

COURSE LIST - SPRING 2021 - UNDERGRADUATE LEVEL 1 & 2

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
E: French as foreign language	2	<ul style="list-style-type: none"> - Learn French language
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

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
Professional Projet 4	1	<ul style="list-style-type: none"> - Créer et gérer un profil sur LinkedIn
International Week	2	<ul style="list-style-type: none"> - To apply managerial theories in an international context - To communicate effectively cross-culturally
E: FL1 Written Communication Skills or FLE	2	<ul style="list-style-type: none"> - To develop different kinds of professional writing
E : Foreign language 2 (Italian, German, Spanish)	2	<ul style="list-style-type: none"> - Learn grammar and vocabulary in a foreign language
ELECTIVES		
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
E : Contrôle de gestion	3	<ul style="list-style-type: none"> - Découvrir le métier de contrôleur de gestion - Utiliser les instruments de pilotage et les méthodes de calcul des coûts
E : Institutions Comptables et Déontologie	3	<ul style="list-style-type: none"> - To describe the role of ket accounting institutions - To evaluate a given situation in an ethical manner
E: Luxury and Merchandising	3	<ul style="list-style-type: none"> - To develop and evaluate visual merchandising - 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
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

COURSE LIST - SPRING 2021 - UNDERGRADUATE LEVEL 3

PGE 1 - LEVEL 3		
Course name	ECTS	Course objectives
Business 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
Consumer Behaviour	3	<ul style="list-style-type: none"> - To know the internal and external influencing factors that define customers. - To be familiar with the main models of consumer decision making - To know how to identify the profile of a customer
Corporate Law	2	<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
Cost Accounting	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
Financial Analysis	3	<ul style="list-style-type: none"> - To put into account the restatements of the accounts in the functional approach - To understand financial information and propose a financial diagnosis - To present a financial analysis
Individual Taxation	2	<ul style="list-style-type: none"> - To understand the methods of individual taxation over income and capital of individuals with a view to tax optimization
Microeconomics	3	<ul style="list-style-type: none"> - To propose an introductory analysis of current microeconomic mechanisms and issues by closely linking theoretical considerations and analysis of concrete cases
Sales Negotiations	3	<ul style="list-style-type: none"> - To understand sales techniques - To know how to identify the needs of a prospect, a client - To know how to develop a personalized argument - To identify possible objections and know how to respond to them - To conduct negotiation / sales interviews in various contexts
E: FL1 Advanced Written Business English	2	<ul style="list-style-type: none"> - To reinforce written expression
E : Express Yourself in English 2	2	<ul style="list-style-type: none"> - To reinforce oral expression
Foreign languages (Chinese, German, Italian, Spanish, French)	2	<ul style="list-style-type: none"> - Learn the language

COURSE LIST - SPRING 2021 - GRADUATE LEVEL 4

PGE 2 - LEVEL 4		
Course name	ECTS	Course objectives
Business Law	3	<ul style="list-style-type: none"> - To understand the main mechanisms of Criminal Law and major offenses in Criminal Business Law - To understand the principles related to business ethics - To become familiar with Law technique
Corporate Social Responsibility	3	<ul style="list-style-type: none"> - To understand the main mechanisms of Criminal Law and major offenses in Criminal Business Law - To understand the principles related to business ethics - To become familiar with Law technique
Advanced Strategy	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
Law and taxation	3	<ul style="list-style-type: none"> - To know how to determine the tax result of companies subject to income tax and corporate tax
Real Estate Management	3	<ul style="list-style-type: none"> - To acquire the fundamentals of property management - To be able to make choices in the sale, acquisition and management of buildings - To know how to usefully advise, interpret and draft contracts relating to the real estate sector
Mergers and acquisitions	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 the 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 of a transaction: payment in cash or securities and determination of the price of the public offering - To control of the content of an information note to be approved by the Financial Authorities
Business plan and Fundraising	3	<ul style="list-style-type: none"> - Build a financial business plan: profit and loss accounts, cash flows and forecast balance sheets over 7 years - Be able to evaluate the acquisition debt and capitalization of a takeover holding within the framework of an LBO
Innovation strategy	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
Geopolitics	3	<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
International Business and management	3	<ul style="list-style-type: none"> - To understand the 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
International strategy	3	<ul style="list-style-type: none"> - to be able to build accurate conclusions without having complete information - To analyse international business environment and firm's capabilities together as to be able to make decisions that would strengthen a firm's competitive advantages - To develop a problem-solving approach to implementing international business strategy
Information technology management	3	<ul style="list-style-type: none"> - To master the BPR methodology "Business Process Reengineering" - To understand the consultant's approach during change management missions - To master the fundamentals of "one to one" Marketing
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.
Challenges in Human resource management	3	<ul style="list-style-type: none"> - To know the main managerial implications of CSR - To Prevent discrimination and ill-being in the workplace - To Identify issues related to inclusion and quality of life at work - To Define and implement practices for inclusion and quality of life at work
Talent management	3	<ul style="list-style-type: none"> - To identify various methodologies organizations can use to accelerate and improve individual, team and organizational performance - To identify leadership competencies that impact the behaviors expected for organizational success - To understand when it is appropriate to use assessment tools to enhance self-awareness and team performance
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 propose solutions in Distribution Network
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
Event marketing	3	<ul style="list-style-type: none"> - To understand the major issues of event marketing - To have a comprehensive vision of the various promotional events and their effects for companies - To be able to develop an appropriate event to fit the company's environment

Digital transformation	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
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 use financial tools for estimating economic viability and understand financial options - To make go/no-go decisions to start/approve new ventures

MSC 1 - LEVEL 4		
Course name	ECTS	Course objective
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)
Crisis and Communication	3	- To apply the strategies to adopt in a crisis situation by a brand
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
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
International Days	3	- To understand international issues in Management
Personal Development	4	- To encourage the development of managerial skills
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
Spreadsheet Modeling	3	<ul style="list-style-type: none"> - To organize data related to a project in an Excel - To create professional documents
Foreign languages (Chinese, German, Italian, Spanish, French)	2	- Learn the language

COURSE LIST - SPRING 2021 - GRADUATE LEVEL 5

PGE 3 - LEVEL 5		
Course name	ECTS	Course objective
Marketing Influence	2	- To know how to identify opinion leaders or key figures likely to influence the market
Digital Marketing	3	- 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
Branding	3	- To identify brand strategies and issues related to brand development and learn to decide based on the context
Pricing Strategies	3	- To apply the different pricing strategies to business cases, practice fundamental calculations
Luxury Marketing	2	- To know in depth the marketing strategies applied to the luxury sector

MSC 2 - LEVEL 5		
Course name	ECTS	Course objective
Banking Regulation	3	- 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, Efficient Market Hypotheses, Too Big Too Fail, Shadow Banking, OTC, Corporate Social Responsibility
Financing and Investing	3	- To understand and analyze the different means of financing available to a company (focus on the CAPEX)
IFRS	3	- 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
IPO and LBO	3	- To understand Shareholder structure (Legal principles, type of shareholders, notion of control ...) for a company - To understand organization of the group (issue of stock market listing, shareholding in majority subsidiaries or acquisition of minority interests, joint venture, taxation ... - To know IPOs processes (preparation, modality, legal aspects, IPO techniques, entry or exit strategies) - To know LBOs processes (Editing, legal principles, taxation, actors ...)
Budget Controlling	3	- 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)
Cash Management	3	- 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	- 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	- To understand the role, the regulation and the importance of internal control for the proper functioning of the 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 mission
Mergers and Acquisitions Deals	3	- 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 of the initiator - 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 of the content of an information note to be approved by the Financial Authorities
Big Data and Datamining - Business Intelligence	3	- To create marketing value through data analysis
Branding and Advertising	3	- To design, launch and market a product
Customer Strategy	3	- To design, launch and market a product in a real case scenario - To understand intercultural issues in 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
Business Law within an International Context	3	- 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 Business Negotiation	3	- To develop 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