

## 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"> <li>- To understand financial statements prepared in accordance with IFRS</li> <li>- To study in detail IFRS for specific topics (long term benefits, hedge accounting, tangible assets, revenues, leasing, etc.)</li> <li>- To compare main differences between IFRS and French accounting rules</li> </ul>	n/a
Management Control Systems	1	<ul style="list-style-type: none"> <li>- To understand the implementation process of a management control system (strategy, planning and budgeting, communicating objectives, measuring performance, evaluating, drawing up a remediation plan)</li> <li>- To identify the issues related to the implementation of this process in an organization (different stakeholders with different objectives)</li> </ul>	n/a
Acquisitions : Practical and Legal Approach	3	<ul style="list-style-type: none"> <li>- To develop students' analysis and reasoning skills for the acquisition of a company</li> <li>- To improve drafting and negotiating skills with a practical case</li> </ul>	n/a
International Law Taxation	3	<ul style="list-style-type: none"> <li>- To understand the main tools and concepts used in strategic management</li> <li>- To develop students' knowledge and culture about the business world</li> <li>- To develop an ability to identify strategic issues and to mobilize the relevant tools to answer these issues</li> <li>- To be able to formulate short recommendations for the organization</li> </ul>	n/a
Blue Ocean Strategy	3	<ul style="list-style-type: none"> <li>- To understand business strategy with a serious game</li> </ul>	n/a
Creativity and Innovation	4	<ul style="list-style-type: none"> <li>- To learn creativity techniques and apply it in a real context</li> </ul>	n/a
Social Business	3	<ul style="list-style-type: none"> <li>- To develop activities with a social and/or environmental impacts and measure it</li> </ul>	n/a
Digital Marketing	3	<ul style="list-style-type: none"> <li>- To discover the marketing techniques used on digital media and channels</li> <li>- To be familiar with the different digital channels: mobile, social networks, web, ...</li> <li>- To be adaptable to the major evolutions that appear daily in digital marketing</li> </ul>	n/a
Cash Management	4	<ul style="list-style-type: none"> <li>- To raise awareness of the strategic challenges of controlling budgets and the short-term solvency of the organization</li> <li>- To explore the tools, instruments and strategies available to treasury departments</li> <li>- To cover risk management related to cash management (interest rate and foreign exchange management)</li> </ul>	n/a
Complex Project Management and International Negotiations	3	<ul style="list-style-type: none"> <li>- To learn how to raise capital providing basic knowledge on project management and negotiation tactics</li> </ul>	n/a
Fin Tech	2	<ul style="list-style-type: none"> <li>- To know the main areas of Fintech and their characteristics</li> <li>- To put the current wave of innovation in a historical context</li> <li>- To evaluate the disruptive potential of the main present and future applications</li> </ul>	n/a
Fixed Income and Money Market	2	<ul style="list-style-type: none"> <li>- To understand risk management and rates (swap)</li> <li>- To understand how the fixed income products work</li> </ul>	n/a
Options and Derivatives	3	<ul style="list-style-type: none"> <li>- To master the principle of valuing options in discrete and continuous time (the Cox-Ross-Rubinstein and Black &amp; Scholes formulas)</li> <li>- To master the options portfolio strategies: straddles, strangles, papillons, condors</li> <li>- To master the parameters of premium sensitivity analysis of an option</li> </ul>	n/a
Structured Finance, Project Finance	3	<ul style="list-style-type: none"> <li>- To provide solutions to investment objectives not sufficiently covered by traditional Fixed Income products</li> </ul>	n/a
Business & Politics	2	<ul style="list-style-type: none"> <li>- To have a holistic understanding of the interactions between business and politics in a global world</li> <li>- To be able to critically analyse these interactions and to communicate these outcomes</li> </ul>	n/a
Corporate and Taxation Law in International Business	3	<ul style="list-style-type: none"> <li>- To get an overview of the fundamental legal concepts that govern the organization, operation, financing and taxation of business entities</li> <li>- To understand the inter-disciplinary relations between law and ethics, as well as between law and economics</li> <li>- To develop analytical ability and understanding of basic techniques of legal reasoning in global context</li> </ul>	n/a
International and Intercultural Management	4	<ul style="list-style-type: none"> <li>- To explore cultural backgrounds</li> <li>- To identify areas in which culture presents a challenge</li> <li>- To be able to work efficiently in a multicultural team</li> <li>- To develop a local business within a global context</li> <li>- To be able to give recommendations how to use country of origin effects for business purposes</li> </ul>	n/a
International Business Law	5	<ul style="list-style-type: none"> <li>- To understand practical aspects of international business law</li> <li>- To relate international business law to practical situations in international business</li> <li>- To negotiate international business contracts</li> <li>- To have a critical understanding for the resolution of international business disputes</li> <li>- To develop strategic thinking in the context of legal issues in an international business environment</li> </ul>	n/a
International Marketing	4	<ul style="list-style-type: none"> <li>- To extend the knowledge on corporate strategy by focusing on the international and intercultural marketing dimension</li> <li>- To understand how international strategy and marketing are multi-faceted</li> <li>- To foster understanding and formulation of marketing decisions in an internationalization context</li> </ul>	n/a
International Negotiation	3	<ul style="list-style-type: none"> <li>- To master the fundamentals of negotiation</li> <li>- To become sensitive to cross-cultural negotiation situations</li> <li>- To negotiate business opportunities in an international context</li> </ul>	n/a
International Trade & Business Strategy	4	<ul style="list-style-type: none"> <li>- To gain self-confidence in crafting a business internationalization strategy</li> <li>- To be able to employ problem-solving approaches to international trade and strategy through case studies and own projects</li> <li>- To interpret the cues and data when conducting business globally</li> </ul>	n/a
Job searching abroad & Career planning	0	<ul style="list-style-type: none"> <li>- To understand job searching and career planning in an international context</li> </ul>	n/a
Master Thesis Fundamentals	0	<ul style="list-style-type: none"> <li>- To understand the basics of a research dissertation (issues, conceptual framework, application techniques)</li> </ul>	n/a
Professional Testimonials	0	<ul style="list-style-type: none"> <li>- To detect and understand the current managerial issues of professionals</li> <li>- To become aware of the different possible paths in their specialization</li> </ul>	n/a
Quantitative Budgeting Process and Tools	3	<ul style="list-style-type: none"> <li>- To develop a full and detailed understanding of budget processes and tools</li> <li>- To understand roles and responsibilities of each stakeholders as well as key success factors</li> <li>- To use the right tools on the market, including business intelligence tools</li> </ul>	n/a
Innovation & Design Thinking	3	<ul style="list-style-type: none"> <li>- To understand and critically reflect on the role of sustainability in business strategy</li> <li>- To show the innovation character resulting from sustainability in strategy in particular in terms of ecodesign and business model</li> <li>- To recognize the potential of innovative business development</li> </ul>	n/a
Supply Chain Management in International Business	3	<ul style="list-style-type: none"> <li>- To comprehend the internal and external supply chain of an organization</li> <li>- To understand the contribution of SCM technics and practices to company profitability</li> <li>- To define priorities and risk involved at the supply chain level</li> <li>- To deploy the appropriate strategic tools</li> <li>- To understand sustainable aspects of SCM</li> </ul>	n/a
User eXperience and Mobile App Design	2	<ul style="list-style-type: none"> <li>- To learn how to design mobile interfaces based on mobile usability best practices</li> <li>- To learn how to use personas and task modelling to plan a mobile user experience</li> <li>- To understand how user interface choices differ between operating platforms (e.g. iOS vs Android)</li> </ul>	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