

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

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

BACHELOR 2 - LEVEL 2		
Course name	ECTS	Course objectives
Communication Strategy 1	3	<ul style="list-style-type: none"> <li>- To deliver an efficient presentation</li> <li>- To evaluate the communication mix</li> <li>- To apply selected communication theories To a given objective</li> </ul>
Financial Accounting 3	3	<ul style="list-style-type: none"> <li>- To calculate the different ratios widely used in business</li> <li>- To calculate the cost of capital and its relevance for business decision-making</li> </ul>
Corporate Law 1	3	<ul style="list-style-type: none"> <li>- To identify the different legal forms of companies in France</li> <li>- To link tax law to the strategic development of the economy</li> <li>- To demonstrate competence in a legal environment</li> </ul>
E: FL1 Oral Communication Skills	2	<ul style="list-style-type: none"> <li>- To manifest confidence in communication</li> <li>- To deliver charismatic presentations</li> <li>- To develop argumentation in oral expression</li> </ul>
E Business: Retailing and Merchandising	3	<ul style="list-style-type: none"> <li>- To discover the strategic stakes of e-commerce</li> <li>- To differentiate the physical and virtual distribution and retailing</li> </ul>
Ecommerce (distribution et merchandising)	3	<ul style="list-style-type: none"> <li>- To discover the strategic stakes of e-commerce</li> <li>- To differentiate the physical and virtual distribution and retailing</li> </ul>

Business Organization and Systems	3	<ul style="list-style-type: none"> <li>- To understand how organizations operate as a system</li> <li>- To understand the difficulties of decision making</li> <li>- To understand the mechanisms of information flow, causal effects and analysis of dysfunctions</li> </ul>
Financial Analysis for Sales	3	<ul style="list-style-type: none"> <li>- To create invoices and integrate all aspects of reductions, discounts and VAT</li> <li>- To analyse inventory management</li> <li>- To implement a basic budgeting process</li> </ul>
Impact Project	1	<ul style="list-style-type: none"> <li>- To question one's societal and environmental impact</li> <li>- To contribute to a project's development as a team member</li> </ul>
Intercultural Management	3	<ul style="list-style-type: none"> <li>- To develop a problem-solving approach to international management</li> <li>- To analyze globalism and explain its impact on business and political risk assessment</li> <li>- To compare cultural variables and universal cultural variables</li> <li>- To apply Hofstede's value dimensions</li> </ul>
Business Statistics	3	<ul style="list-style-type: none"> <li>- Appliquer la notion de calcul probabiliste</li> <li>- Créer une présentation graphique de données</li> <li>- Analyser la relation entre deux variables</li> </ul>
Foreign languages (Chinese, German, Italian, Spanish, French)	2	<ul style="list-style-type: none"> <li>- Learn the language</li> </ul>