

COURSE LIST - FALL 2021 - UNDERGRADUATE LEVEL 1 & 2

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

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
Ecommerce (distribution et 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
Business Statistics	3	<ul style="list-style-type: none"> - Appliquer la notion de calcul probabiliste - Créer une présentation graphique de données - Analyser la relation entre deux variables
Foreign languages (Chinese, German, Italian, Spanish, French)	2	<ul style="list-style-type: none"> - Learn the language

COURSE LIST - FALL 2021 - 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
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
E: International Trade	3	<ul style="list-style-type: none"> - To build an export plan or an international plan - To explore and assess relevant entry markets - To use international commercial tools such as INCOTERMS
E: Conflict Management	2	<ul style="list-style-type: none"> - To analyse the psycho-sociological factors - To develop team management skills
E: Commercial Contract Law	2	<ul style="list-style-type: none"> - To resolve legal issues in a structured and clear manner - To manage effectively the different sales contracts
E: Sales Management	3	<ul style="list-style-type: none"> - To identify and understand a sales opportunity/situation - To design a sales action plan which incorporates ROI analysis

PGE 1 - LEVEL 3		
Course name	ECTS	Course objectives
Adaptability and Soft Skills	1	<ul style="list-style-type: none"> - To introduce soft skills by experimenting with situations and scenarios - To encourage creativity, collaboration and agility
Business Computing	2	<ul style="list-style-type: none"> - To use basic functions for word, spreadsheet and presentation tools - To design a presentation for professional use
Financial Accounting	3	<ul style="list-style-type: none"> - To understand the accounting logic and mechanisms - To keep simple accounts and understand the annual accounts of a company
Introduction to Economic 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
Law	2	<ul style="list-style-type: none"> - To understand the fundamental principles and the main concepts of private law - To know the essential rules that govern economic and commercial activities
Management Control	3	<ul style="list-style-type: none"> - To understand the role of management control in the organization - To understand the processes for establishing the forecast budgets
Marketing Fundamentals	3	<ul style="list-style-type: none"> - To understand the fundamentals of marketing - To be able to analyze a market - To know the basic concepts of segmentation, targeting and positioning
Modern Economic System	3	<ul style="list-style-type: none"> - To understand the short and medium-term challenges in order to grasp current developments - To be able to offer a relevant presentation related to fundamental or current economic and social fact
Organizational Theory	3	<ul style="list-style-type: none"> - To understand the drivers of organizations - To know the theories that explain the behaviours of their stakeholders - To apply them to concrete situations
Team Management	3	<ul style="list-style-type: none"> - To equip with main project management skills - To define project goals and objectives and develop a work breakdown structure - To control and assess progress at each step and lead the project team
Foreign languages (Chinese, German, Italian, Spanish, French)	2	<ul style="list-style-type: none"> - Learn the language (different levels)

BBA 4 - LEVEL 4

Course name	ECTS	Course objectives	Pre-requisites
Ethical decision making	4	<ul style="list-style-type: none"> - To enhance and improve the ability of students to reason toward a satisfactory resolution of an ethical dilemma - To investigate whether ethics sets any boundaries on competition, marketing, sales, and advertising - To enable students to develop their own, considered judgments about issues in business ethics - To prepare students to play a constructive role in improving the ethical considerations of organizations with which they may become involved 	n/a
Entrepreneurship	4	<ul style="list-style-type: none"> - Analyse the business environment in order to identify business opportunities - Identify the elements of success of entrepreneurial ventures - Consider the legal and financial conditions for starting a business venture - Specify the basic performance indicators of entrepreneurial activity 	n/a
Team management	4	<ul style="list-style-type: none"> - Develop basic rhetoric and debate tools that allow students to order their ideas in a logical and convincing way, adding eloquence and assertiveness to their speech - Assess one's team and the specific leadership role that the situation requires for the team to become high-performing - Evaluate mechanisms can allow for significant improvements in individual, team, and organizational performance; Expand self-awareness in terms of team role contributions 	n/a
Negotiation and Networking	4	<ul style="list-style-type: none"> - Explain the general principles and terminology of negotiation - Develop negotiation tactics and strategies conceptually and in practice - Describe methods to establish and maintain effective professional relationships with the identified network - Conduct a stakeholder analysis 	n/a
Budgeting & controlling	4	<ul style="list-style-type: none"> - Understand how a Budget (or Operational Plan) relates to Strategic Planning - Explain why most companies produce budgets and list the criticisms and alternatives - Know how to consolidate information into a "Master Budget" - Demonstrate how a budget can be used to exercise control over the business 	n/a
Applied project management	4	<ul style="list-style-type: none"> - Identify and analyse the pitfalls and challenges related to project initiation phase and to identify important conditions for success in projects - Set up logical relationships between work packages in a project, perform network analysis and identify the critical work packages - Apply (cost and time indices) for monitoring project status and for the establishment of future forecasts - Identify and discuss the importance of risk management in projects 	n/a
Data analysis	4	<ul style="list-style-type: none"> - Capture, categorize, simplify, normalize and prepare data to be processed - Work with and analyse large data sets - Visually represent analysis's conclusions to technical and non-technical audiences - Use the most common algorithms, to make sense of large amounts of data, which are applicable to most business and management problems 	n/a

PGE 2 - LEVEL 4

Course name	ECTS	Course objectives	Pre-requisites
Communication and Professional Project	1	<ul style="list-style-type: none"> - To know the theoretical aspects, rules, procedures and techniques of professional relationships - To master oral professional communication - To master professional writing 	n/a
Corporate Finance	3	<ul style="list-style-type: none"> - To estimate and calculate cash flows - To understand and evaluate investment decisions: NPV, IRR ... - To understand and evaluate financing decisions: cost of equity, cost of capital... 	n/a
Corporate Taxation	2	<ul style="list-style-type: none"> - To understand how to optimize business income tax 	n/a
Data Collection and Analysis	2	<ul style="list-style-type: none"> - To understand the difference between qualitative and quantitative studies - To be able to read and interpret data tables - To propose practical recommendations after collecting relevant data - To analyze data 	n/a
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: Content Creation for IT Projects	2	<ul style="list-style-type: none"> - To create content for a corporate intranet platform, an information site, a network social and a mobile app 	n/a
E: Doing Business in Asia, the Case of Vietnam	2	<ul style="list-style-type: none"> - To understand intercultural issues in the Asian context - To appreciate the underlying reasons of the actions and reactions of the vietnamese - To conduct business negotiations 	n/a
E: FL1 - Intensive Grammar Skills	2	<ul style="list-style-type: none"> - To reinforce written expression 	n/a
E: Inside the Fashion Revolution	2	<ul style="list-style-type: none"> - To understand the origin of fashion in its historical context - To comprehend the meaning of fashion as ideology and theory derived from multidisciplinary fields of study - To identify the language of fashion and its development and prediction over time 	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
E: The Wine Industry	2	<ul style="list-style-type: none"> - To be familiar with the specificities of the wine (or even spirits) sector - To identify the main strategies implemented in the wine sector - To propose relevant marketing strategies in the specific wine environment 	n/a
Human Resource Management	3	<ul style="list-style-type: none"> - To understand the fundamental theories of human resource management - To identify professional techniques - To put them into practice through case studies 	n/a

Information Systems Management	3	- To understand the interactions of information technology with business processes in order to increase productivity - To make the link between the IT technicians and the end-users	n/a
Mathematics for Management	3	- To cover the essential algebra concepts that students need to know when pursuing a business education	n/a
Industrial Economics	2	- Understand the mechanisms and challenges of the industrial organization by narrowly articulating theoretical considerations and analysis of concrete strategies	n/a
Purchasing and Logistics	3	- To understand the relationship between the company's global strategy and the logistics strategy - To discover how logistics and purchasing create value within the company - To understand the role of transport in the organisation of international channels - To understand the customer and supplier collaboration practices	n/a
Strategy	3	- To understand the tools and concepts of the strategy (corporate and business levels) - To understand the levers of strategic decision-making in an uncertain world	n/a

MSC 1 - LEVEL 4			
Course name	ECTS	Course objective	Pre-requisites
Adaptability and Soft Skills for Managers	1	- To introduce Soft Skills by experimenting with situations and scenarios - To repeat certain concepts in several different ways for a better integration - To encourage creativity, collaboration and agility	n/a
Business Case Days	3	- To understand project management via a Business Game simulation - To work in team coordination and meet deadlines within a defined time	- Introduction to Project Management
Cloud, IOT and Blockchain	3	- 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	- Digital Tools and Issues
Creativity	3	- To learn creativity techniques and apply it in a real context	n/a
English for Managers	5	- To reinforce oral expression - To reinforce written expression	n/a
Industrial Economy and Analysis	3	- To understand an introductory analysis of the mechanisms and challenges of the industrial economy by closely linking theoretical considerations and analysis of business cases	- Introduction to Economy
Management Communication	3	- To know and understand the main concepts of corporate communication - To know and understand the concept of corporate identity, image and reputation	- Introduction to Corporate Communication
Marketing Concepts and New Tools	3	- 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	- Introduction to Marketing
Mathematics for Managers	3	- To cover the essential algebra concepts that students need to know when pursuing a business education	- Fundamentals in Mathematics
Professional Computing	3	- To use basic functions for word , spreadsheet and presentation - To create professional documents	- Office Package
Business Model in the Digital Era	3	- To put into perspective the economic foundations of economic models developed	- 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	- 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	- 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	n/a
Quantitative Budgeting and Budget Tools	3	- 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	- 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 (different levels)	n/a

COURSE LIST - FALL 2021 - GRADUATE LEVEL 5

PGE 3 - LEVEL 5			
Course name	ECTS	Course objective	Pre-requisites
International Financial Reporting Standards (IFRS)	2	<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 	n/a
Management Control Systems	1	<ul style="list-style-type: none"> - To understand the implementation process of a management control system (strategy, planning and budgeting, communicating objectives, measuring performance, evaluating, drawing up a remediation plan) - To identify the issues related to the implementation of this process in an organization (different stakeholders with different objectives) 	n/a
Acquisitions : Practical and Legal Approach	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
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
Blue Ocean Strategy	3	<ul style="list-style-type: none"> - To understand business strategy with a serious game 	n/a
Creativity and Innovation	4	<ul style="list-style-type: none"> - To learn creativity techniques and apply it in a real context 	n/a
Social Business	3	<ul style="list-style-type: none"> - To develop activities with a social and/or environmental impacts and measure it 	n/a
Digital Marketing	3	<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
Cash Management	4	<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 (interest rate and foreign exchange management) 	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 	n/a
Fin Tech	2	<ul style="list-style-type: none"> - To know the main areas of Fintech and their characteristics - To put the current wave of innovation in a historical context - To evaluate the disruptive potential of the main present and future applications 	n/a
Fixed Income and Money Market	2	<ul style="list-style-type: none"> - To understand risk management and rates (swap) - To understand how the fixed income products work 	n/a
Options and Derivatives	3	<ul style="list-style-type: none"> - To master the principle of valuing options in discrete and continuous time (the Cox-Ross-Rubinstein and Black & Scholes formulas) - To master the options portfolio strategies: straddles, strangles, papillons, condors - To master the parameters of premium sensitivity analysis of an option 	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
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	4	<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	5	<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 strategic thinking in the context of legal issues in an international business environment 	n/a
International Marketing	4	<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
Job searching abroad & Career planning	0	<ul style="list-style-type: none"> - To understand job searching and career planning in an international context 	n/a
Master Thesis Fundamentals	0	<ul style="list-style-type: none"> - To understand the basics of a research dissertation (issues, conceptual framework, application techniques) 	n/a
Professional Testimonials	0	<ul style="list-style-type: none"> - To detect and understand the current managerial issues of professionals - To become aware of the different possible paths in their specialization 	n/a
Quantitative Budgeting Process and 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 business intelligence tools 	n/a
Innovation & Design Thinking	3	<ul style="list-style-type: none"> - To understand and critically reflect on the role of sustainability in business strategy - To show the innovation character resulting from sustainability in strategy in particular in terms of ecodesign and business model - To recognize the potential of innovative business development 	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

Online Acquisition & Analytics	3	- To learn how to build a culture of innovation	n/a
Digital Transformation	3	- To understand digital transformation of a traditional company to an online distribution	n/a
Leadership and Management	3	- To develop managerial and leadership nads-on skills to improve organizational effectiveness	n/a
International Negotiation	2	- To develop capacity to deal with any specific situation of negotiation	n/a
Key Account	2	- To learn how to customise commercial offers for Key account buyer	n/a
Leadership and Management	3	- To develop managerial and leadership nads-on skills to improve organizational effectiveness	n/a
Sales Force Optimisation	3	- To increase awareness on issues of sales force management (dashboard, action plan...)	n/a
Intercultural Human Resources	3	- To define IHRM and the major organizational issues to be addressed in this context - To review the implications of globalization for HRM functions - To understand HR-issues within diverse cultural contexts - To give an overview about the impact of an international assignment on career issues	n/a
Leading Change in Organizations	3	- To identify forces for change and the role of culture in change - To describe types of change; apply Lewin's change model and explain the change process - To summarize the reasons for resistance to change and apply possible solutions - To present the practices necessary to lead change	n/a
Recruiting and Employer Branding	3	- To understand the benefits of a strong employer brand: talent acquisition, engagement and retention - To initiate a recruitment process in English - To discover the digital tools to attract top talent - To understand the benefits of a strong employer brand and knowing how to build one	n/a
Strategic Human Resources	3	- To understand the importance of strategy in human resource management - To develop strategic practices in recruiting, evaluating and disciplining employees - To apply concepts to real situations	n/a
Open Innovation and Knowledge Management	3	- To understand innovation and knowledge management	n/a

MSC 2 - LEVEL 5			
Course name	ECTS	Course objective	Pre-requisites
Ethics and CSR	3	- 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	- Corporate organization - Business Communication - Introduction to CSR - Introduction to SGs in Business
Finance and Management Control	3	- To understand the accounting logic and mechanisms - To keep simple accounts and understand the annual accounts of a company - To understand the sequence and logic of cost calculation, from the inventory management to the study of profitability - To control full costs, partial costs and margins as a basis for decision-making - To understand the role of management control in the organization - To understand the process to establish provisional budgets	- Introduction to budgets and accounting - Quantitative budgets and budgetary tools
Information System and Digital Marketing	3	- To master the marketing techniques used in digital media and channels - To understand the different digital channels: mobile, social networks, web, ... - To adapt strategy to the major evolutions	- Marketing, concepts and new tools - Cloud, IOT and Blockchain - Strategic management
Intercultural Management	3	- 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 COO effects for business purposes	- Business and Geopolitics - Fundamentals in Management
International Business Strategy	3	- To carry out a socio-economic, geopolitical and public policy watch in order to manage the different forms of risks to which the organization is subject and to assess the opportunities and obstacles to development - To analyze the environment, the ecosystem and the devices integrated into the organization's field of activity to identify and activate the levers of strategic and territorial development - To define the international strategy and / or change of scale of the project to be implemented - To develop the internationalization plan - Steering and monitoring, in conjunction with the various departments involved, international development actions in terms of the use of resources - To organize prospecting and negotiation strategies in an international, multicultural and multilingual context with the objective of optimizing the efficiency of projects	- Business and Management Fundamentals
Law and Corporations	2	- To master the basic knowledge of corporate law - To be able to read a legal decision or any legal document related to company law - To know the legal options in case of disputes and know the news related to company law and patent law - To analyze a situation from a legal point of view, to understand it and to give an appropriate legal response to the problematic of the situation	- Introduction to Law
Marketing Innovation	3	- To evaluate the axes of innovation - To develop innovative solutions - To appreciate the components and articulation of the financial, economic and legal projections of the project in order to assess its ethics, reliability and viability - To determine and implement the strategy, content and axes of partnership programs	- Creativity - Business Model in the digital era - Innovation & Concepts
Project Management	4	- To understand project management - To work in team coordination and meet deadlines- Define the activity processes and methods in order to maximize the expected results - To define the activity processes and methods in order to maximize the expected results	- Introduction to Project Management - Team management - Fundamentals of Management - Fundamentals of Marketing
Strategic Management	3	- To understand the evolution of the strategic options of contemporary companies - To master the levers of strategic decision-making in an uncertain world - To know how to identify and characterize strategic issues - To know how to deploy the relevant tools and concepts to respond to them, taking into account in particular organizational challenges and the international dimension	- Fundamentals of Management - Fundamentals of Marketing
Supply Chain	3	- To understand the relationship between the company's global strategy and the logistics strategy - To discover how logistics and purchasing create value within the company - To understand the role of transport in the organisation of international chains - To understand the customer and supplier collaboration practices - To supervise the logistics chain by integrating resources, human resources and information systems with a view to streamlining business processes	- Introduction to logistics
Foreign languages (Chinese, German, Italian, Spanish, French)	2	- Learn the language	n/a