SKEMA Bachelor
BBA in Global Management
Course Descriptions

General Education

BAC.EAINA.OTENG.1001  Academic Research and Writing I (3 US credits / 6 ECTS credits)
(former ENG 1001 Composition & Rhetoric I)
This course introduces students to the principal elements of academic writing. It focuses on improving critical reading skills, developing research skills and writing persuasively. Students will learn to critically read academic articles, explore alternative perspectives, and formulate and support a coherent thesis with evidence drawn from research. They will also learn how to work through the various stages of the writing process to produce a 3000 word research paper, effectively incorporating source materials through summarizing, paraphrasing and citing, using the appropriate referencing method. (Prerequisite: TOEFL 520 min, or instructor's permission) Fall & Spring & Summer – English – Campus: Sophia Antipolis

BAC.EAINA.STEVM.2000  Social and Sustainable Responsibility (3 US credits / 6 ECTS credits)
This course presents the basics of sustainable development by introducing the relations between organisations and companies. Theoretical knowledge of Corporate Social Responsibility (CSR) in modern economies are introduced and an analysis of CSR as an evolution of Management practices is also reviewed. This course focuses on how CSR is retrieved from Environmental Management and Social considerations but also on the foundations of CSR in organisations. Fall - Spring – English – Campus: Sophia Antipolis

Advanced Writing Skills

BAC.EAINA.OTENG.1002 (former ENG 1002) Academic Research and Writing II (3 US credits / 6 ECTS credits) (former Composition & Rhetoric II)
The second of two courses in college-level writing skills. This course focuses on reading and analyzing poems, plays, and short works of fiction. Students write several essays and one research paper on literary topics. The course includes extensive readings and 6000 words of writing in essays and short assignments and a research paper. (Prerequisite: BAC.EAINA.OTENG.1001) Fall & Spring & Summer – English

BAC.EAINA.OTCOM.3224 (former COM 3224) Business and Professional Writing (3 US credits / 6 ECTS credits)
Designed for the future American business professional, this course includes business research methods, report writing, business correspondence, and communication in the workplace. Analytical, informational, routine, and special reports are covered. (Prerequisite: ENG 1001) Readings and 6000 words of writing in business correspondence, reports and short answers. Fall, Spring & Summer – Campus: Sophia Antipolis

Analytical Skills 1

BAC.EAINA.ECMTH.1702  Business and Economics Calculus (3 US credits / 6 ECTS credits)
(former MTH 1702 Applied Calculus with Matrices)
This course emphasizes applications to Business and Economics, using algebra and calculus fundamentals. Matrices: operations, augmented matrices, Gauss-Jordan Elimination, resource allocation problems (Leontief's input-output analysis), introduction to Markov chains. Differentiation applied to Principles of Microeconomics: marginal cost, price elasticity of demand, productivity. Optimization: univariate and multivariate models including Lagrange multipliers. Integration: Definite integration, Integration by parts, applications to Microeconomics principles (Consumers and Producers surplus), Social Inequalities (Gini Index) and introduction to probability density functions. (Prerequisite: BAC.EAINA.OTMTH.1701 or Head’s permission) Fall - Spring – English – Campus: Sophia Antipolis

BAC.EAINA.OTMTH.1001 (former MTH 1001)  Calculus I (4 US credits / 8 ECTS credits)
Functions and graphs, limits and continuity, exponential, logarithmic and inverse trigonometric functions; derivatives and chain rule; related rates and application to maxima and minima, indeterminate forms and l'Hospital's Rule, antiderivatives, Riemann sums and the definite integral. Fall & Spring – English – Campus: Sophia Antipolis
Analytical Skills

BAC.EAINA.ECBUS.2702  Statistics for Business Decisions (3 US credits / 6 ECTS credits) (former BUS 2702 Statistics for Business)
The objective of this course is to acquaint students with the terminology and the methodology used in statistical methods to solve problems in disciplines such as economics, marketing, finance, manufacturing… It introduces methods of collection, analysis, and interpretation of data. This course enables students to understand the goals and methods of descriptive statistics, probabilities and inferential process (interval estimation, hypothesis testing, one-way analysis of variance). A short introduction to time series is included. (Prerequisite: BAC.EAINA.OTMTH.1701 or Head's permission)  Fall - Spring – English – Campus: Sophia Antipolis

BAC.EAINA.OTMTH.1002 (former MTH 1002)  Calculus II (4 US credits / 8 ECTS credits)
Applications of the definite integral in geometry and physics; hyperbolic functions; further techniques of integration; improper integrals, modeling with differential equations; sequences and series, numerical methods; polar coordinates and conic sections; parametric equations. (Prerequisite: BAC.EAINA.OTMTH.1001)  Fall & Spring - English – Campus: Sophia Antipolis

Computer Skills

BAC.EAINA.ISCSE.1301  Consumer Computer Applications (3 US credits / 6 ECTS credits) (former CSE 1301)
The course is designed to make the students able to efficiently use MS Word, MS Excel and MS Access. It covers all the fundamentals of word processing. At the end students will know how to format the document, how to use styles, how to build tables of content and tables of figures, how to add foot notes and so on. The course will cover the fact of dealing with huge documents. The second part gives students a clear view of what Excel can do. It covers from basics to advanced concepts. At the end, students will be able to build an Excel document from its analysis to the implementation, to analyse data and to perform simulations using MS Excel. The third part introduces the notion of Relational database. It goes from the Entity-Relationship model to the physical implementation using MS Access. Students will learn how to design, implement, maintain and query a database. Starting with the notion of table we’ll go through queries, forms and reports. The goal is to be able to implement the database and then to be able to easily feed it with information. Finally we’ll see how to extract and process the information using light weight client such as Excel.  Fall & Spring - English & French – Campus : Sophia Antipolis

BAC.EAINA.ISCSE.1505 (former CSE 1505)  Introduction to Software Development with Java (4 US credits / 8 ECTS credits)
To introduce the students to the Object Oriented Programming using JAVA. At the end of the course the students must be able to write software using JAVA.  Fall English– Campus: Sophia Antipolis

BAC.EAINA.OTBIO.2402 (former BIO 2402)  Biostatistics (3 US credits / 6 ECTS credits)
This course introduces the basis in statistics and probability theory and aim the Life Science aspect: be able to correctly collect samples, use the correct tools to extract information from datasets, compare different datasets, and finally take decisions.  Fall – English – Campus: Sophia Antipolis

Humanities

BAC.EAINA.OTHUM.1010 (former HUM 1010)  Introduction to Theater (3 US credits / 6 ECTS credits)
This course introduces an overview of the history of theater, leading figures in contemporary theater, some contemporary playwrights, study of pieces. This course is illustrated by a number of videotapes. Students are introduced to acting techniques, improvisation and practice. (Corequisite: BAC.EAINA.OTENG.1001)  Spring – English – Campus: Sophia Antipolis

BAC.EAINA.OTHUM.2051 (former HUM 2051)  Civilization I: Ancient Through Medieval (3 US credits / 6 ECTS credits)
An introduction to civilization from its early development to the European Renaissance. The emphasis is on the interpretation of primary texts that reflect the intellectual and historical changes in society. This is the first of two interdisciplinary courses. (Corequisite: BAC.EAINA.OTENG.1001)  Fall & Summer – Campus: Sophia Antipolis

BAC.EAINA.OTHUM.2052 (former HUM 2052)  Civilization II: Renaissance Through Modern (3 US credits / 6 ECTS credits)
Similar in purpose and method to Civilization I, this course continues the interpretation of primary texts in which the emphasis is on the Renaissance period, the Enlightenment, Romanticism, and the Modern Age. (Corequisite: BAC.EAINA.OTENG.1001)  Spring - English – Campus: Sophia Antipolis

BAC.EAINA.OTHUM.2200 (former HUM 2200)  Technology, Society & Environment (3 US credits / 6 ECTS credits)
Through this course, students will get the opportunity to understand the challenges and to consider all aspects of environmental issues. The underlying theme will be the interactions between societies, cultures and their physical and biological environments. (Corequisite: BAC.EAINA.OTENG.1001)  Fall & Spring – English – Campus: Sophia Antipolis

BAC.EAINA.OTHUM.2540 (former HUM 2540)  Ethics (3 US credits / 6 ECTS credits)
This course is an introduction to the fundamental problems of Ethics. This course introduces key ethical theories and debates, but beyond that, the real concern is to help students improve their ethical decision-making skills by learning to identify, diagnose and analyze ethical problems and dilemmas that they may be confronted with in life and in their careers.  
(Corequisite: BAC.EAINA.OTENG.1001)  
**Fall - Spring – French-English – Campus: Sophia Antipolis**

**Scientific Knowledge**

**BAC.EAINA.OTEDS.1030 (former EDS 1030)  Survey of Science – Chemistry (3 US credits / 6 ECTS credits)**  
Students will have the opportunity to develop the scientific method through real life chemistry problems. Topics include basic concepts, Atoms, molecules and ions, stoichiometry, the periodic table, chemical bonds, introduction of Organic Chemistry, Lewis structure, Chemistry of Perfume, Chemistry of Wine, Nuclear Chemistry.  
**Fall -English – Campus: Sophia Antipolis**

**BAC.EAINA.OTEDS.1031 (former EDS 1031)  Survey of Science - Physics (3 US credits / 6 ECTS credits)**  
Survey of physics, and astronomy including motion, forces, energy, electricity, the metric system, and the application of science and technology to everyday life.  
**Fall - Spring– English – Campus: Sophia Antipolis**

**BAC.EAINA.OTEDS.1032 (former EDS 1032)  Survey of Science - Life Science (3 US credits / 6 ECTS credits)**  
Facilitates student understanding of laws, phenomena, and processes of cellular and human biology, and to address selected current topics in ecology and environmental science.  
**Fall – Spring - English – Campus: Sophia Antipolis**

**BAC.EAINA.OTEDS.1035 (former EDS 1035)  Survey of Science – Geology (3 US credits / 6 ECTS credits)**  
This course allows the students to understand basic notions, based on actual geological issues, the present, past and future of the physical aspects of Earth. It shows the importance of geology in understanding life on Earth and its evolution through its close relations to geological structure, soils, flora and fauna, mining terrestrial and oceanic resources and managing territories.  
**Fall - Spring– English – Campus: Sophia Antipolis**

**BAC.EAINA.OTEDS.1039 (former EDS 1039)  Survey of Science – Oceanography (3 US credits / 6 ECTS credits)**  
This is an introductory oceanography course that provides an overview of the basic geological, chemical, physical, and biological processes that occur in the world’s oceans. Students will learn how science and technology are important in current oceanographic research. They should also develop a better understanding of the role that oceans play in the dynamic processes that shape the Earth and affect life on Earth.  
**Fall - Spring - English – Campus: Sophia Antipolis**

**BAC.EAINA.OTEDS.1130 (former EDS 1130)  Survey of Science – Chemistry Laboratory (1 US credit / 2 ECTS credits)**  
This lab illustrates with virtual computer-based experiments the topics of the Survey of Science Chemistry course. Students are intended to use the software and to perform virtual experiments in Chemistry.  
(Corequisite: BAC.EAINA.OTEDS.1030)  
**Fall - Spring – English  – Campus: Sophia Antipolis**

**BAC.EAINA.OTEDS.1131 (former EDS 1131)  Survey of Science – Physics Laboratory (1 US credit / 2 ECTS credits)**  
Laboratories on mechanics, thermodynamics and electricity linked to the Survey of Science – Physics course.  
(Corequisite: BAC.EAINA.OTEDS.1031)  
**Fall - Spring – English – Campus: Sophia Antipolis**

**BAC.EAINA.OTEDS.1132 (former EDS 1132)  Survey of Science – Life Science Laboratory (1 US credit / 2 ECTS credits)**  
Through field examples, the theories taught in class will put into practice. Four field trips will illustrate the following themes: Human evolution, Human use of nature, Ecosystems zonation, Ecology dynamics.  
(Corequisite: BAC.EAINA.OTEDS.1032)  
**Fall - Spring – English – Campus: Sophia Antipolis**

**BAC.EAINA.OTEDS.1135 (former EDS 1135)  Survey of Science – Geology Laboratory (1 US credit / 2 ECTS credits)**  
The theories taught in class will be applied to local geological examples. Three field trips will illustrate the following themes: Impact of geology on agriculture, Lava marine cave, Geology exposition preparation.  
(Corequisite: BAC.EAINA.OTEDS.1035)  
**Fall & Spring – English – Campus: Sophia Antipolis**

**BAC.EAINA.OTEDS.1139 (former EDS 1139)  Survey of Science – Oceanography Laboratory (1 credit)**  
The laboratory illustrates the content of the course through experiments and outdoor observations (seaside, museum). Topics like Ocean acidification or the specificity of the Mediterranean Sea will be covered.  
(Corequisite: BAC.EAINA.OTEDS.1039)  
**Fall - Spring – English – Campus: Sophia Antipolis**

**BAC.EAINA.OTBIO.1010 (former BIO 1010)  Biological Discovery I (4 US credits / 8 ECTS credits)**  
The first of a two-semester sequence to the scientific approach to biology. Major themes of biology such as biochemistry, cell biology, animal biology / physiology and plant biology / physiology are explored and discussed. Learning objectives are to gain a sound understanding of structure and functioning of the cell, biochemical
reactions, digestive, excretive, respiratory, cardiovascular, nervous, and muscular systems in animals and humans, as well as the plant structure and life. **Fall – English. – Campus: Sophia Antipolis**

**BAC.EAINA.OTBIO.1020 (former BIO 1020)** Biological Discovery II (4 US credits / 8 ECTS credits)
The second of a two-semester sequence on the scientific approach to biology. The objectives of this course are to introduce the student to the science of biology and to fundamental concepts of biology studying major themes of biology such as genetics and gene technology, diversity and the six kingdoms, evolution, evolution theory and origin and history of life on earth, as well as ecology and the impact of humans on nature. **Spring – English – Campus: Sophia Antipolis**

**BAC.EAINA.OTPHY.2001 (former PHY 2001)** Physics I (4 US credits / 8 ECTS credits)
Topics include a study of vectors; mechanics of particles; Newton’s law of motion; work, energy, power; impulse and momentum; conservation laws; mechanics of rigid bodies, rotation, equilibrium; fluids, heat, and thermodynamics; and periodic motion. (Corequisite: **BAC.EAINA.OTMTH.1001**) **Fall – Spring – English – Campus: Sophia Antipolis**

**BAC.EAINA.OTCHM.1101 (former CHM 1101)** General Chemistry I (4 US credits / 8 ECTS credits)
This course covers fundamental principles of modern chemistry, including basic atomic theory; stoichiometry; properties of gases, energy relationships; thermochemistry; electronic structures of atoms; and basic concepts of chemical bonding, and includes an associated introductory chemistry laboratory. **Fall – Spring – English – Campus: Sophia Antipolis**

**BAC.EAINA.OTCHM.1102 (former CHM 1102)** General Chemistry II (4 US credits / 8 ECTS credits)
A continuation of CHM 1101, including acids and bases, descriptive chemistry of metals and nonmetals, properties of solutions, chemical structure, molecular orbital; kinetics, equilibrium, an introduction to organic chemistry, coordination chemistry, oxidation/reduction processes; and an associated chemistry laboratory. (Prerequisite: **BAC.EAINA.OTCHM.1101**) **Spring – English – Campus: Sophia Antipolis**

**BAC.EAINA.OTOCN.1010 (former OCN 1010)** Oceanography (3 US credits / 6 ECTS credits)
This course will focus on the general principles of oceanography. Moreover, it will cover the different branches of this science such as: geologic, chemical, physical and biological oceanography. **Fall – English – Campus: Sophia Antipolis**

**Interdisciplinary Inquiries**

**BAC.EAINA.OTPOS.2001 (former POS 2001)** Introduction to International Relations (3 US credits / 6 ECTS credits)
The course introduces students to the contemporary global geopolitical stakes through a multidimensional perspective including politics, diplomacy & war, economics & other related fields such as environment or energy. It explores topics like Global & Regional Geopolitics, the making and the change of the contemporary International system, Actors, Dynamics & Functioning of the International System. (Corequisite: **BAC.EAINA.OTENG.1001**) **Fall - Spring – English – Campus: Sophia Antipolis**

**BAC.EAINA.OTSOC.2001 (former SOC 2001)** Introduction to Sociology (3 US credits / 6 ECTS credits)
This course is an introduction to sociology which focuses on the necessary elements in understanding and successfully working in contemporary societies. Core sociological concepts, methods and theories will be applied to various sociological themes, such as education, consumerism and social stratification. There will also be a focus on culture and diversity, including the topics of gender, race, ethnicity, and other areas of diversity. Students will develop analytical and critical thinking skills, applying their sociological knowledge to topical issues. (Corequisite: **BAC.EAINA.OTENG.1001**) **Fall - English – Campus: Sophia Antipolis**

**BAC.EAINA.OTSOC.2411 (former SOC 2411)** Introduction to Psychology (3 US credits / 6 ECTS credits)
An overview of psychological processes, including both areas in which psychology is a natural science (physiological psychology, sensation and perception, basic learning, and cognition) and a social science (motivation, human development, personality, social interaction, psychopathology, and psychotherapy). (Corequisite: **BAC.EAINA.OTENG.1001**) **Fall - Spring – English – Campus: Sophia Antipolis**

**BAC.EAINA.OTCOM.3002 (former COM 3002)** Intercultural Communication (3 US credits / 6 ECTS credits)
This course seeks to help students develop and hone their cultural awareness and knowledge as they apply to communication in general, with a particular focus on business interactions. Throughout the course of the semester we will focus on various cultural attitudes to work, time, business, meetings, management, human resources, material possessions and hierarchy. Intercultural differences will be illustrated through various role plays, readings and visual representations. (Prerequisite: **BAC.EAINA.OTENG.1001**) **Fall – English – Campus: Sophia Antipolis**

**BAC.EAINA.MKBUS.4407 (former BUS 4407)** International Marketing (3 US credits / 6 ECTS credits)
Market, produce design; pricing strategy; logistics; promotion; government and institutional markets in the context of the political economic, technological and ethical environment. (Prerequisite: **BAC.EAINA.MKBUS.3601**). **Spring – English – Campus: Sophia Antipolis**

**BAC.EAINA.HRBUS.4502 (former BUS 4502)** International Management (3 US credits / 6 ECTS credits)
This course aims to train students to be aware of the variety of global management systems and behaviors. Study areas will include the global manager's environment (political, economic, legal, technological), the cultural context of global management (communication, national cultures), international global operations (alliances, strategy implementation, structures) and global human resource management (staffing, leading). The approach will be broad to take into account special areas of interest of the student group. The approach will include: lectures, case studies, group work, student-centred presentations, student-centred project work and readings. The course will be run in English but French will be permitted to facilitate individual and/or group work.

Assessment will be oral and/or written. (Prerequisites: BAC.EAINA.HRBUS.3501, or BAC.EAINA.HRBUS.3013)

**BAC.EAINA.HRBUS.3013 (former BUS 3013)**  
Organizational Behavior (3 US credits / 6 ECTS credits)

This course allows students to have a dynamic approach toward the world of enterprises and organizations; to think about the interrelations between the individual, the group and the organization; to be open to new managerial logic which promotes know-how, sensitivity to human reality and to personal commitment.  
(Prerequisite: Sophomore)  
**Fall - Spring - English - Campus: Sophia Antipolis**

**BAC.EAINA.STRBUS.4401 (former BUS 4401)**  
International Business (3 US credits / 6 ECTS credits)

A survey course involving two levels of the international manager’s world: the environments (economic, political, and social) within which he or she will be operating, and the dimensions of traditional business functions such as international finance and international marketing. Current issues are discussed within the context of international business decisions.  
(Prerequisites: BAC.EAINA.MKBUS.3601)  
**Fall - Spring - English - Campus: Sophia Antipolis**

**BAC.EAINA.STRBUS.3002 (former BUS 3002)**  
Entrepreneurship (3 US credits / 6 ECTS credits)

(Former Business and Marketing Research BUS3001)

This is a distance learning course. Students are expected to conduct market research, to compile a detailed report and to make an oral presentation. The research has to be professional, the financial analysis must be accurate, and the strategic recommendations have to be feasible and argumented.  
(Prerequisite: BAC.EAINA.MKBUS.3601)  
**Fall - Spring - English - Campus: Sophia Antipolis**

**BAC.EAINA.OTBIO.2110 (former BIO 2110)**  
General Genetics (4 US credits / 8 ECTS credits)

Fundamentals of genetics from Mendel to modern day. Lectures and laboratory topics emphasize the transmission of genetic material, the molecular nature of heredity and the heredity of population.  
(Prerequisite: BAC.EAINA.OTBI0.IO)  
**Spring - English - Campus: Sophia Antipolis**

**BAC.EAINA.OTMTH.2101 (former BIO 2101)**  
Calculus III (4 US credits / 8 ECTS credits)

Cylindrical and spherical coordinates, vectors, functions of several variables, partial derivatives and extrema, multiple integral, vector integral calculus.  
(Prerequisite: BAC.EAINA.OTMTH.1002)  
**Spring - English - Campus: Sophia Antipolis**

**BAC.EAINA.OTMTH.2201 (former MTH 2201)**  
Differential Equation & Linear Algebra (4 US credits / 8 ECTS credits)
First-order differential equations, linear differential equations with constant coefficients, first-order systems of differential equations with constant coefficients, numerical methods, Laplace transforms, series solutions, algebraic systems of equations, matrices, determinants, vectors spaces, eigenvalues, and eigenvectors.  

(Prerequisite: BAC.EAINA.OTMTH.1002)  

**Management Fundamentals**

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<th>Course Title</th>
<th>Credits</th>
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<tr>
<td>BAC.EAINA.FIBUS.2201</td>
<td>Financial Accounting</td>
<td>3</td>
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<td>BAC.EAINA.FIBUS.2202</td>
<td>Managerial Accounting</td>
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<td>BAC.EAINA.ECBUS.2301</td>
<td>Macro Economics</td>
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<td>BAC.EAINA.ECBUS.2302</td>
<td>Micro Economics</td>
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<td>BAC.EAINA.HRBUS.3501</td>
<td>Principles of Modern Management</td>
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<td>BAC.EAINA.MKBUS.3601 (former BUS 3601)</td>
<td>Marketing Principles</td>
<td>3</td>
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<td>BAC.EAINA.LTBUS.3703</td>
<td>Business Law</td>
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<td>BAC.EAINA.OTCOM.2370</td>
<td>Public Speaking and Presentation Skills</td>
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**Project Management**

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<tr>
<td>BAC.EAINA.PMBUS.2250</td>
<td>Essentials of Project Management</td>
<td>3</td>
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This course introduces the basics of project management. Students will learn how to define and assign key roles; recognize project milestones; plan a project; organize a project; negotiate resources; launch a project in optimal conditions; monitor and close the project. An objective of this course is to make students work for a real client.  

(Prerequisite: BAC.EAINA.HRBUS.3501)
**BAC.EAINA.OTBIO.2530** (former BIO 2530) General Ecology (4 US credits / 8 ECTS credits)
An investigation of the ecological consequences of environmental change and the impact of humans on ecosystems. Topics include deforestation, pollution and climate change. Field and laboratory studies are included. 15h of Lab are included in the course. (Prerequisite: BAC.EAINA.OTBIO.1020). Spring – English – Campus: Sophia Antipolis

**BAC.EAINA.ISCSE.1111** (former CSE 1111) Web Design (3 US credits / 6 ECTS credits)
In this course students will acquire skills in HTML/CSS coding and then be introduced to Dreamweaver as well as Joomla, Drupal and WordPress. The course will cover the usage of graphics, sound and video. Students will work on several small Web projects that will lead to a final global project. The aims of the course are: to create Web sites that are functional and well designed, to include in the website multimedia supports content management systems. (Prerequisite: BAC.EAINA.ISCSE.1301). Fall – English & French – Campus: Sophia Antipolis

**BAC.EAINA.OTEVM.3150** (former EVM 3150) – Environmental Impact Assessment (3 US credits / 6 ECTS credits)
(former Environmental Impact Analysis)
Students will learn methods to assess and predict physical, chemical, biological, social and economic impacts on the environment resulting from human activities. This course includes field and group work about the possible needs of the local community. Students will have to analyze and produce documents in groups. (Prerequisite: Senior). Spring – English – Campus: Sophia Antipolis

**Advanced Computer Skills**

**BAC.EAINA.ISCSE.2301** Advanced Computer Business Application (3 US credits / 6 ECTS credits)
(former CSE2301 Advanced Computer Business Application)
This course introduces all the needed tools in order to make the students able to enhance their use of MS Excel by making them able to build macro using VBA. They learn how to record and modify a macro. Building a Form, adding a new function to the set of predefined functions available in MS Excel and using class modules are topics covered in this course. As VBA is a programming language focus will be set on the process of building algorithms. Different kind of basics and classical algorithms will be presented in order to make the student able to clearly understand how to go from the specification to the implementation. Different applications on business and industry fields are done in labs. (Prerequisite: BAC.EAINA.ISCSE.1301). Fall – Spring – English - Campus: Sophia Antipolis

**BAC.EAINA.OTMAE.2024** (former MAE 2024) Computer Assisted Drafting & Design (3 US credits / 6 ECTS credits)
Sketching, description geometry, computer graphics, computer aided drafting and design projects. Fall – English – Campus: Sophia Antipolis

**BAC.EAINA.ISEVM.3110** (former EVM 3110) Information System Tools (3 US credits / 6 ECTS credits)
This course introduces the concepts of a geographic information system (GIS). It teaches the essential skills of operating a functional GIS using an ESRI software package. Students will understand: 1) the operational processes of spatial data acquisition (by the Global Positioning System (GPS)), 2) the geodatabase concept, 3) the spatial query and display, spatial analysis and modeling, 4) cartographic mapping and dynamic visualization, 5) mapping exploitation. GIS technology has broad applications in natural and social sciences, humanities, environmental studies, engineering, and management. Examples include wildlife habitat study, urban and regional planning, contagious disease monitoring, agriculture and forestry, environmental quality assessment, emergency, management, transportation planning, consumer and competitor analysis, and many more. This course will introduce a few selected cases of GIS application in different disciplines. Spring – English – Campus: Sophia Antipolis

**BAC.EAINA.OTCOM.3025** (former COM 3025) Publication Software (3 US credits / 6 ECTS credits)
Theory and application of advances in publications technology and the ways in which writers and editors can best adapt technology to publication requirements. (Prerequisite: BAC.EAINA.ISCSE.1301) Spring – English – Campus: Sophia Antipolis

**BAC.EAINA.ISCSE.2300** (former CSE 2300) Database applications for business (3 US credits / 6 ECTS credits)
This course will teach students how to use database management systems in order to design, maintain and use business databases. By the end of the semester the students should be able to design and use high quality databases. (Prerequisite: BAC.EAINA.ISCSE.1301). Fall - Spring – English & French – Campus: Sophia Antipolis

**Global Skills**

**BAC.EAINA.XXXXX.XXXX** Local Business Opportunities & Challenges (3 US credits / 6 ECTS credits)
This course is designed for students to gain a better knowledge from the local business community of the campus on which they are studying. This course will emphasize the unique characteristics of companies in the local territory and enable students to evaluate the economic weight of those companies and be aware of the local
This course will provide students with a complete vision of the rise of the American culture throughout the history of the country. Emphasis will be given to the common features that lead to the merging of the states that constitute the United States of America, while acknowledging the distinctive features of culture that still remain throughout the country. **Fall – English – Campus: Raleigh**

**BAC.EAINA.OTHUM.3010 History and Culture of China (3 US credits / 6 ECTS credits)**  
This course will provide students with a complete vision of the rise of Chinese culture throughout the history of the country. Emphasis will be given to the common features that lead to the merging of the provinces that constitute China, while acknowledging the distinctive features of culture that still remain throughout the country. **Fall – English – Campus: Suzhou**

**BAC.EAINA.OTHUM.3020 History and Culture of France (3 US credits / 6 ECTS credits)**  
(former BAC.EAINA.OTHUM.2650 Contemporary French culture)  
This course is a study of the French people today, with emphasis on their life-styles, customs, mentality, and overall culture. It includes discussion of current trends in French politics, education, media, religion, and literature and the arts especially as they illustrate important cultural values and attitudes. This course is conducted in English. **Fall - Spring – English – Campus: Sophia Antipolis**

**BAC.EAINA.ECBUS.3100 Globalization and Development – United States (3 US credits / 6 ECTS credits)**  
This course is studied from specific national perspectives of the USA. Globalization is a multidimensional process that affects every single aspect of our societies, changes our daily lives and determines our future. No nation is unconcerned as new “global issues” arise, such as global warming or the consequences of the demographic explosion. This new world calls for new strategies and a new form of governance; theories and analysis must integrate new perspectives and promote a global mindset; the survival of our species (and other species) is at stake. **(Prerequisites: BAC.EAINA.ECBUS.2301 & BAC.EAINA.ECBUS.2302) Spring – English – Campus: Raleigh.**

**BAC.EAINA.ECBUS.3110 Globalization and Development – China (3 US credits / 6 ECTS credits)**  
This course is studied from specific national perspectives of China. Globalization is a multidimensional process that affects every single aspect of our societies, changes our daily lives and determines our future. No nation is unconcerned as new “global issues” arise, such as global warming or the consequences of the demographic explosion. This new world calls for new strategies and a new form of governance; theories and analysis must integrate new perspectives and promote a global mindset; the survival of our species (and other species) is at stake. **(Prerequisites: BAC.EAINA.ECBUS.2301 & BAC.EAINA.ECBUS.2302) Spring – English – Campus: Suzhou.**

**BAC.EAINA.ECBUS.3120 Globalization and Development - Europe (3 US credits / 6 ECTS credits)**  
This course is studied from specific national perspectives of France. Globalization is a multidimensional process that affects every single aspect of our societies, changes our daily lives and determines our future. No nation is unconcerned as new “global issues” arise, such as global warming or the consequences of the demographic explosion. This new world calls for new strategies and a new form of governance; theories and analysis must integrate new perspectives and promote a global mindset; the survival of our species (and other species) is at stake. **(Prerequisites: BAC.EAINA.ECBUS.2301 & BAC.EAINA.ECBUS.2302) Spring – English – Campus: Sophia Antipolis.**

**BAC.EAINA.HRBUS.3200 Management in The US (3 US credits / 6 ECTS credits)**  
This course is studied from specific national perspectives; the USA. It aims to train students to be aware of the variety of international management systems. Study areas will include the manager’s given environment (political, economic, legal, technological); the cultural context (communication, national cultures), international global operations (alliances, strategy implementation) and human resource management (staffing, leading). The approach will be broad, to take into account special areas of interest of the student group and will include sustainable systems. Learning methods: lectures, case studies, group work, student-centred presentations, student-centred project work and readings. **(Prerequisite: BAC.EAINA.HRBUS.3501). Fall – English – Campus: Raleigh**

**BAC.EAINA.HRBUS.3210 Management in China (3 US credits / 6 ECTS credits)**  
This course is studied from specific national perspectives; China. It aims to train students to be aware of the variety of international management systems. Study areas will include the manager’s given environment (political, economic, legal, technological); the cultural context (communication, national cultures), international global operations (alliances, strategy implementation) and human resource management (staffing, leading). The approach will be broad, to take into account special areas of interest of the student group and will include sustainable systems. Learning methods: lectures, case studies, group work, student-centred presentations, student-centred project work and readings. **(Prerequisite: BAC.EAINA.HRBUS.3501). Fall – English – Campus: Suzhou**

**BAC.EAINA.HRBUS.3220 Management in Europe (3 US credits / 6 ECTS credits)**  
This course is studied from specific national perspectives; China. It aims to train students to be aware of the variety of international management systems. Study areas will include the manager’s given environment (political, economic, legal, technological); the cultural context (communication, national cultures), international global operations (alliances, strategy implementation) and human resource management (staffing, leading). The approach will be broad, to take into account special areas of interest of the student group and will include sustainable systems. Learning methods: lectures, case studies, group work, student-centred presentations, student-centred project work and readings. **(Prerequisite: BAC.EAINA.HRBUS.3501). Fall – English – Campus: Suzhou**
economic, legal, technological); the cultural context (communication, national cultures), international global operations (alliances, strategy implementation) and human resource management (staffing, leading). The approach will be broad, to take into account special areas of interest of the student group and will include sustainable systems. Learning methods: lectures, case studies, group work, student-centred presentations, student-centred project work and readings. (Prerequisite: BAC.EAINA.HRBUS.3501).  
**Fall – English – Campus: Sophia Antipolis**

**BAC.EAINA.MKBUS.3300**  Marketing to US customers (3 US credits / 6 ECTS credits)  
This course is studied from specific national perspectives; the USA. It addresses marketing in an international environment when the customer is a consumer. Students learn the main steps in identifying a market and adapting the four principles of marketing to a particular political economic, technological and ethical environment; they will also learn how to coordinate distribution networks and communication campaigns. (Prerequisite: BAC.EAINA.MKBUS.3601).  
**Fall – English – Campus: Raleigh**

**BAC.EAINA.MKBUS.3310**  Marketing to Chinese customers (3 US credits / 6 ECTS credits)  
This course is studied from specific national perspectives; China. It addresses marketing in an international environment when the customer is a consumer. Students learn the main steps in identifying a market and adapting the four principles of marketing to a particular political economic, technological and ethical environment; they will also learn how to coordinate distribution networks and communication campaigns. (Prerequisite: BAC.EAINA.MKBUS.3601).  
**Fall – English – Campus: Suzhou**

**BAC.EAINA.MKBUS.3320**  Marketing to European customers (3 US credits / 6 ECTS credits)  
This course is studied from specific national perspectives; France. It addresses marketing in an international environment when the customer is a consumer. Students learn the main steps in identifying a market and adapting the four principles of marketing to a particular political economic, technological and ethical environment; they will also learn how to coordinate distribution networks and communication campaigns. (Prerequisite: BAC.EAINA.MKBUS.3601).  
**Fall – English – Campus: Sophia Antipolis**

**BAC.EAINA.LTBUS.3400**  Legal Issues – United States (3 US credits / 6 ECTS credits)  
This course is studied from specific national perspectives; the USA. The aim of this course is to learn about the legal environment in the given country. It addresses issues such as labour law, equal employment opportunity law, intellectual property law, business law, international trade law; common law, civil law and other influential legal systems. The case study approach will be used to enhance learning. (Prerequisites: BAC.EAINA.LTBUS.3703, BAC.EAINA.HRBUS.3501).  
**Spring – English – Campus: Raleigh**

**BAC.EAINA.LTBUS.3410**  Legal Issues - China (3 US credits / 6 ECTS credits)  
This course is studied from specific national perspectives; China. The aim of this course is to learn about the legal environment in the given country. It addresses issues such as labour law, equal employment opportunity law, intellectual property law, business law, international trade law; common law, civil law and other influential legal systems. The case study approach will be used to enhance learning. (Prerequisites: BAC.EAINA.LTBUS.3703, BAC.EAINA.HRBUS.3501).  
**Spring – English – Campus: Suzhou**

**BAC.EAINA.LTBUS.3420**  Legal Issues – European Union (3 US credits / 6 ECTS credits)  
This course is studied from specific national perspectives; France. The aim of this course is to learn about the legal environment in the given country. It addresses issues such as labour law, equal employment opportunity law, intellectual property law, business law, international trade law; common law, civil law and other influential legal systems. The case study approach will be used to enhance learning. (Prerequisites: BAC.EAINA.LTBUS.3703, BAC.EAINA.HRBUS.3501).  
**Spring – English – Campus: Sophia Antipolis**

**BAC.EAINA.ECBUS.3500**  Doing Business in the USA (3 US credits / 6 ECTS credits)  
The U.S. is the largest consumer market in the world, yet significantly different and more challenging than any other marketplace. This course provides students with key business and cultural insights for effectively doing business within the mainstream U.S. market. Topics include an overview of the U.S. economy, regional and national demographics and cultural dynamics, business customs, new product development, the U.S. legal system, marketing strategies, and negotiating tactics.(Prerequisites: BAC.EAINA.MKBUS.3601, BAC.EAINA.ECBUS.2301).  
**Fall – English – Campus: Raleigh**

**BAC.EAINA.ECBUS.3510**  Doing Business in China (3 US credits / 6 ECTS credits)  
The purpose of this course is to give students a comprehensive understanding of China’s business environment at present and in the future. The course will cover an overview of the general environment in China; to highlight certain facts and analytical framework for strategic management, marketing and operation management in China; to develop insights into business opportunities and threats in the Chinese context. (Prerequisites: BAC.EAINA.MKBUS.3601, BAC.EAINA.ECBUS.2301)  
**Fall – English – Campus: Suzhou**

**BAC.EAINA.ECBUS.3520**  Doing Business in Europe (3 US credits / 6 ECTS credits)  
The purpose of this course is to give students a comprehensive understanding of Europe’s business environment at present and in the future with a particular focus on France. The course will cover an overview of the general environment in France; to highlight certain facts and analytical framework for strategic management, marketing and operation management in France; to develop insights into business opportunities and threats in the French context. (Prerequisites: BAC.EAINA.MKBUS.3601, BAC.EAINA.ECBUS.2301)  
**Fall – English – Campus: Sophia Antipolis**

**BAC.EAINA.ECBUS.3600**  Logistics and Trade in the US (3 US credits / 6 ECTS credits)
This course is studied from specific national perspectives; the USA. The aims of this course are to enable students to discover the specificities, risks and challenges of international business transactions; to learn about the main techniques used in pricing, payment systems, risk coverage & transport systems in relation to to major market clearing systems. Topics include: International trade and market entry; the development of a service offer; logistics, payment methods and specialized partners; currency risk and settlement systems. (Prerequisites: BAC.EAINA.MKBUS.3601, BAC.EAINA.ECBUS.2301, BAC.EAINA.LTBUS.3703). Spring – English – Campus: Raleigh

BAC.EAINA.ECBUS.3620 Logistics and Trade in Europe (3 US credits / 6 ECTS credits)
This course is studied from specific national perspectives; France. The aims of this course are to enable students to discover the specificities, risks and challenges of international business transactions; to learn about the main techniques used in pricing, payment systems, risk coverage & transport systems in relation to to major market clearing systems. Topics include: International trade and market entry; the development of a service offer; logistics, payment methods and specialized partners; currency risk and settlement systems. (Prerequisites: BAC.EAINA.MKBUS.3601, BAC.EAINA.ECBUS.2301, BAC.EAINA.LTBUS.3703). Spring – English – Campus: Sophia Antipolis

BAC.EAINA.STBUS.3700 Entrepreneurship and Innovation – United States (3 US credits / 6 ECTS credits)
This course is studied from specific national perspectives; the USA. Herein, students will be exposed to a wide range of lecture topics related to the theory and fundamentals of business and the uniqueness of principles applied to entrepreneurship. This course will, importantly, guide students through the experience and process of entrepreneurship by focusing on developing an idea for a real business that each group investigates and gains approval for. This course is designed to help students apply their previous knowledge about: management, marketing, communication, advertising, accounting, and other business disciplines. (Prerequisite: BAC.EAINA.HRBUS.3501) Spring – English – Campus: Raleigh

BAC.EAINA.STBUS.3710 Entrepreneurship and Innovation - China (3 US credits / 6 ECTS credits)
This course is studied from specific national perspectives; China. Herein, students will be exposed to a wide range of lecture topics related to the theory and fundamentals of business and the uniqueness of principles applied to entrepreneurship. This course will, importantly, guide students through the experience and process of entrepreneurship by focusing on developing an idea for a real business that each group investigates and gains approval for. This course is designed to help students apply their previous knowledge about: management, marketing, communication, advertising, accounting, and other business disciplines. (Prerequisite: BAC.EAINA.HRBUS.3501) Spring – English – Campus: Suzhou

BAC.EAINA.STBUS.3720 Entrepreneurship and Innovation - Europe (3 US credits / 6 ECTS credits)
This course is studied from specific national perspectives; France. Herein, students will be exposed to a wide range of lecture topics related to the theory and fundamentals of business and the uniqueness of principles applied to entrepreneurship. This course will, importantly, guide students through the experience and process of entrepreneurship by focusing on developing an idea for a real business that each group investigates and gains approval for. This course is designed to help students apply their previous knowledge about: management, marketing, communication, advertising, accounting, and other business disciplines. (Prerequisite: BAC.EAINA.HRBUS.3501) Spring – English – Campus: Suzhou

Foreign Language

BAC.EAINA.LGLNG.1101 Beginner Russian (3 US credits / 6 ECTS credits)
(former LNG 1101 Elementary Russian I)
This course introduces students to the Russian language and culture with a particular focus on the spoken language. Fall – Russian – Campus: Sophia Antipolis

BAC.EAINA.LGLNG.1102 Elementary Russian (3 US credits / 6 ECTS credits)
(former LNG 1102 Elementary Russian II)
This course continues from Elementary Russian I in the study of Russian language and culture with a particular focus on the spoken language. (Prerequisite: BAC.EAINA.LGLNG.1101 or instructor's permission) Spring – Russian – Campus: Sophia Antipolis

BAC.EAINA.LGLNG.2100 Beginner Spanish (3 US credits / 6 ECTS credits)
An introduction to the four basic language skills (listening, speaking, reading and writing). Introduction to the most relevant features of the Hispanic culture, with a focus on both Spain and South America. Students having any notions, are not allowed to take this course. Fall – Spanish – Campus: Sophia Antipolis

BAC.EAINA.LGLNG.2110 Elementary Spanish (3 credits / 6 ECTS credits)
Continues an introduction to the four basic language skills. The tenses of the past will be introduced. Reading will take more importance and business vocabulary will be introduced. Students having good notions and a good practice may not take this course. (Prerequisite: BAC.EAINA.LGLNG.2100 or instructor’s permission) Spring – Spanish – Campus: Sophia Antipolis

BAC.EAINA.LGLNG.2120 Intermediate Spanish (3 US credits / 6 ECTS credits)
This is a course intended for a wide variety of students. Those with a rather good level and a fairly strong level but without much practice. A review of Spanish grammar, with emphasis on conversation, reading and speaking to understand Hispanic culture and the world of business. Not recommended for those who are fluent or almost fluent in Spanish. (Prerequisite: BAC.EAINA.LGLNG.2110 or instructor’s permission). Fall – Spanish – Campus: Sophia Antipolis

BAC.EAINA.LGLNG.2130 Advanced Spanish (3 US credits / 6 ECTS credits)
This is the highest level offered and is targeted to fluent or almost fluent students. Students should have a good level of grammar. Selected reading from Hispanic literature, videos, films, presentations, role playing, will help not only to improve the language level but also to enrich the students’ knowledge. (Prerequisite: BAC.EAINA.LGLNG.2120 or instructor’s permission). Spring – Spanish – Campus: Sophia Antipolis

BAC.EAINA.LGLNG.1700 Beginner Chinese (3 US credits / 6 ECTS credits)
(former LNG 1700 Elementary Chinese I)
This course provides the basics of Chinese in order to guide students towards a practical use of the language. The students will learn spoken Chinese using pinyin and recognize about 50 characters. The course will introduce the basics of grammar, functional vocabulary and Chinese culture. Fall – Chinese – Campus: Sophia Antipolis

BAC.EAINA.LGLNG.1710 Elementary Chinese (3 US credits / 6 ECTS credits)
(former LNG 1710 Elementary Chinese II)
A second element of Elementary Chinese course guiding students towards a practical use of the language. Students will continue to learn spoken Chinese using pinyin, recognizing up to 70 characters and the words composed with these 70 characters. The course will cover the basics of grammar, functional vocabulary and Chinese culture. (Prerequisite: BAC.EAINA.LGLNG.1700 or instructor’s permission) Spring– Chinese – Campus: Sophia Antipolis

BAC.EAINA.LGLNG.1902 Intermediate French (3 US credits / 6 ECTS credits)
(former LNG 1902)
The objectives of this course are to advance grammatical and conversational skills beyond the basically utilitarian to help students to participate naturally in French daily life. It also includes cultural information on French civilization past and present. For Foreign students only. Fall & Spring – French – Campus: Sophia Antipolis

BAC.EAINA.LGLNG.1903 Advanced French (3 US credits / 6 ECTS credits)
(former LNG 1903)
This course is intended to give students the ability to express themselves fluently with full grammatical competence in discussion based on the family, educational structures (school, university, professional training), French institutions, the media, French society. The historical aspects of French civilization and culture will also be covered. For Foreign students only. Fall & Spring – French – Campus: Sophia Antipolis

BAC.EAINA.LGLNG.1904 Elementary French I (3 US credits / 6 ECTS credits)
(former LNG 1904)
This course gives the basics of French to guide the students towards a common use of the language covering the basics of grammar, conversation skills and cultural information on French civilization. For Foreign students only. Fall & Spring – French – Campus: Sophia Antipolis

BAC.EAINA.LGLNG.1908 Elementary French II (3 US credits / 6 ECTS credits)
(former LNG 1908)
This course is for students who have some working knowledge of French, and aims to build on the four skills: listening, speaking, reading and writing. The course will also focus on the basics of grammar, conversation skills and cultural information on French. For Foreign students only. Fall & Spring – French – Campus: Sophia Antipolis

BAC.EAINA.OTBUS.1000 Introduction to Business (3 US credits / 6 ECTS credits)
A broad and general knowledge of the world of business is essential in today’s world. This introductory course will acquaint students with the general knowledge necessary to function in a business environment. Students will acquire and employ crucial vocabulary and key concepts pertinent to the business domain. The course will be taught by experts in various fields such as: finance, marketing, global business, event management, e-business, and entrepreneurship. Throughout the course of the semester, students will thus have the opportunity to explore and examine various career options. Fall – Spring – English – Campus: Sophia Antipolis

BAC.EAINA.OTBUS.1100 Creativity Management (3 US credits / 6 ECTS credits)
This course explores creativity as a mindset, a tool which goes beyond artistic creation. We draw on case studies which highlight creativity in management. During the course of the semester, we establish a foundational base of creativity, examining key concepts in this growing field. We will look at what we can do to build creative
This interdisciplinary course introduces the institutional, economic and legal issues related to natural resource allocation. Key issues and the evolution of natural resource policy will be introduced. Attention will be given to the tools for allocating resources and environmental quality and will include water, air pollution, waste management, energy and climate change. (Prerequisite: BAC.EAINA.OTENS.1020). Fall – English – Campus: Sophia Antipolis

BAC.EAINA.OTMAE.2082 (former MAE 2082) Applied Mechanics : Dynamics (3 US credits / 6 ECTS credits)
An analysis of kinematics and kinetics of particles, systems of particles, and rigid bodies. Absolute and relative motion approaches are discussed. Force mass-acceleration, work-energy, and impulse-momentum methods are employed. (Prerequisite: BAC.EAINA.OTMAE.2081) Fall – Spring – Campus: Sophia Antipolis

BAC.EAINA.OTPHY.2002 (former PHY 2002) Physics II (4 US credits / 8 ECTS credits)
Topics include electricity and magnetism, Coulomb’s law, electric fields, potential capacitance, resistance, D.C. circuits, magnetic fields, files due to currents, induction, magnetic properties ; and wave motion, vibration and sound, interference, and diffraction. (Prerequisite: BAC.EAINA.OTPHY.2001, Corequisite: BAC.EAINA.OTMTH.1002). Fall – English – Campus: Sophia Antipolis

Specialization Courses – Upper Division

BAC.EAINA.MKBUS.3000 Brand Management (3 US credits / 6 ECTS credits)
In the brand/consumer relationship there is a perception of quality, lived experience and even a sense of identity. Average consumers subscribe to the concept of brands and their associated meanings. Understanding the fundamentals of meaning production, including cultural myths, codes, signs rituals and social networks is essential for brand management. Through various global business case studies, this course examines the financial value of intangible brand benefits. We will concretely look at how brand meaning adds significance to the financial value of goods, and to the material impact on financial markets. We will examine just how value is created for the multicultural consumer in this digitalized era. (Prerequisite: BAC.EAINA.MKCOM.1010). Fall – English – Campus: Sophia Antipolis

BAC.EAINA.MKBUS.3810 Intellectual Property and Ethical Marketing (3 US credits / 6 ECTS credits)
The course aims to inform students about the different rules on intellectual property for companies and private individuals who sell their products on the market or on the internet. Topics include: How global companies can develop core ethical business codes, intellectual property and copyright, patents, trademarks, designs and logos, Creative commons, advertising practices, IP infringements and intellectual property crime, fair use and fair dealing – a cultural perspective. (Prerequisite: BAC.EAINA.LTBUS.3703 - Senior). Fall – English – Campus: Sophia Antipolis

BAC.EAINA.MKBUS.3826 Retail Marketing (3 US credits / 6 ECTS credits)
This course is designed to help students develop an understanding and appreciation of the difficulties and challenges of starting, managing, expanding, and consequently, succeeding in both physical and online retailing. In this respect, we will cover the major functions that comprise the retailing task, the decision tools applied, planning, strategy formulation, implementation, and control in retail management. (Prerequisite: Senior). Spring – English – Campus: Sophia Antipolis

BAC.EAINA.MKBUS.3835 Digital Marketing (3 US credits / 6 ECTS credits)
In this course, students will start by assessing the need for separate e-business and e-marketing strategies. Then, they will focus on the creation of an outline e-marketing plan to implement the e-marketing strategy. Finally, students will distinguish between marketing communication characteristics of traditional and new media with a particular focus on mobile marketing. (Prerequisite: Senior). Spring – English – Campus: Sophia Antipolis

BAC.EAINA.FIBUS.3800 Cost Accounting, Controlling and Auditing (3 US credits / 6 ECTS credits)
The course focuses on auditing theory and process of auditing: internal control, audit techniques... Students will be able to estimate the robustness of business plan processes and the efficiency of Resource Management. (Prerequisite: BAC.EAINA.FIBUS.3401). Fall – English – Campus: Sophia Antipolis

BAC.EAINA.FIBUS.3820 Risk Management and Insurance Principles (3 US credits / 6 ECTS credits)
This course introduces the main determinants of Enterprise Risk Management. Topics include the identification and analysis of risks, loss prevention, risk aversion versus speculative risk, Private Insurance Industry, risk transfer, commercial property and liability risks as well as short and long Hedging with derivative contracts. (Prerequisite: BAC.EAINA.FIBUS.3401) Fall – English – Campus: Sophia Antipolis

BAC.EAINA.FIBUS.3830 Data Modeling and Mining (3 US credits / 6 ECTS credits)
The course emphasizes skills on data management and computational modeling. Students will be able to run analysis on business and financial processes. They will deal with practical issues in banking, insurance, marketing, total quality management... By the end of this course, students will manage to select the most appropriate model, perform simulation techniques using advanced Excel skills and statistical software. A part of the course focuses on optimization problems (univariate and multivariate models), maximum likelihood, linear programming as well as on Monte Carlo methods and option pricing. Furthermore, students will use the main data mining techniques to identify patterns from numerous data. Then, it leads to the ability of interpreting and connecting the results to realistic strategies. (Prerequisites: BAC.EAINA.ISCSE.2301 and BAC.EAINA.ECBUS.2702), Spring – English - Campus: Sophia Antipolis

BAC.EAINA.FIBUS.3850 Mergers, Acquisitions and Firm Strategy (3 US credits / 6 ECTS credits)
The course highlights firms’ growth strategies. Processes of Mergers and Acquisitions are studied through the scope of accounting statements. The course focuses on benefits and costs of vertical/horizontal mergers and friendly versus hostile acquisitions. It includes tax implications and earnings management as well as real case studies on firms’ strategy. Finally, students will examine case studies on famous financial distress and markets’ response. (Prerequisites: BAC.EAINA.FIBUS.3401) Spring – English – Campus: Sophia Antipolis

BAC.EAINA.ISBUS.3504 (former BUS 3504) Management Information Systems (3 US credits / 6 ECTS credits)
An examination of information systems used in business organizations. Included are discussions of system design, implementation and control of computer-based systems for managerial planning, decision making, and control of an enterprise. (Prerequisite: BAC.EAINA.HRBUS.3501 - Senior) Spring – English – Campus: Sophia Antipolis

BAC.EAINA.ISBUS.3825 Entrepise Resource Planning and Digital CRM (3 US credits / 6 ECTS credits)
This course has two distinct parts with the following objectives: To learn the basic features, benefits, and risks associated with the use of Enterprise Resource Planning systems To learn about different methods of acquiring customers via electronic media; evaluate different buying behaviors amongst online customers; describe techniques for retaining customers and cross- and up-selling using new media; learn how to use different CRM
Events are something we are all familiar with; they occur all around us. Events require sponsorship and publicity. Nowadays, events have been affected. Should an employee’s personal social media use be of relevance to the management of an organization either in a positive, or conversely, negative sense? This course will investigate key issues in technology and management today; in particular, the socio-cultural impact of this digitized culture in various domains. Students will gain an understanding of the impact of technology, social media and digital collaboration in a variety of organization settings. (Prerequisites: BAC.EAINA.HRBUS.3501) Fall – English – Campus: Sophia Antipolis

Digital Culture and Management (3 US credits / 6 ECTS credits)
As many have appropriately written, we are living in an era where we are able to communicate more things to more people, more rapidly than has ever been previously possible. Undoubtedly this radical change in our ability to communicate has changed social norms in the public and the private domain. The way we ‘manage’ and are ‘managed’ has subsequently been affected. Should an employee’s personal social media use be of relevance to the management of an organization either in a positive, or conversely, negative sense? This course will investigate key issues in technology and management today; in particular, the socio-cultural impact of this digitized culture in various domains. Students will gain an understanding of the impact of technology, social media and digital collaboration in a variety of organization settings. (Prerequisites: BAC.EAINA.HRBUS.3501) Fall – English – Campus: Sophia Antipolis

Publicity, Promotion and Sponsorship (3 US credits / 6 ECTS credits)
Events are something we are all familiar with; they occur all around us. Events require sponsorship and publicity to gain attention and attendees, promotion to engage both clients and consumers, and sponsorships to offset costs. Students learn the skills necessary to market and promote an event including pitching potential event sponsors, creating supporting sponsorship documents and media kits, integrating a measurement of success and exploring how to get press and media coverage for the event. (Prerequisite: BAC.EAINA.FIBUS.2201) Fall - English Campus: Sophia Antipolis

Environmental Legislation (3 US credits / 6 ECTS credits)
Students will become familiar with the role of law in environmental issues. Students will learn the structure of regulation in environmental areas after an overview of legislation, regulation and courts. Areas covered by this course range from air and water pollution to recycling, energy and environmental health. Students will also be taught about the differences between French, European and North American legislation. (Prerequisite: BAC.EAINA.LTBUS.3703) Fall – English – Campus: Sophia Antipolis

Technology Management & Life Cycle Analysis (3 US credits / 6 ECTS credits)
(former Life Cycle Analysis)
This course provides the students with an overview of impacts generated by products and services from cradle to grave. Methodology for products and services will be introduced. Focus will be on the re-thinking of products and services. Field of study also includes development of technology policy and strategy. Management and implementation of new technologies, economic and financial analysis of technology. (Prerequisite: Senior) Spring – English – Campus: Sophia Antipolis

Sustainable Markets and Innovation (3 US credits / 6 ECTS credits)
Technical innovation drives the effective competitiveness of companies. Students will be given concepts for managing sustainable organizations. The focus is made on the evaluation of the actors and factors for technological innovation and on the development of managing concepts to improve the creation of new goods and services in an international environment. (Prerequisites: Senior, BAC.EAINA.MKBUS.3601) Fall – English – Campus: Sophia Antipolis

Production Operations Management (3 US credits / 6 ECTS credits)
This course introduces current theory and practice in production and operations management. Topics include forecasting, quality, product-service design, work methods, facility layout and location, scheduling, inventory, and project management. Fall – English - Campus: Sophia Antipolis

Strategy and Technology Transfer (3 US credits / 6 ECTS credits)
The first part presents the theory and tools of business, global, and corporate strategy for high technology firms that enable them to create superior value for chosen customers and to capture a sufficient share of that value to generate an economic profit on its investment. Core business strategy themes include how to analyze the business environment, assess resources and capabilities, and choose competitive strategies. The second part discusses the importance of having the perfect match between technology and market and taking into consideration stakeholders’ needs and requirement in innovation as well as in many management decisions. Process of technology-market transfer and diverse tools and techniques from different management fields are implemented within a Technology-Market Transfer plan. (Prerequisite: Senior) Spring – English- Campus: Sophia Antipolis

Capstone Project (3 US credits- 6 ECTS credits)
Provides advanced students with an opportunity to participate in an in-depth study of topics or problems of current interest to practicing managers. Fields covered will be in straight relations with the concentrations of students. They are required to develop and present a formal report that includes a statement of the objectives of the study.
effort, survey of the literature, methodology, analysis, results, conclusions and, if appropriate, recommendations. (Prerequisites: Senior Year)  

Fall, Spring & Summer – English – Campus: Sophia Antipolis/Raleigh/Suzhou

BAC.EAINA.OTMAE.3082 (former MAE 3082)  
Applied Mechanics: Deformable Solids (3 US credits / 6 ECTS credits)  
This course offers a study of the concepts of stress and strain; mechanical properties of materials; Hooke’s law; axial, torsion, pure bending, and transverse loading of members; transformations of stress and strain; failure criteria; strain measurements; thin-walled pressure vessels; design for strength; energy methods; design for impact; column buckling and stability. (Prerequisite: BAC.EAINA.OTMAE.2081)  

BAC.EAINA.OTMAE.3191 (former MAE 3191)  
Fundamentals of Thermodynamics (3 US credits / 6 ECTS credits)  
A study of the conservation of energy and mass in closed-and-open-flow system. It includes the physical properties and equations of state for pure substances; the first and second laws of thermodynamics; reversible processes, Carnot cycle, as well as the notion of exergy. (Corequisites: BAC.EAINA.OTPHY.2001, BAC.EAINA.OTMAE.2081, BAC?EAINA.OTCHM.1101)  

Spring – English – Campus: Sophia Antipolis

BAC.EAINA.OTMTH.2201 (former MTH 2201)  
Differential Equation & Linear Algebra (4 US credits / 8 ECTS credits)  
First-order differential equations, linear differential equations with constant coefficients, first-order systems of differential equations with constant coefficients, numerical methods, Laplace transforms, series solutions, algebraic systems of equations, matrices, determinants, vectors spaces, eigenvalues, and eigenvectors. (Prerequisite: BAC.EAINA.OTMTH.1002)  

Fall - English – Campus: Sophia Antipolis

Level-up courses

BAC.EAINA.OTMTH.1701 (former MTH 1701)  
College Algebra (3 US credits / 6 ECTS credits)  
Real-number system; arithmetic operations with polynomials, special products, and factoring; linear, fractional, and quadratic equations; inequalities, exponents, radicals, and absolute values; functions and graphs; and complex numbers, logarithms, logarithmic, and exponential functions  
Fall & Spring – French & English – Campus: Sophia Antipolis

BAC.EAINA.LGENG.0100 (former ENG 0100)  
Fundamentals of English (5 US credits / 10 ECTS credits)  
This is a course for students whose English level is less than the equivalent of 460 on the institutional TOEFL scale. It concentrates on eliminating lingering grammatical weaknesses, improving listening comprehension skills and enriching vocabulary in preparation for the TOEFL examination. At the same time it aims to equip students with the skills necessary to adapt to English academic environments.  

Fall & Spring - English - Campus: Sophia Antipolis

BAC.EAINA.LGENG.0104 (former ENG 0104)  
TOEFL (2 US credits / 4 ECTS credits)  
This is an intensive 30 hour course concentrating on the specialized techniques necessary for TOEFL exam success. There are two possibilities: either an intensive course of 6 hours a week for 5 weeks, or a 10 week course with 3 hours a week. It is followed by an institutional TOEFL exam. (Prerequisite: BAC.EAINA.LGENG.1106, or instructor's permission)  

Fall, Spring, Summer English - Campus: Sophia Antipolis

BAC.EAINA.LGENG.0108 (former ENG 0108)  
Intensive English (4 US credits / 8 ECTS credits)  
Intensive English is a 60 hour, semi-intensive course designed to help students boost their level in general & academic English through a practical and interactive approach. The specific objectives are to gain confidence in oral expression, to increase comprehension of TOEFL style listening and reading passages, and to improve organisation and structure of written expression. The course will culminate in an Institutional TOEFL.  
Summer – English - Campus: Sophia Antipolis

BAC.EAINA.LGENG.0109 (former ENG 0109)  
IBT Preparation (2 US credits / 4 ECTS credits)  
This is an intensive 30 hour course concentrating on the specific skills necessary for the iBT TOEFL exam. The course is designed for upper intermediate level students who want to improve their performance on the iBT TOEFL. Students will develop strategies for dealing with the 4 sections of the iBT TOEFL, acquire language necessary for more effective listening and reading comprehension, eliminate lexical and grammatical errors in oral and written expression and eliminate distracting pronunciation errors. Students are advised to take an iBT test after completing the course.  

Fall, Spring, Summer English - Campus: Sophia Antipolis

BAC.EAINA.LGENG.1106 (former ENG 1106)  
English AP (5 US credits / 10 ECTS credits)  
Students who perform successfully in Fundamentals or who arrive at EAI with a TOEFL level of between 460 and 520 (or equivalent) will follow this course course. Its aims are TOEFL preparation and improvement in academic skills, including writing. The course is taught by native-speaker teachers and involves 6 hours of class per week. (Prerequisite: BAC.EAINA.LGENG.0100, or instructor's permission)  

Fall & Spring – English - Campus: Sophia Antipolis

Other courses
BAC.EAINA.OTMAE.3082 (former MAE 3082) Applied Mechanics: Deformable Solids (3 US credits / 6 ECTS credits)
This course offers a study of the concepts of stress and strain; mechanical properties of materials; Hooke's law; axial, torsion, pure bending, and transverse loading of members; transformations of stress and strain; failure criteria; strain measurements; thin-walled pressure vessels; design for strength; energy methods; design for impact; column buckling and stability. (Prerequisite: BAC.EAINA.OTMAE.2081) Fall - English – Campus: Sophia Antipolis

BAC.EAINA.OTMAE.3191 (former MAE 3191) Fundamentals of Thermodynamics (3 US credits / 6 ECTS credits)
A study of the conservation of energy and mass in closed-and-open-flow system. It includes the physical properties and equations of state for pure substances; the first and second laws of thermodynamics; reversible processes, Carnot cycle, as well as the notion of exergy. (Corequisites: BAC.EAINA.OTPHY.2001, BAC.EAINA.OTMAE.2081, BAC.EAINA.OTCHM.1101) Spring – English – Campus: Sophia Antipolis

BAC.EAINA.OTMTH.2201 (former MTH 2201) Differential Equation & Linear Algebra (4 US credits / 8 ECTS credits)
First-order differential equations, linear differential equations with constant coefficients, first-order systems of differential equations with constant coefficients, numerical methods, Laplace transforms, series solutions, algebraic systems of equations, matrices, determinants, vectors spaces, eigenvalues, and eigenvectors. (Prerequisite: BAC.EAINA.OTMTH.1002) Fall - English – Campus: Sophia Antipolis

BAC.EAINA.OTPHY.2091 (former PHY 2091) Physics Laboratory I (1 US credit / 2 ECTS credits)
Experiments to elucidate concepts and relationships presented in Physics I, to develop understanding of the inductive approach and the significance of a physical measurement, and to provide some practice in experimental techniques and methods. (Prerequisite: BAC.EAINA.OTPHY.2001) Fall - Spring - Summer - English – Campus: Sophia Antipolis

BAC.EAINA.OTCHM.1111 (former CHM 1111) General Chemistry Laboratory I (1 US credit / 2 ECTS credits)
This course covers fundamental principles of modern chemistry including basic atomic theory, stoichiometry, properties of gases, Thermochemistry, electronic structure of atoms and basic concepts of chemical bonding. (Corequisite BAC.EAINA.OTCHM.1101) Fall - Spring- English – Campus: Sophia Antipolis

BAC.EAINA.OTCHM.1112 (former CHM 1112) General Chemistry Laboratory II (1 US credit / 2 ECTS credits)
An introduction to general chemistry techniques and apparatus through experiments related to the topics of CHM1102: solutions equilibria, titrations, redox processes, kinetics, thermochemistry, etc. (Corequisite: BAC.EAINA.OTCHM.1102) Spring – French – Campus: Sophia Antipolis

BAC.EAINA.MKBUS.3603 (former BUS 3603) Advertising and Promotion Management (3 US credits / 6 ECTS credits)
Covers various advertising techniques used in radio, TV, magazines, newspapers, direct mail, and billboards, including the relative advantages of the different media. Also reviews the integration of advertising as one element within the promotional and marketing mix. (Prerequisite: BAC.EAINA.MKBUS.3601) Fall - Spring – English – Campus: Sophia Antipolis

BAC.EAINA.PMBUS.4001 (former BUS 4001) Total Quality Management (3 US credits / 6 ECTS credits)
Introduces the basic principles and techniques for establishing quality goals, identification of customers and customers needs, measurement of quality objectives, and development of process features and controls for improving overall system performance. (Prerequisite: BAC.EAINA.HRBUS.3501) – Fall - English – Campus: Sophia Antipolis

BAC.EAINA.OTCOM.3300 (former COM 3300) Communication Theory (3 US credits / 6 ECTS credits)
This course is designed to give students an appreciation of the objective and interpretive approaches to theory, and a wide-ranging understanding of major theories developed in the field of Human Communication. Various concepts studied in earlier courses, such as theories of culture and communication, theories of media and society, interpersonal, group and public communication, are covered in more depth. Students are encouraged, through discussion and application, to explore how these concepts relate to real-life situations. (Prerequisite: Junior year course) Fall – English – Campus: Sophia Antipolis

BAC.EAINA.OTCOM.3425 (former COM 3425) Mass Communication (3 US credits / 6 ECTS credits)
A study of modern mass communication theories and the impact of mass media, including the influence of advertising and propaganda techniques on public opinion. The course requires extensive readings and 4000 words of writing in essays and short answers. Fall - English – Campus: Sophia Antipolis

BAC.EAINA.OTCOM.3440 (former COM 3440) Introduction to Public Relations (3 US credits / 6 ECTS credits)
A study of communication principles and the practices of developing good will between a person, firm, or institution and the public, and the means of gaining publicity and influencing people. Students analyze specific case studies and propose appropriate strategies and campaigns. Fall - Spring – English – Campus: Sophia Antipolis

BAC.EAINA.OTCOM.3500 (former COM 3500) Professional Communication and Career Development
(3 US credits / 6 ECTS credits)
This class is designed to teach students about the history of French Institutions and the world of work in public/private sectors. Students will learn how to make a portfolio of skills, develop a professional network, write a CV and how a professional interview will be conducted. Fall - French-English – Campus: Sophia Antipolis

BAC.EAINA.OTCOM.3530 (former COM 3530) Writing for Multi-Media
(Former Writing for Mass Communication COM3520)
The purpose of this course is to familiarize students with the Media writing format and to give them a foundation in the writing process used in the Mass Media. The course also aims to teach students the different research methods needed for Media writing and to give them an understanding of journalistic style and language usage. Some of the themes dealt with in the course are the Role of the Journalist, The Function of News Agencies, Ethics in Journalism and the Role of the Media in Public Relations. (Prerequisite: BAC.EAINA.OTCOM.3425) Spring – English – Campus: Sophia Antipolis

BAC.EAINA.OTAHF.3101 (former AHF 3101) Human factor
(3 US credits / 6 ECTS credits)
This course explores the field of aviation psychology, consequences of self-imposed and environmental stress, fatigue on flight safety are discussed. It also introduces engineering psychology (ergonomics) that examines the interaction of humans and machines. The course also analyzes aircraft accidents and industrial safety concepts, and the design of aircraft, computers and other products as well as the problems linked to crew management. Fall —English – Campus: Sophia Antipolis

BAC.EAINA.OTAVM.3201 (former AVM 3201) Aviation Planning
(3 US credits / 6 ECTS credits).
Introduces the student to the requirements, issues and processes involved in aviation planning. Includes indepth study of the sources of aviation data, forecasting methods, the airport master planning process and environmental issues and requirements. Spring – English – Campus: Sophia Antipolis

BAC.EAINA.OTAVM.3202 (former AVM 3202) Airport Design
(3 US credits / 6 ECTS credits).
This course provides an understanding of the DGAC and EASA standards for airport design. At the conclusion of the course the student will be able to set up an airport layout and airspace drawing answering to the demands of aviation authorities. (Prerequisite: BAC.EAINA.OTAVM.3201), Spring – English – Campus: Sophia Antipolis

BAC.EAINA.OTAVM.4302 (former AVM 4302) Air Law
(3 US credits / 6 ECTS credits)
Overviews the fundamentals of aviation law. Emphasizes factors guiding operational decision making by aviation managers and professional pilots to minimize exposure to legal liability. Spring – English

BAC.EAINA.OTAVM.4701 (former AVM 4701) Airport Management
(3 US credits / 6 ECTS credits).
Studies modern airports, including their roles, functions and status in the national air transportation system; sponsorship and management alternatives; management of airport development, operations and business matters; and discussion of current and emerging public airport issues. (Requirement: Senior standing.) (Corequisite: BAC.EAINA.OTAVM.3201), Spring - English

BAC.EAINA.OTAVS.2102 (former AVS 2102) Aerodynamics
(3 US credits / 6 ECTS credits)
The main objective of this course is to introduce students to the important topics of aerodynamics and flight mechanics. Fall – English – Campus: Sophia Antipolis

BAC.EAINA.OTAVS.2222 (former AVS 2222) Aviation Physiology
(3 credits)
This course explores the basic physical, biological, chemical and atmospheric sciences in order to understand the effects of flight on human physiology. It examines the direct effect of atmospheric structures and forces on the human cardio-respiratory and neurological systems. Aviation related disorientation and illusions are examined in detail. Special situations such as high altitude and high speed flight and the effect of “G” forces are explored. The consequences of self-imposed and environmental stress, fatigue, medication, drugs and alcohol, and physical fitness of the aviation professionnals on flight safety are discussed. Fall - English – Campus: Sophia Antipolis

BAC.EAINA.OTAVT.1001 (former AVT1001) General Navigation
(3 US credits / 6 ECTS credits)
Academic training for theoretical ATPL exams. This course covers the different tools and fundamental methods to prepare a navigation. Topics include Direction, Latitude and Longitude, Maps & Pilot navigation, Gyroscopes & Compass, Flight Management Systems (FMS), Area Navigation (RNVA) Systems and Inertial Navigation System. Spring – English – Campus: Sophia Antipolis

BAC.EAINA.OTAVT.1002 (former AVT1002) Radio Navigation
(3 US credits / 6 ECTS credits)
Academic training for theoretical ATPL exams. This course covers the different on board communication systems used for the navigation. Topics include Doppler effect, Radar Theory, DME, Area Navigation Systems, EFIS, Global Navigation Satellite Systems. (Prerequisite: BAC.EAINA.AVT.1001), Summer – English – Campus: Sophia Antipolis
BAC.EAINA.OTAVT.2001 (former AVT2001) Instrumentation (3 US credits / 6 ECTS credits)
Academic training for theoretical ATPL exams. This course explores and explains the use of the different on board instruments. Topics include Flight Instruments, Automatic Flight Control Systems, Warning & Recording, Power Plant & Systems Monitoring Instruments. Spring – English – Campus: Sophia Antipolis

BAC.EAINA.OTAVT.2002 (former AVT2002) Flight Planning & Monitoring (3 US credits / 6 ECTS credits)
This course explores the planning and monitoring of flights for single and multiple engine aircrafts. It covers the fuel, weather and topographical flight. The planning and monitoring in critical flight conditions is also explored. Fall – English – Campus: Sophia Antipolis

BAC.EAINA.OTAVT.3001 (former AVT3001) Aircraft Performance (3 US credits / 6 ECTS credits)
Academic training for theoretical ATPL exams. This course explores and explains aircraft performances. Topics include Takeoff, Climb and Descent, Cruise and Landing performances for the three main classes of Aircraft (Prerequisite: BAC.EAINA.OTAVS.2102 Corequisite: BAC.EAINA.EDS.1031). Spring – English – Campus: Sophia Antipolis

BAC.EAINA.OTAVT.3501 (former AVT3501) Aircraft gas Turbine and Performance (3 US credits / 6 ECTS credits)
This course aims to provide students with a thorough understanding of energy systems, heat transfer and thermodynamic applications to Internal Combustion engines. An advanced understanding of the theory and operation of gas turbine engines is also addressed. At the completion of this unit, students will have developed an understanding of basic thermodynamics as applied to engine systems. Students will have also gained a qualitative and quantitative understanding of both Internal Combustion and Gas Turbine Engines as used in aircraft. Spring – English – Campus: Sophia Antipolis

BAC.EAINA.OTAVT.3502 (former AVT3502) Communication (1 US credits / 2 ECTS credits)
Academic training for theoretical ATPL exams. A course designed to teach the fundamentals of communication onboard an aircraft. Topics include General Operating Procedures, Phraseology, Weather Information, Failures and Emergencies, IFR and VHF Propagation. Summer – English – Campus: Sophia Antipolis

BAC.EAINA.OTAVT.4200 (former AVT4200) Aircraft General Knowledge (4 US credits / 8 ECTS credits)
The main objective of this course is to introduce students to the important organs of an aircraft. Fall – English – Campus: Sophia Antipolis

BAC.EAINA.OTAVT.4202 (former AVT4202) Operational Procedures (2 US credits / 4 ECTS credits)
The aim of this course is to explain the theoretical background necessary to prepare and operate a fleet. Fall – English – Campus: Sophia Antipolis

BAC.EAINA.OTAVT.4301 (former AVT4301) Aviation Safety (3 US credits / 6 ECTS credits)
This course explores the historical roots of aviation safety, the role of attitudes on safety and security procedures, legislation, organizations and planning. It examines the roles of FAA, EASA and the BEA in accident prevention and investigation. Spring – English – Campus: Sophia Antipolis