

COURSE LIST - FALL 2020 - UNDERGRADUATE LEVEL 1 & 2

BACHELOR 1 - LEVEL 1		
Course name	ECTS	Course objectives
Introduction to Management	3	<ul style="list-style-type: none"> - knowledge of management theories and understanding organizational behaviour in different settings - apply knowledge and understanding in organization and management of human resources - apply diverse aspects of managerial theory - analyse internal and external managerial problems offering possible solutions - acquisition of basic notions of general management and of managerial decision
Introduction to Economics	3	<ul style="list-style-type: none"> - provide students with a comprehensive approach of the main macroeconomic topics with a focus on growth as well as a sound understanding of the different schools of thought and the ensuing controversies with regard to policy making.
Team Management	3	TBC
Marketing 1	3	<ul style="list-style-type: none"> - be familiar with the mindset and the marketing vocabulary - be able to decode and analyze a market - master the concepts of segmentation, targeting and positioning
Business Mathematics	3	TBC
Financial Accounting 1	3	<ul style="list-style-type: none"> - present the different financial statements - record financial transactions.
Sales Negotiation	3	<ul style="list-style-type: none"> - Gain a solid understanding of what is a professional and effective sales process. - Develop communication and negotiation skills with an appropriate state of mind
Business Computing 1	2	<ul style="list-style-type: none"> - know the latest developments in the field of ICT - master the advanced techniques of a word processor (direct mail, long document management, collaborative construction management ...) - master the basics of a spreadsheet (Excel), a computer-assisted presentation tool (Powerpoint)

BACHELOR 2 - LEVEL 2		
Course name	ECTS	Course objectives
Corporate law 1	3	<ul style="list-style-type: none"> - know why & how tax law should contribute to the strategic development of the economy in France and demonstrate the potential to contribute personally to such strategic development. - understand the different companies in France - demonstrate competence in a legal environment - assess the practical implications of these different companies - analyse selected companies from a French perspective
Intercultural Management	3	<ul style="list-style-type: none"> - develop a problem-solving approach to international management - enhance the oral communication skills through assignments and associated tasks completed in class - analyze Globalism and explain its impact on business, discuss political risk assessment - compare cultural variables and universal cultural variables, apply Hofstede's value dimensions
Business, Organizations and Systems	3	<ul style="list-style-type: none"> - know to manage an organization taking into account the Information System - understand the role of the IS in an organization - associate the IS with the decision making structures
Business Statistics	3	<ul style="list-style-type: none"> - ability to understand a data and statistics problem: financial, commercial or marketing application - ability to write a data report in English
E Business	3	TBC
Financial Analysis for Sales	3	<ul style="list-style-type: none"> - know how to draw up bills and understand all aspects of reductions, discounts and VAT - understand inventory management - know basics of budgeting
Communication Strategy 1	3	TBC
Oral Communication skills	2	<ul style="list-style-type: none"> - manifest confidence in communication - deliver charismatic presentations
Financial Accounting 3	3	<ul style="list-style-type: none"> - develop the ability to calculate the different ratios widely used in business - learn how to calculate the cost of capital and understand its relevance for business decision-making.
Professional Project	1	TBC
Foreign languages (Chinese, German, Italian, Spanish, French)	2	TBC

COURSE LIST - FALL 2020 - UNDERGRADUATE LEVEL 3

BACHELOR 3 - LEVEL 3		
Course name	ECTS	Course objectives
Strategic Marketing	3	<ul style="list-style-type: none"> - Build a coherent strategy based on Segmentation, Targeting and positioning - Analyse and present market data towards a specific end - Integrate the digital transformation into strategic marketing plans - Select and critique appropriate models for conceptualizing markets
Business Game	3	<ul style="list-style-type: none"> - Analyze customer needs and expectations - Identify key organizational variables that influence the success of a project - Adapt to the complexity of operating as a team with a common goal. - Take decisions and understand the implications of decisions.
Conflict Management	3	TBC
Company Performance Optimization	2	<ul style="list-style-type: none"> - Acquire the competences to communicate effectively with specialists - Structure decision making to facilitate the implementation of tools - Interpret and use results in companies
Project Management 2	2	TBC
Advanced Office Skills Word and Excel	2	<ul style="list-style-type: none"> - Manage and edit large documents - Conduct document mailings - Analyse survey data - Conduct financial calculations - Communicate results through graphics
Financial Analysis	2	<ul style="list-style-type: none"> - Understand the functional logic of a company - Read and Interpret the financial situation of a company
International Trade G2	3	<ul style="list-style-type: none"> - Build an export plan or an international plan - Explore and assess relevant markets to enter - Use International Commercial tools such as Incoterms
Commercial Contract Law	3	<ul style="list-style-type: none"> - Resolve legal issues in a structured and clear manner - Manage effectively the different sales contracts
Professional Project	2	<ul style="list-style-type: none"> - Apply Project Management tools to a given context - Develop a project plan document - Integrate time, budget and customer needs into project planning
Sales Management	3	<ul style="list-style-type: none"> - Analyse the psycho-sociological factors - Develop team management skills - Develop conflict management skills

PGE 1 - LEVEL 3		
Course name	ECTS	Course objectives
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	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
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 and constructed in relation to any fundamental or current economic and social fact
Organizational theory	3	<ul style="list-style-type: none"> - To analyze and put into perspective the different concepts to better understand human and organizational phenomena in the economic world - To practice using theoretical tools on real situations in order to understand their meaning and dynamics
Team management	3	<ul style="list-style-type: none"> - To provide with major project management skills such as: clarifying project goals and objectives, developing a work breakdown structure, producing a realistic schedule, managing change requests, controlling and evaluating progress at each stage and leading the project team
Express yourself in English 1	2	<ul style="list-style-type: none"> - To reinforce oral expression
Advanced Oral Business English	2	<ul style="list-style-type: none"> - To reinforce oral expression
Foreign languages (Chinese, German, Italian, Spanish, French)	2	TBC

COURSE LIST - FALL 2020 - GRADUATE LEVEL 4

PGE 2 - LEVEL 4		
Course name	ECTS	Course objectives
Communication and Professional Project	1	<ul style="list-style-type: none"> - To know the theoretical aspects, rules, procedures and techniques of the reality of professional relations - To master oral professional communication techniques - To master professional writings
Corporate Finance	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...
Corporate Taxation	2	<ul style="list-style-type: none"> - To understand the methods of taxing business activity income with a view to tax optimization
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
Mathematics for Management	3	<ul style="list-style-type: none"> - To cover the essential algebra concepts that students need to know when pursuing a business education
Human Resources Management	3	<ul style="list-style-type: none"> - To understand the fundamental theories of Human Ressource Management - To know the practical techniques - To put these theories and techniques into practice through case studies
Information Systems Management	3	<ul style="list-style-type: none"> - To understand the interactions of information technology with business processes in order to increase productivity and customer relations
Monetary Economics	2	<ul style="list-style-type: none"> - To Understand the major monetary and financial mechanisms in the modern economy - To distinguish the major monetary and financial players - To Understand the role and strategies of these major players
Purchasing and Logistics	3	<ul style="list-style-type: none"> - 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
Strategy	3	<ul style="list-style-type: none"> - 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

PGE 2 - ELECTIVES - LEVEL 4		
E: Creative Communication Skills	2	<ul style="list-style-type: none"> - To study didactic texts on creativity - To tudy film extracts - To develop content for Project Management
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
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
E: Doing Business in Asia, the Case of Vietnam	2	<ul style="list-style-type: none"> - To understand intercultural issues in Asian context - To appreciate the underlying reasons of the actions and reactions of the vietnamese - To conduct business negotiations
E: FL1 - Intensive Grammar Skills	2	<ul style="list-style-type: none"> - To reinforce written expression
E: Inside the Fashion Revolution	2	<ul style="list-style-type: none"> - To understand the origin of fashion in its contextual 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
E: Managing Across Cultures	2	<ul style="list-style-type: none"> - To know and understand the concept of culture in global environment - To enter multicultural business environment
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
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 singular environment of wine

MSC 1 - LEVEL 4

Course name	ECTS	Course objective
Adaptability and Soft Skills for Managers	1	<ul style="list-style-type: none"> - 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
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
English for Managers	5	<ul style="list-style-type: none"> - To reinforce oral expression - To reinforce written expression
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
Creativity	3	<ul style="list-style-type: none"> - To learn creativity techniques and apply it in a real context
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
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
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
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
Professional Computing	3	<ul style="list-style-type: none"> - To use basic functions for word , spreadsheet and presentation - To create professional documents
Foreign languages (Chinese, German, Italian, Spanish, French)	2	TBC

COURSE LIST - FALL 2020 - GRADUATE LEVEL 5

PGE 3 - LEVEL 5		
Course name	ECTS	Course objective
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.
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.
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
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)
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
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
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
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
Projet transverse - FIN-GRFI	4	<ul style="list-style-type: none"> - To acquire fundamental financial and strategic notions about transactions in the current market conditions
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
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
Capstone Project	3	<ul style="list-style-type: none"> - To learn Business by Doing Business - To be able to apply knowledge in (international) business administration holistically - To be able to make economic and financial analyses and planning in a systematic way - To be able to moderate (intercultural) group-dynamic processes under time pressure and to pilot them to decisions - To be able to adapt business strategies to a changing environment
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
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 COO effects for business purposes
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 strategical thinking in the context of legal issues in an international business environment
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
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

International Trade & Business Strategy	4	<ul style="list-style-type: none"> - Gaining self-confidence in crafting a business internationalization strategy - Able to employ problem-solving approaches to international trade and strategy through case studies and own projects - Will know what questions are important and how to interpret the cues and data when conducting business globally - Enhance oral communication skills through assignments and associated tasks completed in class
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 BI tools
Strategy and Innovation	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
Supply Chain Management in International Business	3	<ul style="list-style-type: none"> - To be able 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
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 have an understanding of how your UI choices will differ between operating platforms (e.g. iOS vs Android) - To evaluate a mobile design and avoid bad mobile user experiences How to implement a mobile UX design strategy
Design Thinking	3	<ul style="list-style-type: none"> - To learn how to build a culture of innovation
Digital Transformation	3	<ul style="list-style-type: none"> - To understand digital transformation of a traditional company to an online distribution
Leadership and Team Management	3	<ul style="list-style-type: none"> - To master leadership and Team management
International Negotiation	2	<ul style="list-style-type: none"> - To develop capacity to deal with any specific situation of negotiation
Key Account	2	<ul style="list-style-type: none"> - To learn how to customise commercial offers for Key account buyer
Leadership and Management	3	<ul style="list-style-type: none"> - To develop managerial and leadership nads-on skills to improve organizational effectiveness
Sales Force Optimisation	3	<ul style="list-style-type: none"> - To increase awareness on issues of sales force management (dashboard, action plan...)
Intercultural Human Resources	3	<ul style="list-style-type: none"> - 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
Leading Change in Organizations	3	<ul style="list-style-type: none"> - 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
Recruiting and Employer Branding	3	<ul style="list-style-type: none"> - 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
Strategic Human Resources	3	<ul style="list-style-type: none"> - 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
Open Innovation and Knowledge Management	3	<ul style="list-style-type: none"> - To understand Innovation and knowledge management
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
Management Control Systems	1	<ul style="list-style-type: none"> - To understand how the implementation of a Management Control system process works (strategy, planning and budgeting, communicating 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)

MSC 2 - LEVEL 5

Course name	ECTS	Course objective
Corporate Performance	3	<ul style="list-style-type: none"> - To understand the sequence and logic of cost calculation, incorporating inventory management, until the study of profitability - To control full costs, partial costs and margins as a basis for decision support
Ethics and CSR	3	<ul style="list-style-type: none"> - To be aware of ethical issues with which firms and managers have to deal - 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 level - To Know the major tools of business ethics management

Droit des entreprises	3	<ul style="list-style-type: none"> - Maitriser les connaissances basiques de droit des sociétés - Etre capable de lire une décision juridique ou tout document légal lié au droit des sociétés - Connaître les options légales en cas de litiges et connaître l'actualité liée au droit des sociétés - Etre capable d'analyser une situation d'un point de vue juridique, de la comprendre et de donner une réponse juridique appropriée à la problématique de la situation
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
Intercultural Management	2	<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 COO effects for business purposes
Law and Corporations	3	<ul style="list-style-type: none"> - 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 - 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
Geopolitics and Business	2	<ul style="list-style-type: none"> - To acquire basic knowledge about geopolitics and the major geopolitical changes in progress - To be able to reason on international issues - To assess and predict the impact of geopolitics events on strategic decisions of the firm
Information System and Digital Marketing	3	<ul style="list-style-type: none"> - To master the marketing techniques used on digital media and channels - To understand the different digital channels: mobile, social networks, web, ... - To adapt strategy to the major evolutions
Leadership and Project Management	2	<ul style="list-style-type: none"> - To understand project management - To work in team coordination and meet deadlines within a defined time
Management Control and Budgeting	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
Research Study Methods	30	<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
Strategic Management	3	<ul style="list-style-type: none"> - To understanding 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 mobilize the relevant tools and concepts to respond to them, taking into account in particular organizational challenges and the international dimension
Supply Chain	3	<ul style="list-style-type: none"> - 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
Foreign languages (Chinese, German, Italian, Spanish, French)	2	TBC