutions in distribution network 	n/a
E: Information Technology Management	3	<ul style="list-style-type: none"> - To master the business process reengineering (BPR) methodology - To understand the consultant's approach during change management missions - To master the fundamentals of "one to one" marketing 	n/a
E: Innovation Strategy	3	<ul style="list-style-type: none"> - To understand knowledge management, strategic planning and combination possibilities of innovation and business strategies - To apply innovative techniques in the execution of strategies 	n/a
E: International Business and Management	3	<ul style="list-style-type: none"> - To understand the interrelatedness of globalization - To analyze the role and impact of international business on national economic development. - To discuss how cultural differences influence countries business practices - To understand and evaluate ethical issues confronting the international business community - To assess the effects of current regional trade agreements strategies 	n/a
E: International Strategy	3	<ul style="list-style-type: none"> - To analyse both the international business environment and a firm's dynamic capabilities (competitive advantage) - To develop a problem-solving approach to implement international business strategy - To be able to build accurate conclusions without having complete information 	n/a
E: Introduction to International Purchasing	3	<ul style="list-style-type: none"> - To be able to explain the importance of global sourcing in the SCM - To describe international purchasing processes - To distinguish between ethical and non-ethical sourcing 	n/a
E: Mergers and Acquisitions	2	<ul style="list-style-type: none"> - To adopt an approach in terms of business valuation and stock market regulation - To analyze the ratios followed by the banks financing an acquisition, the evolution of the rate of increase / dilution of the EPS - To analyze the ability to choose the optimal modality of a transaction: payment in cash or securities and determination of the price of the public offering - To control the content of an information note to be approved by the Financial Authorities 	n/a

MSC 1 - LEVEL 4			
Course name	ECTS	Course objective	Pre-requisites
Business Model in the Digital Era	3	- To put into perspective the economic foundations of economic models developed in a digital environment (internet and all other types of telecommunications networks)	- Business Model
Crisis and Communication	3	- To apply the strategies to adopt in a crisis situation by a brand	- Management Communication
Customer Relationship Management and Tools	3	<ul style="list-style-type: none"> - To know the fundamentals of relationship marketing - To discover the different techniques of customer relationship management - To identify the most relevant tools to secure customer relationships 	- Marketing Concepts and New Tools
Innovation and Concepts	3	<ul style="list-style-type: none"> - To understand theoretical knowledge of knowledge management, strategic planning, combination possibilities of innovation and business strategies - To apply the acquired theoretical knowledge while analyzing various cases and problems - To developed skills of applying innovative techniques in execution of strategies 	- Creativity
Quantitative Budgeting and Budget Tools	3	<ul style="list-style-type: none"> - To develop a full and detailed understanding of budget processes and tools - To understand roles and responsibilities of each stakeholders as well as key success factors - To use the right tools on the market, including BI tools 	- Introduction to budgeting and Accounting
Spreadsheet Modeling	3	<ul style="list-style-type: none"> - To organize data related to a project in an Excel - To create professional documents 	- Professional computing
Foreign languages (Chinese, German, Italian, Spanish, French)	2	- Learn the language	n/a

COURSE LIST - SPRING 2023 - GRADUATE LEVEL 5

MSC 2 - LEVEL 5		
Course name	ECTS	Course objective
International Negotiation	3	<ul style="list-style-type: none"> - To understand the environment and the international strategy of a company in order to be able to situate the objectives and the context of the negotiation - To understand the different ways of setting up and distributing internationally - To know the price negotiation techniques specific to international trade and in particular Incoterms
Project Management Business Game	TBC	TBC
Key-Account Management	3	<ul style="list-style-type: none"> - Identify the strategic KAM for the firm (potential turnover/margin, key reference, potential R&D partner) - Design a KAM-offer with specific and innovative and differentiated added services - Roll out a development and loyalty strategy for KAM - Operational KAM management (IT, legal watch, specific contracting process)
Dashboard and Performance Management	3	<ul style="list-style-type: none"> - Identify the relevant KPI for salesforce management and front-line staff (after-sale service, contract management) - Design the dashboard to steer salesforce and define the corrective actions - Work out a compensation plan in line with the strategy and the drivers and expectations of salesforce
Banking Regulation	3	<ul style="list-style-type: none"> - To understand the role of a bank and who are the stakeholders sitting close to them and their interactions - To master concepts / definitions such as: Moral Hazard / Adverse Selection, Agency Theory, Contractual Relationships and the Theory of the Firm, Banking Governance and Regulation Bodies (and, depending on time, Efficient Market Hypotheses, Too Big to Fail, Shadow Banking, OTC, Corporate Social Responsibility) - To introduce a regulatory framework such as Basel
Budget Controlling	3	<ul style="list-style-type: none"> - To understand how the implementation of a management control system works (strategy, planning and budgeting, communication objectives, performance measures, evaluation, remediation plan) - To identify the issues related to the implementation of this process in an organization (different stakeholders with different objectives)
Compliance	3	<ul style="list-style-type: none"> - Anticiper sur l'application, voire l'élaboration de textes nouveaux et mener une réflexion, des études prospectives - Créer, présenter et mesurer l'impact de la communication externe i.e. approche de la communication financière
Financing and Investing	3	<ul style="list-style-type: none"> - To understand and analyze the different means of financing available to a company (focus on the CAPEX)
IFRS	3	<ul style="list-style-type: none"> - To understand financial statements prepared in accordance with IFRS - To study in detail IFRS for specific topics (long-term benefits, hedge accounting, tangible assets, revenues, leasing, etc.) - To compare main differences between IFRS and French accounting rules
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 - To explore the tools, instruments and strategies available to treasury departments - To cover risk management related to cash management
Corporate Finance and Value	3	<ul style="list-style-type: none"> - To estimate and calculate cash flows - To understand and evaluate investment decisions: NPV, TRI ... - To understand and evaluate financing decisions: cost of equity, cost of capital...
Internal Audit	3	<ul style="list-style-type: none"> - To understand the role, the regulation and the importance of internal control for the proper functioning of a company - To master the concepts and tools of internal control - To apply knowledge, skills and know-how in various situations - To understand the course of an audit session
Merger and Acquisition Deals	3	<ul style="list-style-type: none"> - To adopt an approach in terms of business valuation and stock market regulation - To analyze the ratios followed by banks financing an acquisition, the evolution of the rate of increase / dilution of the EPS of the initiator - To analyze the ability to choose the optimal modality for a transaction: payment in cash or securities and determination of the price of the public offering - To control the content of an information note to be approved by the Financial Authorities
Big Data and Datamining - Business Intelligence	3	<ul style="list-style-type: none"> - To create marketing value through data analysis
Branding and Advertising	3	<ul style="list-style-type: none"> - To design, launch and market a product
Customer Strategy	3	<ul style="list-style-type: none"> - To design, launch and market a product in a real case scenario - To understand intercultural issues in an Asian context - To conduct business negotiations in an international context

Doing Business in Emerging Markets	3	- To design, launch and market a product in an emerging market - To understand practical aspects of international business law
Business Law within an International Context	3	- 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
International Business Negotiation	3	- To develop a capacity to deal with any specific situation of negotiation - To be able to employ problem-solving approaches to international trade and strategy
International Marketing	3	- To design, launch and market a product on international markets
Sales Force Management	3	- To develop business through sales force management
Strategic Decisions in International Trade	3	- To develop a strategic view of international trade
International Purchasing	3	- To develop an international purchasing strategy in alignment with the company's strategy
International Supply Chain	3	- To design and manage flows in international supply chains
Logistics Master Plan	3	- To identify logistical constraints and design a master plan
Logistics Project Management	3	- To develop a structured project management methodology for logistics project
Marketplace and e-sourcing	3	- To design and implement e-sourcing solutions
Operations Management	3	- To design production processes in relation to sales operations
Purchasing and Sustainable Supply Chain Management	3	- To plan sustainable and ethical purchasing procedures
SAP	3	- To manage an invoicing process on the ERP SAP
Strategy and Distribution Network	3	- To develop and manage distribution channels
Capstone Project: Finance	3	- To analyse from a strategic and financial point of view a project in a competitive context
Capstone Project: Learning Business by Doing Business	3	- To be able to develop business in a multicultural team environment
Capstone Project: Supply Chain	3	- To develop tools to optimize flows in the supply chain in a competitive context