



Course Catalogue
Master Programmes
Incoming Exchange Students
Suzhou Campus (China)
Spring 2022

Dear Exchange IN Students,

Welcome to SKEMA Business School !

Here are a few key instructions on how to consult properly the **Suzhou Course Catalogue Spring 2022**.

Please read these instructions carefully:

- 1) Students are required to choose **one program** and follow the courses within that one program. It is not possible to mix and match courses from different programs due to frequent scheduling clashes.
- 2) **Pay attention to the pre-requisites!** We have highlighted the pre-requisites for courses **in red**. It is the student's responsibility to ensure he/she has the required academic background to follow the courses successfully.
- 3) Courses within the catalogue are subject to slight changes.
- 4) There is a maximum number of seats available per specialization program.

Table of Contents

M1 GBE Suzhou	4
BUSINESS INTELLIGENCE WITH DATA MINING.....	4
CAREER MANAGEMENT (SPRING).....	4
CHANGE & CRISIS MANAGEMENT.....	5
CORPORATE SOCIAL RESPONSIBILITY.....	6
DESIGN THINKING	6
DIGITAL TRANSFORMATION & STRATEGY.....	7
ELECTIF : MANAGEMENT, PRINCIPLES & PRACTICIES	8
ELECTIF : WELLBEING AND QUALITY OF LIFE AT WORK	8
EXCEL VBA	13
INTERNATIONAL FINANCE.....	14
INTERNATIONAL MARKETING	14
INTERNATIONAL NEGOTIATION	15
MANAGEMENT OF INFORMATION SYSTEMS IN THE DIGITAL AGE.....	16
STRATEGY	17
MSc Corporate Financial Management	18
BLOCKCHAIN AND CRYPTOCURENCY	18
CAREER MANAGEMENT 2	19
CHINESE - ADVANCED.....	20
CHINESE - BEGINNER.....	21
CHINESE - ELEMENTARY	22
CHINESE - INTERMEDIATE	23
CHINESE - POST BEGINNER.....	24
CYBERSECURITY, PRIVACY AND REGTECH FOR FINANCE	24
DIGITAL JOB MARKET OPPORTUNITIES	30
EMPLOYABILITY AND CAREER 2.....	31
FINANCIAL MODELING II	32
FINANCIAL RISK MANAGEMENT.....	33
FINTECH VENTURE.....	34
M&AS AND CORPORATE RESTRUCTURING	35
PROGRAMMING WITH PYTHON II.....	36
REPORTING FOR CONTROL & PERFORMANCE MANAGEMENT	37
MSc International Business	38
ADVANCED STRATEGY	38
CAREER MANAGEMENT 2	39
CHINA LEGAL ISSUES FOR BUSINESS	40
CHINESE - ADVANCED.....	42
CHINESE - BEGINNER.....	43
CHINESE - ELEMENTARY	43
CHINESE - INTERMEDIATE	44
CHINESE - POST BEGINNER.....	45
COMPANY FAILURE AND RENEWAL IN CHINA	46
CROSS CULTURAL COMMUNICATION AND LEADERSHIP	47
EMPLOYABILITY AND CAREER 2.....	48
INTERNATIONAL BUSINESS GAME: SKEMASIM.....	49
INTERNATIONAL FINANCE.....	51

MANAGEMENT IN INTERNATIONAL ENVIRONMENT FROM A CHINESE PERSPECTIVE	52
NEGOCIATION PRACTICE	54
NEW BUSINESS MODELS: INTERNET APPLICATIONS IN BUSINESS WITH FOCUS ON CHINA	55
MSc International Marketing and Business Development Suzhou	57
BUSINESS DEVELOPMENT & SALES	57
CHINESE - ADVANCED.....	59
CHINESE - BEGINNER	60
CHINESE - ELEMENTARY	61
CHINESE - INTERMEDIATE	62
CHINESE - POST BEGINNER.....	63
DIGITAL GROWTH.....	64
EMPLOYABILITY AND CAREER 2.....	65
GRAPHIC DESIGN	66
MOBILE MARKETING	67
PERFECT PITCH	68
PERSUASIVE CROSS-CULTURAL BUSINESS COMMUNICATIONS.....	69
PRODUCT MANAGEMENT AND OPERATIONAL MARKETING	70
SOCIAL NETWORKS, COMMUNITY MANAGEMENT AND CRISIS COMMUNICATION MANAGEMENT	71
UNDERSTANDING THE ELUSIVE CONSUMER.....	72
MSc Luxury and Fashion Management	74
ADVANCED ADVERTISING STRATEGIES	74
ADVANCED SERVICE MANAGEMENT IN THE LUXURY INDUSTRY	75
CAREER MANAGEMENT 2	76
CHINESE - ADVANCED.....	77
CHINESE - BEGINNER	78
CHINESE - ELEMENTARY	79
CHINESE - INTERMEDIATE	80
CHINESE - POST BEGINNER.....	81
CONSUMERS TRENDS AND THEIR IMPACT ON MARKETING STRATEGIES.....	82
EMPLOYABILITY AND CAREER 2.....	83
FINANCE AND ACCOUNTIBILITY IN LUXURY AND FASHION	84
GROWTH STRATEGIES IN LUXURY & FASHION	86
HOW TO BUILD A BRAND	89
PRICING, DISTRIBUTION AND RETAIL IN LUXURY AND FASHION	90
SUSTAINABLE DEVELOPMENT, SUSTAINABLE VALUE CREATION IN THE LUXURY INDUSTRY	91
VALUE MANAGEMENT & MARKETING	92

M1 GBE Suzhou

BUSINESS INTELLIGENCE WITH DATA MINING

Course Code	PGE.FINM1.ISCOR.0707
ECTS Credits	2
Course Leader	OKOLI Chitu
Synchronous	12
Department	Dept. Management of projects, Information Systems and Supply Chains
Program	M1 GBE Suzhou
Prerequisites	None
Course Description	Business intelligence is a set of comprehensive tools, techniques, approaches whose goal is to harness the data in organizations to make sense of it so that we can make intelligent business decisions. This course teaches business intelligence from the perspective of data mining, a process of discovering meaningful relationships that are hidden in large datasets. You will learn how to follow the data mining cycle to understand business needs, understand the data, prepare the data, model the data, evaluate the data, and then iterate through the preceding steps until a solution is sufficiently reliable and practical to be deployed. In this course, you will learn how to conduct standard data mining techniques, how to properly evaluate their results, and how to interpret them in terms of effective managerial action.
Course Open to Exchange	Belo /Spring;#Suzhou /Spring
Semester	spring
Campus	Belo Horizonte, Paris, Sophia, Suzhou
Evaluation	
Final Examination (%)	60
Continuous Assessment (%)	40
Academic reference	
Websites	

CAREER MANAGEMENT (SPRING)

Course Code	PGE.FINM1.CRCOR.1004
ECTS Credits	1
Course Leader	BEAUGRAND Audrey
Synchronous	6
Department	Career Center - Employability
Program	M1 GBE Suzhou
Prerequisites	no
Course Description	3 workshops of 1h30 each : 1. Storytelling & Pitch 2. Preparation for recruitment interviews

	3. The ALUMNI network: how to approach the network? + evaluation + Career Tuesdays + Career fairs/ recruitment days
Course Open to Exchange	Belo /Spring;#Paris /Spring;#Raleigh /Spring;#Sophia /Spring;#Suzhou /Spring
Semester	spring
Campus	Belo Horizonte, Paris, Raleigh, Sophia, Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

CHANGE & CRISIS MANAGEMENT

Course Code	PGE.FINM1.HRCOR.0331
ECTS Credits	3
Course Leader	EZZEROUALI Amine
Synchronous	18
Department	Dept. Management, Law and Organization
Program	M1 GBE Suzhou
Prerequisites	Management 1 (PGE M1)
Course Description	This course introduces two related topics, managing change and managing crisis, with one overall aim: to discuss change and crisis in relation to the complexities of organisational life. Failure to change may lead to crises, as change and transformation initiatives are far from being easy tasks, they are rather difficult, complex and challenging. Crises may also lead to changes and transformations, as one of the aims of crisis management is not only to manage a crisis successfully, but most importantly to keep it from reoccurring, and that is through organisational learning. The most successful organisations are those who commit to change and who learn from their mistakes when facing crises.
Course Open to Exchange	Belo /Spring;#Suzhou /Spring
Semester	spring
Campus	Belo Horizonte, Paris, Sophia, Suzhou
Evaluation	
Final Examination (%)	0
Continuous Assessment (%)	100
Academic reference	Burnes (2017), Managing Change, Pearson Education Limited. Senior and Swailes (2016), Organisational Change, Pearson Education Limited.

	Crandall, Parnell and Spillan (2014), Crisis Management Leading in the New Strategy Landscape, Sage Publication.
Websites	

CORPORATE SOCIAL RESPONSIBILITY

Course Code	PGE.FINM1.HRCOR.0345
ECTS Credits	2
Course Leader	BARRAQUIER Anne
Synchronous	24
Department	Dept. Stratégie, Entrepreneurship and Economics
Program	M1 GBE Suzhou
Prerequisites	Students should master fundamental knowledge on strategic management and financial markets.
Course Description	the course is intended to provide the necessary knowledge to understand how a firm can become socially responsible and integrate sustainability practices.
Course Open to Exchange	Belo /Spring;#Paris /Spring;#Sophia /Spring;#Suzhou /Spring
Semester	spring
Campus	Belo Horizonte, Paris, Sophia, Suzhou
Evaluation	
Final Examination (%)	0
Continuous Assessment (%)	100
Academic reference	Provided on K2
Websites	Provided on K2

DESIGN THINKING

Course Code	PGE.FINM1.STCOR.0814
ECTS Credits	3
Course Leader	MELILLO Francesca
Synchronous	18
Department	Dept. Management of projects, Information Systems and Supply Chains
Program	M1 GBE Suzhou
Prerequisites	-none
Course Description	A multi campus workshop based course to highlight why Design Thinking is so relevant for business today. The Design thinking process is an iterative process which means you constantly revise you thinking, changing your vision and ideas according to feedback received. A powerful creative tool that can drive a brand, business or an individual forward positively with innovative solutions
Course Open to Exchange	Belo /Spring;#Paris /Spring;#Raleigh /Spring;#Sophia /Spring;#Suzhou /Spring

Semester	spring
Campus	Belo Horizonte, Paris, Raleigh, Sophia, Suzhou
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	
Websites	The deep dive (IDEO) (22min) https://www.youtube.com/watch?v=2Dtrkrz0yoU Lucky Iron Fish (3min43) https://www.youtube.com/watch?v=iY0D-PlcgB4 d.school Paris and the aging simulator (1min25) https://www.youtube.com/watch?v=jD5XwdgAq_s How it works : Design Thinking (5min51) https://www.youtube.com/watch?v=pXtN4y3O35M Design Thinking - Tim Brown, CEO and President of IDEO (26min42) https://www.youtube.com/watch?v=U-hzefHdAMk

DIGITAL TRANSFORMATION & STRATEGY

Course Code	PGE.FINM1.STCOR.0822
ECTS Credits	3
Course Leader	BOUKEF Nabila
Synchronous	18
Department	Dept. Management of projects, Information Systems and Supply Chains
Program	M1 GBE Suzhou
Prerequisites	Students need to have basic knowledge about Information systems. This course is built on the knowledge students acquired from the information systems course.
Course Description	This course aims to endow students with practical knowledge in order to better understand and analyze the opportunities and challenges companies face when they go through a digital transformation. During this course, students will work on case studies and practical examples of companies in order to solve digital related problems and bring creative solutions.
Course Open to Exchange	Belo /Spring;#Suzhou /Spring
Semester	spring
Campus	Belo Horizonte, Lille, Paris, Sophia, Suzhou
Evaluation	
Final Examination (%)	60
Continuous Assessment (%)	40
Academic reference	
Websites	

ELECTIF : MANAGEMENT, PRINCIPLES & PRACTICIES

Course Code	PGE.FINM1.HRELE.0324
ECTS Credits	2
Course Leader	EZZEROUALI Amine
Synchronous	0
Department	Dept. Management, Law and Organization
Program	M1 GBE Suzhou
Prerequisites	None
Course Description	<p>« Management » is probably one the most used words in business & organisations, and yet, its understanding may differ from one person to another. Is management a science? A process? A job? An activity? An art?</p> <p>« Management Principles and Practices » is an online elective that introduces the four main managerial functions: Planning, Organising, Leading and Controlling. The main objective of this elective is to help students develop their managerial skills. Key concepts and applications of "what managers really do" will be addressed in 4 modules, each connecting theory to practice through texts, case studies and videos.</p> <p>Regarding the assessment, there are two individual assignments. First, each student will submit a short video of 2-3 minutes in which they illustrate one of the four managerial functions. Second, each student will complete a Multiple Choice Questionnaire (MCQ) that tackles the course content (course content and papers). The short video assignment will count for 50% of the grade, and the MCQ will count for 50% of the grade.</p>
Course Open to Exchange	Suzhou /Spring
Semester	spring
Campus	Belo Horizonte, Paris, Raleigh, Sophia, Suzhou
Evaluation	
Final Examination (%)	0
Continuous Assessment (%)	100
Academic reference	Fundamentals of Management: Essential concepts and applications. 9th Edition. Robbins S., DeCenzo D. and Coulter M. (2015). Pearson. Management, Global Edition. 11th Edition. Robbins S. and Coulter M. (2016). Pearson.
Websites	

ELECTIF : WELLBEING AND QUALITY OF LIFE AT WORK

Course Code	PGE.FINM1.HRELE.0326
ECTS Credits	2
Course Leader	CHASSERIO Stéphanie
Synchronous	0

Department	Dept. Management, Law and Organization
Program	M1 GBE Suzhou
Prerequisites	Basics of organisational theory and organisational behaviour
Course Description	This online course aims to present how and why wellbeing and quality of life at work are intrinsic elements of the managerial work. In the current context, the workers' expectations towards organizations are growing in terms of working conditions, organizational culture and managerial practices. Wellbeing at work is a differentiation factor to attract talents for companies. The managers are central in the implementation of this topic in the organization.
Course Open to Exchange	Suzhou /Spring
Semester	spring
Campus	Belo Horizonte, Paris, Raleigh, Sophia, Suzhou
Evaluation	
Final Examination (%)	0
Continuou s Assessment (%)	100
Academic reference	<p>Ahmad, S. (2013) Paradigms of Quality of Work Life. Journal of Human Values. [Online] 19 (1), 7382. Available at: doi:10.1177/0971685812470345.</p> <p>ANACT (2016) 10 questions sur... La qualité de vie au travail. Une voie pour innover [Online]. Available at: https://www.anact.fr/10-questions-sur-la-qualite-de-vie-au-travail.</p> <p>ANACT (2015) 10questions sur les espaces de discussion [Online]. Available at: file:///C:/Users/s.chasserio/Downloads/anact_10qs_espaces_de_discussion_bd.pdf.</p> <p>Bakker, A.B., Boyd, C.M., Dollard, M., Gillespie, N., et al. (2010) The role of personality in the job demandsresources model: A study of Australian academic staff. Career Development International. [Online] 15 (7), 622636. Available at: doi:10.1108/13620431011094050.</p> <p>Bakker, A.B. and Demerouti, E. (2007) The Job DemandsResources model: State of the art. Journal of Managerial Psychology. [Online] 22 (3), 309328. Available at: doi:10.1108/02683940710733115.</p> <p>Bakker, A.B., Demerouti, E. and Verbeke, W. (2004) Using the job demands-resources model to predict burnout and performance. Human Resource Management. 43 (1), 83104.</p> <p>Baudelot, C. and Gollac, M. (1997) Faut-il travailler pour être heureux? INSEE Premières. [Online] (560). Available at: http://www.insee.fr/FR/FFC/DOCS_FFC/ip560.pdf.</p> <p>Bevan, S. (2010) The business case for employees health and wellbeing. A report prepared for Investors in People. [Online] Available at: http://www.mbsportal.bl.uk/secure/subjareas/hrmemployrelat/twf/114598businesscaseeehealth10.pdf (Accessed: 3 October 2014).</p> <p>Boehm, J.K. and Lyubomirsky, S. (2008) Does happiness promote career success? Journal of Career Assessment. [Online] 16 (1), 101116. Available at: doi:10.1177/1069072707308140.</p>

Bourdu, É., Péretié, M.-M., Richer, M. and Senard, J.-D. (2016) La qualité de vie au travail: un levier de compétitivité: refonder les organisations du travail. Paris, Transvalor - Presses des Mines.

Brockner, J., Grover, S., O'Malley, M., Reed, T.F., et al. (1993) Threat of future layoffs, self-esteem, and survivors reactions: evidence from the laboratory and the field. *Strategic Management Journal*. 14153166.

Brun, J.-P., Université Laval and Chaire en gestion de la santé et de la sécurité du travail dans les organisations (2005) La reconnaissance au travail = Employee recognition. [Québec], Chaire en gestion de la santé et de la sécurité du travail dans les organisations.

Buffet, A., Gervais, R.L., Liddle, M., Eeckelaert, L., et al. (2013) Well-being at work creating a positive work environment. [Online]. Luxembourg, Publications Office. Available at: <http://dx.publications.europa.eu/10.2802/52064> (Accessed: 23 October 2016).

Burton, J. and World Health Organization (2010) WHO Healthy workplace framework and model: Background and supporting literature and practices.

Cañibano, A. (2013) Implementing innovative HRM: trade-off effects on employee well-being. *Management Decision*. [Online] 51 (3), 643660. Available at: doi:10.1108/00251741311309706.

Chenoweth, D. (2011) Promoting employee well-being: Wellness strategies to improve health, performance and the bottom line.

CIPD (2016) Growing the health and well-being agenda: From first steps to full potential [Online]. Available at: https://www.cipd.co.uk/Images/health-well-being-agenda_2016-first-steps-full-potential_tcm18-10453.pdf.

Connerley, M.L. and Wu, J. eds. (2016) Handbook on Well-Being of Working Women. [Online]. Dordrecht, Springer Netherlands. Available at: doi:10.1007/978-94-017-9897-6 (Accessed: 20 February 2017).

Cropanzano, R. and Wright, T.A. (2001) When a happy worker is really a productive worker: A review and further refinement of the happy-productive worker thesis. *Consulting Psychology Journal: Practice and Research*. [Online] 53 (3), 182199. Available at: doi:10.1037/1061-4087.53.3.182.

De Neve, J.-E. and Ward, G. (2017) Does Work Make You Happy? Evidence from the World Happiness Report Harvard Business Review.

Diribarne, P. (1989) La logique de l'honneur. *Gestion des entreprises et traditions nationales*. Points Essais 268. Editions du Seuil. Paris.

Eckert, R.A. (2013) The Two Most Important Words Harvard Business Review.

Eurofound (2012) Health and well-being at work . A report based on the fifth European working conditions survey [Online]. Available at: http://www.eurofound.europa.eu/sites/default/files/ef_files/pubdocs/2013/02/en/1/EF1302EN.pdf.

Findlay, P., Kalleberg, A.L. and Warhurst, C. (2013) The challenge of job quality. *Human Relations*. 66 (4), 441451.

Fondation européenne pour l'amélioration des conditions de vie et de travail (2016) Sixth European working conditions survey: Overview report. Luxembourg, Publications Office of the European Union.

Ganster, D.C. and Rosen, C.C. (2013) Work stress and employee health: A multidisciplinary review. *Journal of Management*. 0149206313475815.

Grant, A. (2013) Give and take. Why helping others drives our success. London, Phoenix.

Grant, A.M., Christianson, M.K. and Price, R.H. (2007) Happiness, health, or relationships? Managerial practices and employee well-being tradeoffs. *Academy of Management Perspectives*. 21 (3), 5163.

Hackman, J.R. and Oldham, G.R. (1974) The job diagnostic survey: An instrument for the diagnosis of jobs and the evaluation of job redesign projects.

Helliwell, J., Layard, R. and Sachs, J. (2016) The World Happiness Report Update. volume 1. [Online]. New York, Sustainable Development Solutions Network. Available at: <http://worldhappiness.report/#happiness2016>.

Helliwell, J., Layard, R. and Sachs, J. (2015) World happiness Report 2015 [Online]. Available at: <http://worldhappiness.report/wp-content/uploads/sites/2/2015/04/WHR15.pdf>.

Hewlett, S.A. and Luce, C.B. (2006) Extreme jobs: The dangerous allure of the 70-hour workweek. *Harvard Business Review*. 84 (12), 4959.

Hochschild, A.R. (1997) *The times bind: When work becomes home and home becomes work*. New York, Metropolitan book.

Holman, D. (2013) Job types and job quality in Europe. *Human Relations*. 66 (4), 475502.

Hosie, P.J. and Sevastos, P. (2009) Does the happyproductive worker thesis apply to managers? *International Journal of Workplace Health Management*. [Online] 2 (2), 131160. Available at: doi:10.1108/17538350910970219.

International Institute for Labour Studies, Greve, R.M. and International Labour Office eds. (1977) *Bibliography on major aspects of the humanisation of work and the quality of working life*. Geneva, International Labour Office.

International Labour Office and Labour Administration, L.I. and O.S. and H.B. (2016) *Workplace stress: a collective challenge*. [Online]. Geneva, ILO. Available at: <http://www.ilo.org/public/libdoc/ilo/2016/490656.pdf> (Accessed: 14 June 2016).

International Labour Organization (2015) *The changing nature of jobs*

de Jonge, J., Bosma, H., Peter, R. and Siegrist, J. (2000) Job strain, effort-reward imbalance and employee well-being: a large-scale cross-sectional study. *Social Science & Medicine*. 5013171327.

Jönsson, B. (1982) The quality of work life the volvo experience. *Journal of Business Ethics*. 1 (2), 119126.

Karasek, R.A. (1979) Job demands, job decision latitude, and mental strain: Implications for job redesign. *Administrative Science Quarterly*. [Online] 24 (2), 285. Available at: doi:10.2307/2392498.

Kowalski, T.H.P. and Loretto, W. (2017) Well-being and HRM in the changing workplace. *The International Journal of Human Resource Management*. [Online] 28 (16), 22292255. Available at: doi:10.1080/09585192.2017.1345205.

Laloux, F. (2014) *Reinventing organizations. A guide to creating organizations inspired by the next stage of human Consciousness*. Nelson Parker. Brussels.

Larouche, V. and Trudel, J. (1983) La qualité de vie au travail et l'horaire variable. *Relations industrielles*. [Online] 38 (3), 568. Available at: doi:10.7202/029379ar.

Linhart, D. (2015a) La comédie humaine du travail. De la deshumanisation taylorienne à la sur-humanisation managériale. *Sociologie clinique*. Toulouse, Erès.

Mauroux, A. (2016) *Chiffres clés sur les conditions de travail et la santé au travail*.

McMahan, E.A. and Estes, D. (2011) Hedonic Versus Eudaimonic Conceptions of Well-being: Evidence of Differential Associations With Self-reported Well-being. *Social Indicators Research*. [Online] 103 (1), 93108. Available at: doi:10.1007/s11205-010-9698-0.

Méda, D. (2016) The future of work: The meaning and the value of work in Europe [Online]. p.43. Available at: <https://hal.archives-ouvertes.fr/hal-01616579/document>.

Meneton, P., Kesse-Guyot, E., Méjean, C., Fezeu, L., et al. (2014) Unemployment is associated with high cardiovascular event rate and increased all-cause mortality in middle-aged socially privileged individuals. *International archives of occupational*

and environmental health. 88707716.

Messenger, J., Llave Vargas, O., Gschwind, L., Böhmer, S., et al. (2017) Working anytime, anywhere: the effects on the world of work. EF 16/58/EN. Luxembourg, Publications Office of the European Union.

Morgeson, F.P. and Humphrey, S.E. (2006) The Work Design Questionnaire (WDQ): Developing and validating a comprehensive measure for assessing job design and the nature of work. *Journal of Applied Psychology*. [Online] 91 (6), 1321-1339. Available at: doi:10.1037/0021-9010.91.6.1321.

Morgeson, F.P., Medsker, G.J. and Campion, M.A. (2006) Job and team design. In: *Handbook of human factors and ergonomics*. 3rd edition. [Online]. Hoboken, NJ, John Wiley & Sons, Inc. pp. 428-457. Available at: <https://pdfs.semanticscholar.org/41b9/5b14fab2513191a75d7848cb6707bc186b0a.pdf> (Accessed: 30 August 2017).

Naumann, S.E., Bies, R.J. and Martin, C.L. (1995) The roles of organizational support and justice during a layoff. *Academy of Management Journal*.

Nelson, K., Boudrias, J.-S., Brunet, L., Morin, D., et al. (2014) Authentic leadership and psychological well-being at work of nurses: The mediating role of work climate at the individual level of analysis. *Burnout Research*. [Online] 1 (2), 90-101. Available at: doi:10.1016/j.burn.2014.08.001.

Nielsen, K. (2013) Review article: How can we make organizational interventions work? Employees and line managers as actively crafting interventions. *Human Relations*. 66 (8), 1029-1050.

Nielsen, K., Nielsen, M.B., Ogbonnaya, C., Känslä, M., et al. (2017) Workplace resources to improve both employee well-being and performance: A systematic review and meta-analysis. *Work & Stress*. [Online] 31 (2), 101-120. Available at: doi:10.1080/02678373.2017.1304463.

Parent-Thirion, A., Biletta, I., Cabrita, J., Vargas, O., et al. (2016) Sixth European Working Conditions Survey Overview report. EF1634. Publications Office of the European Union, Luxembourg., Eurofound.

Pelletier, J. (2015) La QVT: une voie pour innover. *La revue des conditions de travail*. 31-624.

Puranam, P., Alexy, O. and Reitzig, M. (2014) Whats New About New Forms of Organizing? *Academy of Management Review*. [Online] 39 (2), 162-180. Available at: doi:10.5465/amr.2011.0436.

Reid, E. and Ramarajan, L. (2016) Managing the High-Intensity Workplace. *Harvard Business Review*. 94-8490.

Richer, M. (2013) Bien-être et efficacité - pour une politique de qualité de vie au travail [Online]. Available at: <http://www.tnova.fr/sites/default/files/130318%20-%20Bien-%C3%AAtre%20et%20efficacit%C3%A9%20-%20pour%20une%20politique%20de%20qualit%C3%A9%20de%20vie%20au%20travail%20-%20Martin%20Richer.pdf>.

Ryan, R.M. and Deci, E.L. (2001) On happiness and human potentials: A review of research on hedonic and eudaimonic well-being. *Annual Review of Psychology*. 52 (1), 141-166.

Sachs, J., Becchetti, L. and Annett, A. (2016) World Happiness Report , Special Rome Edition (Vol. II). New York, Sustainable Development Solutions Network.

Schulte, P. and Vainio, H. (2010) Well-being at work: Overview and perspective. *Scandinavian Journal of Work, Environment & Health*. [Online] 36 (5), 422-429. Available at: doi:10.5271/sjweh.3076.

Seppala, E. and Moeller, J. (2018) 1 in 5 Highly Engaged Employees Is at Risk of Burnout. *Harvard Business Review*.

Siegrist, J. (1996) Adverse health effects of high-effort/low-reward conditions.

	<p>Journal of Occupational Health Psychology. 1 (1), 27.</p> <p>Smets, M. and Jarzabkowski, P. (2013) Reconstructing institutional complexity in practice: A relational model of institutional work and complexity. Human Relations. 66 (10), 12791309.</p> <p>Snell, L., Sok, P. and Danaher, T.S. (2015) Achieving growth-quality of work life ambidexterity in small firms Dr Laszlo Sajtos (ed.). Journal of Service Theory and Practice. [Online] 25 (5), 529550. Available at: doi:10.1108/JSTP-04-2014-0064.</p> <p>Spicer, A. and Cederström, C. (2015) The Research Weve Ignored About Happiness at Work</p> <p>Thebaud-Mony, A., Daubas-Letourneux, V., Frigul, N. and Jobin, P. (2012) Santé au travail. Approches critiques. La découverte Recherches. Paris.</p> <p>Thebaud-Mony, A., Davezies, P., Vogel, L. and Volkoff, S. (2015) Les risques du travail. Pour ne pas perdre sa vie à la gagner. La Découverte. Paris.</p> <p>Valcour, M. (2016) Beating Burnout. Harvard Business Review.</p> <p>Weinberg, A. and Cooper, C. (2007) Surviving the workplace. A guide to emotional well-being. Psychology at work. Thomson. London.</p> <p>Wright, T. and Cropanzano, R. (2007) The happy/productive worker thesis revisited. Research in Personnel and Human Resources Management. [Online] 26269307. Available at: doi:10.1016/S0742-7301(07)26006-2.</p>
Websites	

EXCEL VBA

Course Code	PGE.FINM1.ISELE.0724
ECTS Credits	2
Course Leader	MILLELIRI André
Synchronous	0
Department	Dept. Management of projects, Information Systems and Supply Chains
Program	M1 GBE Suzhou
Prerequisites	none
Course Description	The goal of the course is to introduce the students to a programming language which is embedded in Excel. This language will make them able to automatize processes within Excel. It is also a skill which is required in many fields and specifically for Corporate Finance, Market finance and consulting and many more. Coding is a trending activity in our Data Science Era and this course will be a comprehensive introduction.
Course Open to Exchange	Belo /Spring;#Suzhou /Spring
Semester	spring
Campus	Belo Horizonte, Paris, Raleigh, Sophia, Suzhou
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	
Websites	

INTERNATIONAL FINANCE

Course Code	PGE.FINM1.FICOR.0514
ECTS Credits	4
Course Leader	GROSLAMBERT Bertrand
Synchronous	24
Department	Dept. Accounting and Finance
Program	M1 GBE Suzhou
Prerequisites	-none
Course Description	-This course provides an overview of the nature and operation of global capital markets and traded financial instruments. Students are exposed to the organisation of the international financial system and the markets for stocks, bonds, commodities and foreign exchange
Course Open to Exchange	Belo /Spring;#Paris /Spring;#Raleigh /Spring;#Sophia /Spring;#Suzhou /Spring
Semester	spring
Campus	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Stellenbosch-Le Cap, Suzhou
Evaluation	
Final Examination (%)	60
Continuous Assessment (%)	40
Academic reference	Principles of Corporate Finance, 12/e.Brealey, Myers and Allen. McGraw-Hill ed.
Websites	

INTERNATIONAL MARKETING

Course Code	PGE.FINM1.MKCOR.0413
ECTS Credits	3
Course Leader	CASTILHOS Rodrigo
Synchronous	24
Department	Dept. Marketing
Program	M1 GBE Suzhou
Prerequisites	none
Course Description	Today's highly globalized economy imposes several challenges for firms. Cultural, economic, competitive, regulatory, and infrastructural particularities of regions and countries fundamentally affect the ways in which companies conceive and implement their international presence worldwide. This course provides state-of-art foundations and tools to (1) critically analyze the globalized marketplace and international consumers, (2) identify country-specific opportunities for doing business, and (3) devise marketing strategies for successfully competing in international markets.
Course Open to Exchange	Belo /Spring;#Paris /Spring;#Raleigh /Spring;#Sophia /Spring;#Suzhou /Spring
Semester	spring
Campus	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
Evaluation	

Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

INTERNATIONAL NEGOTIATION

Course Code	PGE.FINM1.MKCOR.0407
ECTS Credits	3
Course Leader	SPIER Peter
Synchronous	18
Department	Dept. Marketing
Program	M1 GBE Suzhou
Prerequisites	None
Course Description	'Par ma foi ! il y a plus de quarante ans que je dis de la prose sans que j'en susse rien' (My faith!! have been speaking prose for forty years without knowing it), observes Molière's 'Bourgeois gentilhomme'. The same could be said of negotiation. We all do it, whether we realize it or not, and a great deal can be gained from learning to do it better. This skill will be paramount for careers in sales, key account management, purchasing, business development.. but it is also key in teamwork, conflict management, relationship building and a myriad other situations involving interaction between two or more parties. The list of different negotiation situations we might encounter is endless and varied: buying a souvenir, a car, an apartment; deciding on a holiday destination or a new sofa with your partner; asking your neighbour to turn down the stereo or look after your cat; negotiating a new deal with a supplier or a client; setting up an agreement with a new distributor or agent... As a means of reaching agreement and navigating differences, it is an essential tool for living and working abroad, or working with international partners or clients. Good negotiation skills presuppose an ability to interact constructively with others; cultural differences add one more dimension to this, and it is useful to reflect on how these differences impact the negotiation process. This course will take up and build on frameworks and concepts encountered in the multicultural management course and explore how they play out in a negotiation situation. To do so, we must first develop our knowledge and understanding of the nature and dynamics of negotiation itself. The course will involve a balanced approach, with some theory, practical negotiation exercises and case studies. On international campuses, there will naturally be some degree of emphasis on learning to negotiate within the local culture.
Course Open to Exchange	Belo /Spring;#Suzhou /Spring
Semester	spring
Campus	Belo Horizonte, Paris, Raleigh, Sophia, Suzhou
Evaluation	

Final Examination (%)	80
Continuous Assessment (%)	20
Academic reference	<p>Below are some suggestions of books to read on the subject of negotiation. The list is not exclusive and you should feel free to consider other titles. You will also see suggested titles on the PPT slides used during the course</p> <p>Roger Fisher, William Ury, Bruce Patton, Getting to yes: negotiating agreement without giving in, ISBN: 0-14-015735-2. This is an absolute classic, published in an edition that shouldn't break the bank. Less thorough, perhaps, than the Essentials (see below) in its coverage of the topic, and more inclined to argue in favour of an integrative approach to negotiation than to present itself as an academic text, it is certainly an influential work.</p> <p>Roy Lewicki et al., Essentials of negotiation (3rd edition, McGraw Hill 2003), ISBN 0071232540. A standard text for negotiation courses that covers the theoretical topics thoroughly and in a very readable fashion. There are two other books by the same authors: Negotiation (ISBN 0 07 112315 6) which is the full version from which the Essentials is taken, and Negotiation: readings, exercises and cases (ISBN 0 07 112316 4) which contains what the titles suggest. This whole series is very good indeed and will provide one of the fullest introductions to the subject.</p> <p>Maude, B. (2014). International business negotiation: principles and practice. Palgrave Macmillan.</p> <p>Shell, R. (1999). Bargaining for advantage. New York: Viking Books. An excellent, comprehensive and readable book.</p> <p>Thompson, L. (1998). The mind and heart of the negotiator. Upper Saddle River, NJ: Prentice Hall. Another very good book. Unfortunately a little bit expensive.</p> <p>Lax, D., & Sebenius, J (1986). The manager as negotiator: bargaining for cooperation and competitive gain. New York: Free Press. A solid, level-headed and readable book.</p> <p>Ury, W. (1991). Getting past no: negotiating with difficult people. New York: Bantam Books. A book from the Getting to yes team that will prove useful when the going gets tough.</p> <p>Camp, J. (2002). Start with NO. The negotiating tools that pros don't want you to know. New York: Crown Business. As the title suggests, the author takes a different stance to that of most integrative approaches and has a hardball tactics approach that is interesting. A good companion work to the Getting to yes books.</p>
Websites	Useful links will be provided on the Knowledge learning platform

MANAGEMENT OF INFORMATION SYSTEMS IN THE DIGITAL AGE

Course Code	PGE.FINM1.ISCOR.0703
ECTS Credits	4
Course Leader	BOUKEF Nabila
Synchronous	21
Department	Dept. Management of projects, Information Systems and Supply Chains

Program	M1 GBE Suzhou
Prerequisites	You need to have basic knowledge about management and economics, including understanding the general structure and functioning of organizations.
Course Description	<p>Advances in information technology (IT) have transformed business models, organizational structures and processes, and the methods for sustaining innovation and firm performance. IT has impacted business activities such as product design, production, purchasing, marketing, customer and supplier relationships, and human resource management, and has contributed significantly to productivity growth. Most firms have realized that IT-based innovation is a strategic imperative. The Internet and associated technological innovations have helped in restructuring the global economy into a networked economy characterized by unprecedented levels of electronically-mediated communication, collaboration, and commerce.</p> <p>With information technologies becoming an important force that shapes entire industries and creates value in firms, it is important that you as future business leaders understand the potential role of IT in creating value and competitive advantage. The objective of this course is to help you develop the critical thinking to assess how IT and systems shape business strategy, innovation, and operations in firms, with the key goal of helping you be better prepared to analyse and evaluate business challenges for maximizing the impact of IT on products, processes and services in different settings. This course will help you develop sophisticated understanding of the links between IT, business strategy and business process. You will also gain an appreciation of the organizational and management practices that complement IT investments and that are needed to extracting the appropriate return on IT investments.</p>
Course Open to Exchange	Belo /Spring;#Paris /Spring;#Raleigh /Spring;#Sophia /Spring;#Suzhou /Spring
Semester	spring
Campus	Belo Horizonte, Paris, Raleigh, Sophia, Stellenbosch-Le Cap, Suzhou
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Required readings will be provided to you.
Websites	We will use K2 as the course website.

STRATEGY

Course Code	PGE.FINM1.STCOR.0801
ECTS Credits	4
Course Leader	CIRILLO Bruno
Synchronous	30
Department	Dept. Stratégie, Entrepreneurship and Economics
Program	M1 GBE Suzhou

Prerequisites	None
Course Description	This strategy course introduces the fundamental concepts, analytical tools, and strategic options at the basis of strategic analysis and action. We will use a combination of lectures, case studies and a team project to explore and apply theoretical frameworks and methodologies in different industry and company situations. For instance, we will explore methods for assessing the strength of competition and the relative bargaining power, for anticipating competitors actions, for analyzing cost and value structures and their relevance to competition, and for assessing potential changes in the scope of the firm (diversification and vertical integration).
Course Open to Exchange	Belo /Spring;#Paris /Spring;#Raleigh /Spring;#Sophia /Spring;#Suzhou /Spring
Semester	spring
Campus	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Stellenbosch-Le Cap, Suzhou
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	Grant, R. M. (2016). Contemporary strategy analysis and cases: text and cases, 9th Edition. John Wiley & Sons.
Websites	

MSc Corporate Financial Management

BLOCKCHAIN AND CRYPTOCURRENCY

Course Code	MSC.CFMM2.FICOR.0182
ECTS Credits	3
Course Leader	SAIDANE Dhafer
Synchronous	18
Department	Dept. Accounting and Finance
Program	Corporate Financial Management
Prerequisites	TBC
Course Description	TBC

Course Open to Exchange	Suzhou /Spring
Semester	spring
Campus	Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

CAREER MANAGEMENT 2

Course Code	MSC.TRCM2.DREOR.0002
ECTS Credits	1
Course Leader	BEAUGRAND Audrey
Synchronous	0
Department	Career Center - Employability
Program	Corporate Financial Management
Prerequisites	No prerequisites.
Course Description	<p>This course is managed by the Talent & Careers Department. In order to validate this course, students have to:</p> <p>1 MANDATORY : take the questionnaire « Talents » PRADITUS (Personalities in the workplace, Work relationships, Strengths and areas of improvement) + take 2 Mooc, one on Personal Profile & Soft skills and a second on Salary Negotiation + EVALUATION</p> <p>2 NOT MANDATORY : Attend Career Events during the semester organized by the Talent & Careers team on your campus or by our partners companies</p> <p>MAIN CONTACTS FOR YOUR PROGRAM:</p> <p>LILLE: Audrey BEAUGRAND & Feryel HOUSSEIN</p> <p>PARIS: Laura SINDONINO, Sophie Ripoche & Janice M'BENGO (for</p>

	International students) SOPHIA: Sylvie MARTINAUD, Anne DUFLOS (for International students) SUZHOU : April YANG RALEIGH : Amanda CHAMBERLAIN BELO HORIZONTE : Geneviève POULINGUE & Ana Cristina BRAGA
Course Open to Exchange	Belo /Spring;#Lille /Spring;#Paris /Spring;#Raleigh /Spring;#Sophia /Spring;#Suzhou /Spring
Semester	spring
Campus	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	Lectures obligatoires / Required readings: Lectures Recommandées / Recommended readings:
Websites	None.

CHINESE - ADVANCED

Course Code	MSC.TRCM2.OTCOR.0035
ECTS Credits	0
Course Leader	DURANTON H��l��ne
Synchronous	0
Department	Dept. Languages and Personal Development
Program	Corporate Financial Management
Prerequisites	Having attended intermediate level 2/ Pre-advanced in Suzhou campus. Or having attended the intermediate level (210 hours) at other campus.
Course Description	This course is an Advanced level course of Mandarin Chinese designed for students who want to keep learning after Intermediate level 3/ Pre-Advanced level.

Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Ji Jin, Winning in China Business Chinese (Intermediate). The books will be bought by students, and Soochow University recommended for the students to use. Jiang Liping, HSK4, will be combined with business Chinese.
Websites	

CHINESE - BEGINNER

Course Code	MSC.TRCM2.OTCOR.0031
ECTS Credits	0
Course Leader	DURANTON H��l��ne
Synchronous	0
Department	Dept. Languages and Personal Development
Program	Corporate Financial Management
Prerequisites	For beginners
Course Description	This course is a beginning level course of Mandarin Chinese designed for students without any Chinese Language background.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall
Campus	Suzhou
Evaluation	

Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 1). The books will be bought by students, and Soochow University recommended for the students to use.
Websites	

CHINESE - ELEMENTARY

Course Code	MSC.TRCM2.OTCOR.0033
ECTS Credits	0
Course Leader	DURANTON H��l��ne
Synchronous	0
Department	Dept. Languages and Personal Development
Program	Corporate Financial Management
Prerequisites	Students who have studied Chinese for 60 hours.
Course Description	This course is an elementary level course of Mandarin Chinese designed for students want to keep learning after post-beginner.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 2). The books will be bought by students, and Soochow University recommended for the students to use.

Websites	
-----------------	--

CHINESE - INTERMEDIATE

Course Code	MSC.TRCM2.OTCOR.0034
ECTS Credits	0
Course Leader	DURANTON H��l��ne
Synchronous	0
Department	Dept. Languages and Personal Development
Program	Corporate Financial Management
Prerequisites	Having attended beginner Pre Intermediate in Suzhou campus. Or having attended the beginners level (120 hours) at other campus.
Course Description	This course is an intermediate level course of Mandarin Chinese designed for students who want to keep learning after Pre Intermediate.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 3). The books will be bought by students, and Soochow University recommended for the students to use.
Websites	

CHINESE - POST BEGINNER

Course Code	MSC.TRCM2.OTCOR.0032
ECTS Credits	0
Course Leader	DURANTON H��l��ne
Synchronous	0
Department	Dept. Languages and Personal Development
Program	Corporate Financial Management
Prerequisites	Students have studied Chinese for 30 hours.
Course Description	This course is an post beginner level course of Mandarin Chinese designed for students want to keep learning after beginner level.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 1). The books will be bought by students, and Soochow University recommended for the students to use.
Websites	

CYBERSECURITY, PRIVACY AND REGTECH FOR FINANCE

Course Code	MSC.CFMM2.FICOR.0181
ECTS Credits	3
Course Leader	SAIDANE Dhafer
Synchronous	18

Department	Dept. Accounting and Finance
Program	Corporate Financial Management
Prerequisites	no prerequisite
Course Description	<p>1. Students will gain general knowledge of information privacy and data protection, including data breach and cybersecurity, in the financial sector</p> <p>2. Be familiar with key EU regulations impacting traditional financial actors as well as Fintechs in the field of cybersecurity and privacy</p> <p>3. Have an appreciation for the impact of deep tech (blockchain, AI, quantum computing) on cybersecurity, privacy and Regtech</p> <p>4. Be familiar with the basics and learn about the potential of state-of-the-art AI/ machine learning, IoT, blockchain with respect to various use cases such as fraud detection, fraud prediction, AML, credit scoring, Insurtech</p> <p>5. Be familiar with cryptocurrencies and their implications in terms of cybersecurity/privacy</p>
Course Open to Exchange	Suzhou /Spring
Semester	spring
Campus	Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	<p>Thierry Bonneau, Thibault Verbiest, Fintech et Droit - RB Edition, février 2020</p> <p>Didier Geiben, Olivier Jean-Marie, Jean-François Vilotte, Thibault Verbiest, Bitcoin et Blockchain. Vers un nouveau paradigme de la confiance numérique ? - RB Edition , juillet 2016 Prix Turgot 2017 du meilleur ouvrage collectif</p> <p>Franklin Dehousse, Thibault Verbiest, Tania Zgajewski, Introduction au droit de la société de l'information : synthèse en droits belge et européen convergence télécoms, audiovisuel, internet , 2007, Larcier</p> <p>De Coster, T., Vandercammen, M., Verbiest, T., Demoulin, M., Jacquemin, H. & Montero, E, Les pratiques du commerce électroniques, 2007,</p>

	<p>Bruxelles: Académia Bruylant. 191 p. (Cahiers du CRID; vol. 30)</p> <p>Thibault Verbiest , Le nouveau droit du commerce électronique : La loi pour la confiance dans l'économie numérique et la protection du cyberconsommateur, 2004, Larcier</p> <p>Thibault Verbiest La protection juridique du cyber-consommateur, Litec, Paris, 2002</p> <p>Thibault Verbiest et Etienne Wéry, Le droit de l'internet et de la société de l'information. Droits européen, belge et français, 2001, Larcier Scientific publications (66)</p> <p>Jonathan J. Attia, Thibault Verbiest, Bitcoin, Ethereum, Libra et CBDC : Blockchain, une valse à quatre temps, décembre 2019, Revue Banque n° 839</p> <p>Thibault Verbiest, Thierry Granier, Marchés financiers et technologie blockchain, octobre 2019, Banque & Droit n° 187</p> <p>Thibault DOUVILLE, Thibault VERBIEST, Blockchain et tiers de confiance : incompatibilité ou complémentarité ? Recueil Dalloz (n°20, 2018)</p> <p>Thibault Verbiest, Frédéric Bellanca, Cadre juridique : Initial Coin Offerings (ICO) : linévitabilité réglementaire?, janvier 2018, Revue Banque n° 817</p> <p>Thibault Verbiest, Conformité : Données personnelles et FinTechs : un mariage de raison, juin 2017, Revue Banque n° 810</p> <p>Thibault VERBIEST, Voiture connectée et voiture autonome, Revue Lamy droit de l'immatériel (n°133, 2017)</p> <p>Thibault VERBIEST, Le "data", moteur des projets "smart cities" , Revue Lamy droit de l'immatériel (n°140, 2017)</p> <p>Thibault Verbiest, « Quelle valeur juridique pour les smart contracts ? », RLDA, 2017, n° 129.</p> <p>Thibault VERBIEST. Quelle relation entre la protection des données à caractère personnel et la blockchain ?, RLDA, 2017, n° 144</p> <p>Thibault Verbiest, Robert Devin, Les robo-advisors ou l'automatisation du conseil financier : Vers un nouveau cadre juridique en France et en Europe ? , avril 2017, Revue Banque n° 808</p> <p>Thibault Verbiest, Banque et assurance : Quel régime applicable à l'égard des comparateurs en ligne ?, janvier 2017, Revue Banque n° 805</p> <p>Thibault Verbiest, Régulation : Quelle approche légale de la blockchain ? , septembre 2016, Banque & Stratégie n° 350</p> <p>Thibault VERBIEST, Technologies de registre distribué (blockchain) : premières pistes de régulation , Revue Lamy droit de l'immatériel (n°129, 2016)</p> <p>Pelletier, Perrine, Verbiest, Thibault, and Lebon, Geoffroy, 'Betting in France', in Paul M. Anderson, et al. (eds.), Sports Betting: Law and Policy, 2012,</p> <p>Thibault Verbiest, Pascal Reynaud. Skill Games for Money in France: Are</p>
--	--

	<p>They Legal?, Gaming Law Review, Oct 2011</p> <p>Elise DUFOUR, Thibault VERBIEST, Alexandre DREYFUS, Eric BOUHANNA, E-commerce : l'ouverture du marché français des jeux d'argent et de hasard en ligne : échec ou mat ? Revue Lamy droit de l'immatériel (n°58, 2010)</p> <p>Verbiest, G. Lebon and P. Pelletier, 'Libéralisation des jeux en ligne: aperçu juridique du futur cadre légal', RLDA, No. 49, May 2010, p. 37</p> <p>Thibault VERBIEST, Momtchil MONOV,, "L'arrêt ""Santa Casa"" : frein ou accélérateur à la libéralisation du secteur des jeux de hasard sur internet ? , Revue Lamy droit de l'immatériel (n°54, 2009)</p> <p>Thibault VERBIEST, Geoffroy LEBON, La FFT remporte aisément le second set dans le match qui l'oppose à Unibet , Revue Lamy droit de l'immatériel (n°55, 2009)</p> <p>Thibault VERBIEST, Pascal REYNAUD, Alexandre MANASTERSKI, Le principe de remboursabilité comme condition de licéité des loteries payantes ? Revue Lamy droit de l'immatériel (n°54, 2009)</p> <p>Thibault VERBIEST, Le fonds de commerce électronique : vers une reconnaissance juridique ? Communication commerce électronique (n°4, 2008)</p> <p>Thibault VERBIEST, Pascal REYNAUD, Bertrand VANDELDE, Le web 2,0 dans l'entreprise : quelle responsabilité ? , Revue Lamy droit de l'immatériel (n°40, 2008)</p> <p>Bruno SIDO, Auteur ; Emmanuel BINOCHÉ, Auteur ; Thibault VERBIEST, Auteur ; Giuseppe DE MARTINO, Responsabilité : opérateurs, tous responsables ? utilisateurs, irresponsables ? Revue Lamy droit de l'immatériel (n°39, 2008)</p> <p>Van der Perre, A., Verbiest, T., Spindler, G., Maria Riccio, G., & Montero, E. (2007). Study on the liability of Internet intermediaries: general trends in the EU. Namur: CRID.</p> <p>Frédérique VANHAELEN, Thibault VERBIEST, Jeux d'argent en ligne : l'impact de l'arrêt Placanica, Revue Lamy droit de l'immatériel (n°27, 2007)</p> <p>Van Den Bulck, Paul, et Thibault Verbiest. « Jeux vidéo: synthèse dun cadre juridique naissant » (2007) JCP Semaine juridique - Édition générale, n°100</p> <p>Thibault VERBIEST, La Voix sur IP : à la recherche d'un cadre réglementaire , Communication commerce électronique (n°2, 2007)</p> <p>Thibault VERBIEST, Administration électronique : l'ordonnance n° 2005-1516 du 8 décembre 2005 était-elle nécessaire ? Revue Lamy droit de l'immatériel (n°15, 2006)</p> <p>François Coupez et Thibault Verbiest, Commercialisation à distance des services financiers : bilan dun nouveau cadre juridique, Recueil Dalloz 2006 N° 44, page 3057</p> <p>Thibault VERBIEST, Evelyn HEFFERMEHL, Le cadre réglementaire des jeux d'argent en ligne en France : évolutions et tendances à l'oeuvre , Revue Lamy droit de l'immatériel (n°20, 2006)</p> <p>Thibault VERBIEST, Paul VAN DEN BULCK, Convergence : "la révision de la directive ""Télévision sans frontières", Revue Lamy droit de l'immatériel</p>
--	---

	<p>(n°21, 2006)</p> <p>Thibault VERBIEST, Pascal REYNAUD, Adoption de la loi DADVSI et décision du Conseil constitutionnel : point de répit estival ! Revue Lamy droit de l'immatériel (n°19, 2006)</p> <p>Thibault VERBIEST, Télévision sur téléphone mobile : quel cadre juridique ? , Revue Lamy droit de l'immatériel (n°7, 2005)</p> <p>Thibault VERBIEST, Webradios : vers un régime de rémunération équitable ? Revue Lamy droit de l'immatériel (n°1, 2005)</p> <p>G. Lebon and T. Verbiest; F. Rizzo, 'Les droits d'exploitation audiovisuelle des manifestations sportives', Dr. et patr., No. 139, 2005, p. 69.</p> <p>Thibault VERBIEST, Ewout KEULEERS, Gambelli case makes it harder for nations to restrict gaming Gaming Law Review (n°1, 2004)</p> <p>Keuleers, E. & Verbiest, T., Gambelli Case Makes it harder for Nations to Restrict Gaming, 2004, In : Gaming Law Review. 8, 1, p. 9-13 5 p.</p> <p>Thibault VERBIEST, Jeux et paris en ligne : répression ou régulation, Expertises (n°287, 2004)</p> <p>Thibault VERBIEST, Affaire Microsoft : la Commission européenne condamne, Expertises (n°281, 2004)</p> <p>Thibault VERBIEST, Pascal REYNAUD, Jeux et paris virtuels : évolution ou révolution du droit européen ? , Communication commerce électronique (n°11, 2004)</p> <p>Thibault VERBIEST, Loi pour la confiance dans l'économie numérique : examen du nouveau régime du commerce électronique Lamy droit de l'informatique et des réseaux (n°172, 2004)</p> <p>Keuleers, E. & Verbiest, T., The eCommerce Directive and online gaming activities, 2003, World Online Gambling Report.</p> <p>Keuleers, E. & Verbiest, T., Advocate General backs passive cross-border gaming, 2003, World Online Gambling Report.</p> <p>Keuleers, E. & Verbiest, T., Cross-border gaming: the European regulatory perspective, 2003, Gaming Law Review. 7, 3, p. 185-196 12 p.</p> <p>Janice DERVAUX, Auteur ; Thibault VERBIEST, Application service provider : aspects contractuels, Lamy droit de l'informatique et des réseaux (n°157, 2003)</p> <p>Thibault VERBIEST, Ewout KEULEERS, Cross-border gaming : the European regulatory perspective , Gaming Law Review (n°3- vol. 7, 2003)</p> <p>Thibault VERBIEST, Projet de loi pour la confiance dans l'économie numérique : analyse critique , Communication commerce électronique (n°2, 2003)</p> <p>Thibault VERBIEST, Sommet mondial sur la société de l'information : quel rôle pour les professions libérales, Lamy droit de l'informatique et des réseaux (n°163, 2003)</p> <p>Thibault VERBIEST, Inge De BRUYN, De technische tijdelijke kopie geconfronteerd met het reproductierecht, Auteurs & média (n°4, 2002)</p> <p>LEBON (Geoffroy) et VERBIEST (Thibault), « Ethique et paris sportifs: une</p>
--	--

	<p>combinaison gagnante», Cah. Dr. sp. (2012)</p> <p>Thibault VERBIEST, Auteur ; Etienne WERY, Les professions libérales sur Internet : des prestataires comme les autres ? Expertises (n°256, 2002)</p> <p>Thibault VERBIEST, Maxime LE BORNE, Les assurances en ligne : quel cadre juridique ? Lamy droit de l'informatique et des réseaux (n°146, 2002)</p> <p>Thibault VERBIEST, La nouvelle réglementation européenne des communications électroniques , Expertises (n°261, 2002)</p> <p>Thibault VERBIEST, Places de marché électroniques : vers de nouvelles règles du jeu ? Expertises (n°264, 2002)</p> <p>Thibault Verbiest, Les copies provisoires techniques confrontées au droit de reproduction, LEGICOM 2001/2 (N° 25)</p> <p>Thibault VERBIEST, Droit international privé et commerce électronique : état des lieux Expertises (n°248, 2001)</p> <p>Etienne WERY, Thibault VERBIEST, Le cadre juridique du commerce électronique après l'ordonnance du 23 août 2001 et le projet de loi sur la société de l'information, Lamy droit de l'informatique et des réseaux (n°140, 2001)</p> <p>Thibault VERBIEST, TVA et commerce électronique : quelles règles appliquer? , Dans Expertises (n°251, 2001)</p> <p>Thibault VERBIEST, Internet et fiscalité directe : les nouvelles règles, Expertises (n°254, 2001)</p> <p>Thibault VERBIEST, Les casinos virtuels : les jeux de hasard et les loteries sur Internet Journal des tribunaux (n°5910, 1999)</p> <p>Frédérique VANHAELEN, Thibault VERBIEST, Internet : concurrence et distribution sélective : une coexistence parfois difficile , Communication commerce électronique (n°7, 2000)</p> <p>Thibault VERBIEST, La nouvelle loi belge sur le commerce électronique, Expertises (n°243, 2000)</p> <p>Laetitia ROLIN JACQUEMYS, Thibault VERBIEST, L'offre de service et produits financiers sur Internet , Revue de droit des affaires internationales (n°1, 2000)</p> <p>Thibault VERBIEST, Les casinos virtuels : une nouvelle cybercriminalité ? Expertises (n°227, 1999)</p> <p>Thibault VERBIEST, Entre bonnes et mauvaises références : A propos des outils de recherche sur Internet , Auteurs & média (n°1, 1999)</p> <p>Thibault VERBIEST, La responsabilité des outils de recherche sur Internet en droit français et en droit belge, Lamy droit de l'informatique et des réseaux (n°116, 1999)</p> <p>Articles en ligne (357)</p> <p>Depuis 1999, 357 articles sur le site de doctrine juridique https://www.droit-technologie.org/</p> <p>Derniers articles :</p> <p>Cryptomonnaie : l'Europe s'oppose aux stablecoins, décembre 2019</p> <p>Crowdfunding : le règlement européen va-t-il aussi régir les ICOs (Initial</p>
--	--

	<p>Coin Offering) ?, septembre 2018</p> <p>Les bitcoins sont-ils soumis à l'impôt ?, mai 2018</p> <p>Chroniques (132)</p> <p>Depuis 1998, 132 chroniques dans le quotidien belge LEcho (www.lecho.be)</p> <p>Dernières chroniques :</p> <p>Les 10 commandements du "contact tracing", 13 avril 2020</p> <p>Le libra et les banques centrales sont-ils des ennemis ou des alliés?, 19 décembre 2019</p> <p>Faut-il interdire ou réglementer les drones tueurs?, 6 juin 2019</p>
Websites	

DIGITAL JOB MARKET OPPORTUNITIES

Course Code	MSC.CFMM2.FICOR.0164
ECTS Credits	1
Course Leader	SAIDANE Dhafer
Synchronous	6
Department	Dept. Accounting and Finance
Program	Corporate Financial Management
Prerequisites	No
Course Description	Organisation de sequences de négociations de Job Market avec l'appui techniques d'entreprises locale dont Village by CA.
Course Open to Exchange	Suzhou /Spring
Semester	spring
Campus	Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0

Academic reference	
Websites	

EMPLOYABILITY AND CAREER 2

Course Code	MSC.TRCM2.OTCOR.0038
ECTS Credits	0,5
Course Leader	RIPOCHE Sophie
Synchronous	0
Department	Career Center - Employability
Program	Corporate Financial Management
Prerequisites	No prerequisites.
Course Description	<p>This course is managed by the Career Center. In order to validate this course, students have to:</p> <p>1 MANDATORY : Attend two workshops (1h30 each) on specific themes (1st workshop : Wage Negotiation & 2nd workshop : How to succeed in the first position (Risks/Leadership/Corporate Codes) ?) + EVALUATION</p> <p>2 NOT MANDATORY : Attend Career Events during the semester (date to be determined) organized by the career center of your campus</p> <p>MAIN CONTACTS FOR YOUR PROGRAM:</p> <p>LILLE: Audrey BEAUGRAND & Feryel HOUSSEIN</p> <p>PARIS: Laura SINDONINO, Sophie Ripoche & Janice M'BENGO (for International students)</p> <p>SOPHIA: Sylvie MARTINAUD, Anne DUFLOS (for International students)</p> <p>SUZHOU : April YANG</p> <p>RALEIGH : Laura SCLAFANI</p> <p>BELO HORIZONTE : Geneviève POULINGUE</p>
Course Open to Exchange	Suzhou /Spring
Semester	spring
Campus	Suzhou
Evaluation	

Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

FINANCIAL MODELING II

Course Code	MSC.CFMM2.FICOR.0173
ECTS Credits	3
Course Leader	CHIKH Sabrina
Synchronous	18
Department	Dept. Accounting and Finance
Program	Corporate Financial Management
Prerequisites	FINANCIAL MODELING I/ EXCEL AND VBA LEVEL 1
Course Description	This course will help the students to know how to build an abstract representation of a real world financial situation. It will enhance their capacities to design a model that will simulate the performance of a financial asset or portfolio of a business, project, or any other investment.
Course Open to Exchange	Belo /Spring;#Sophia /Spring;#Suzhou /Spring
Semester	spring
Campus	Belo Horizonte, Paris, Sophia, Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0

Academic reference	
Websites	

FINANCIAL RISK MANAGEMENT

Course Code	MSC.CFMM2.FICOR.0026
ECTS Credits	3
Course Leader	LAI Wan Ni
Synchronous	18
Department	Dept. Accounting and Finance
Program	Corporate Financial Management
Prerequisites	International financial economics, derivatives.
Course Description	<p>The main objective of this course is to teach students how to identify and manage risks at the enterprise level as financial managers.</p> <p>This course emphasis on enterprise risk management that covers the four main aspects of risk in a corporation: Hazard risks, financial risks, operational risks and strategic risks.</p> <p>The course provides an introduction to enterprise risk management, explains the financial risk exposures of a company (foreign exchange, transaction, economic) and methods of hedging financial risks.</p>
Course Open to Exchange	Sophia /Spring;#Suzhou /Spring
Semester	spring
Campus	Paris, Suzhou
Evaluation	
Final Examination (%)	60
Continuous Assessment (%)	40
Academic reference	Lectures obligatoires / Required readings: Lectures Recommandées / Recommended readings:

Websites	None.
-----------------	-------

FINTECH VENTURE

Course Code	MSC.CFMM2.FICOR.0155
ECTS Credits	3
Course Leader	SAIDANE Dhafer
Synchronous	18
Department	Dept. Accounting and Finance
Program	Corporate Financial Management
Prerequisites	Capital Budgeting Valuation
Course Description	<p>The aim of the course is to present different financing forms of entrepreneurial firms active in the fintech area. The course will discuss traditional sources such as venture capital and new trends in financial innovation available to fintech startups. Special attention will be devoted to understanding the motivations of the different players (mainly investors and entrepreneurs) and how to reconcile their interests through specific contracting mechanisms.</p> <p>Lectures build on theory, business cases and exercises that will be discussed in class. Students will be required to work on real-world business cases to develop their own view on different forms of entrepreneurial finance. This year, we will also do business cases on (equity) crowdfunding and ICO.</p>
Course Open to Exchange	Suzhou /Spring
Semester	spring
Campus	Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0

Academic reference	<p>Most relevant reading material will be distributed in electronic format at the beginning of the course. These include:</p> <p>[1] Metrick, A., and A. Yasuda (2011), Venture Capital and Other Private Equity: A Survey, <i>European Financial Management</i> 17 (4), 619654.</p> <p>[2] Hornuf, L., and A. Schwienbacher (2016), Crowdfunding Angel Investing for the Masses?, with L. Hornuf, in: <i>Handbook of Research on Venture Capital: Volume 3. Business Angels</i>: Edward Elgar (Ed. C. Mason and H. Landström); pp. 381-397. Also available on SSRN: ssrn.com/abstract=2401515.</p> <p>[3] Howell, S.T., M. Niessner, and D. Yermack (2019), Initial Coin Offerings: Financing Growth with Cryptocurrency Token Sales, <i>The Review of Financial Studies</i>, forthcoming.</p> <p>[4] Schwienbacher, A. (2015), (Book chapter) Financing the Business, in: <i>Routledge Companion on Entrepreneurship</i>: Routledge (Ed. T. Baker and F. Welter), pp. 193-206.</p> <p>In addition, students interested in reading issues covered in class will find related discussions in the following textbooks (suggested reading, not required):</p> <p>L. Alemany and J.J. Andreoli, (2018). <i>Entrepreneurial Finance: The Art and Science of Growing Ventures</i> (Cambridge University Press)</p> <p>A. Metrick and A. Yasuda, <i>Venture Capital and the Finance of Innovation</i>, 2nd Edition (Wiley)</p> <p>M. Iansiti and K.R. Lakhani, (2020). <i>Competing in the Age of AI: Strategy and Leadership When Algorithms and Networks Run the World</i> (Harvard Business Review Press)</p>
Websites	

M&AS AND CORPORATE RESTRUCTURING

Course Code	MSC.CFMM2.FICOR.0018
ECTS Credits	4
Course Leader	ROSZAK Sabrina
Synchronous	24
Department	Dept. Accounting and Finance
Program	Corporate Financial Management
Prerequisites	Introduction to finance, Financial Mathematics and Corporate Finance.

Course Description	This course is dedicated to the valuation, structuring, financing and negotiation of controlling-equity transactions. It will present some aggregate and historical evidence, before it delves into the core issue of valuation, and then structuring (and restructuring). It provides the students with a background for understanding mergers and acquisitions and corporate restructuring. Most importantly, it provides the building blocks to understand the activity of evaluating a business firm.
Course Open to Exchange	Belo /Spring;#Sophia /Spring;#Suzhou /Spring
Semester	spring
Campus	Belo Horizonte, Sophia, Suzhou
Evaluation	
Final Examination (%)	60
Continuous Assessment (%)	40
Academic reference	Lectures obligatoires / Required readings: Lectures Recommandées / Recommended readings:
Websites	

PROGRAMMING WITH PYTHON II

Course Code	MSC.CFMM2.FIELE.0139
ECTS Credits	3
Course Leader	SAIDANE Dhafer
Synchronous	18
Department	Dept. Accounting and Finance
Program	Corporate Financial Management
Prerequisites	Python I
Course Description	Python is a programming language which is becoming increasingly popular in data science/machine learning. This course is the continuation of Python I. The objective of this course is to prepare students to use Python for solving simple problems in machine learning and data science and to

	understand existing solutions. The course will be geared towards practice, students will be expected to write programs for solving data science problems with real-life data.
Course Open to Exchange	Suzhou /Spring
Semester	spring
Campus	Suzhou
Evaluation	
Final Examination (%)	60
Continuous Assessment (%)	40
Academic reference	
Websites	

REPORTING FOR CONTROL & PERFORMANCE MANAGEMENT

Course Code	MSC.CFMM2.FICOR.0106
ECTS Credits	3
Course Leader	CHIKH Sabrina
Synchronous	18
Department	Dept. Accounting and Finance
Program	Corporate Financial Management
Prerequisites	Financial analysis or equivalent year 1 accounting module.
Course Description	<p>The module examines the techniques of management accounting which will help operational managers make decisions, achieve their objectives and contribute to the overall performance of the company.</p> <p>Specifically, it provides students with the necessary understanding, methodology and tools to be able to:</p> <ul style="list-style-type: none"> Measure, analyse and control costs and profitability. Manage the planning process and prepare operating and cash budgets.

	Measure and monitor performance. Assess long-term capital investment projects.
Course Open to Exchange	Suzhou /Spring
Semester	spring
Campus	Paris, Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	Lectures obligatoires / Required readings: Lectures Recommandées / Recommended readings:
Websites	None.

MSc International Business

ADVANCED STRATEGY

Course Code	PGE.APPM2.STCOR.3311
ECTS Credits	3
Course Leader	JOLINK Albert
Synchronous	18
Department	Dept. Stratégie, Entrepreneurship and Economics
Program	International Business
Prerequisites	Strategy 1 (M1)
Course Description	The objective of the course is to understand how companies elaborate strategic decisions to support corporate growth. Profitable growth remains a top-priority for most companies. It is a condition to survive for startup companies. It often is a means to guarantee sustainable profitability for

	larger corporations. However, it is difficult to achieve in the long run and may put the company at risk if not successful. By using a combination of lectures, teaching, case studies, team projects, this course will provide an overview of growth options in different contexts.
Course Open to Exchange	Paris /Spring;#Raleigh /Spring;#Suzhou /Spring
Semester	spring
Campus	Paris, Raleigh, Stellenbosch-Le Cap, Suzhou
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	
Websites	

CAREER MANAGEMENT 2

Course Code	MSC.TRCM2.DREOR.0002
ECTS Credits	1
Course Leader	BEAUGRAND Audrey
Synchronous	6
Department	Career Center - Employability
Program	International Business
Prerequisites	No prerequisites.
Course Description	This course is managed by the Talent & Careers Department. In order to validate this course, students have to: 1 MANDATORY : take the questionnaire « Talents » PRADITUS (Personalities in the workplace, Work relationships, Strengths and areas of improvement) + take 2 Mooc, one on Personal Profile & Soft skills and a second on Salary Negotiation + EVALUATION 2 NOT MANDATORY : Attend Career Events during the semester organized

	<p>by the Talent & Careers team on your campus or by our partners companies</p> <p>MAIN CONTACTS FOR YOUR PROGRAM:</p> <p>LILLE: Audrey BEAUGRAND & Feryel HOUSSEIN</p> <p>PARIS: Laura SINDONINO, Sophie Ripoche & Janice M'BENGO (for International students)</p> <p>SOPHIA: Sylvie MARTINAUD, Anne DUFLOS (for International students)</p> <p>SUZHOU : April YANG</p> <p>RALEIGH : Amanda CHAMBERLAIN</p> <p>BELO HORIZONTE : Geneviève POULINGUE & Ana Cristina BRAGA</p>
Course Open to Exchange	Belo /Spring;#Lille /Spring;#Paris /Spring;#Raleigh /Spring;#Sophia /Spring;#Suzhou /Spring
Semester	spring
Campus	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	Lectures obligatoires / Required readings: Lectures Recommandées / Recommended readings:
Websites	None.

CHINA LEGAL ISSUES FOR BUSINESS

Course Code	MSC.IBSM2.MLCOR.0003
ECTS Credits	3
Course Leader	DALLOZ Marc
Synchronous	18
Department	Dept. Management, Law and Organization
Program	International Business
Prerequisites	n/a

Course Description	<p>This course provides an understanding of the essential elements of International Business Law. It focuses on the main issues relating to Chinese and International Contract Law, International Credits and Chinese specificities regarding the negotiation and the performance of an agreement (non-disclosure agreements, non-competition clause, hardship and renegotiation, Company chops, etc.)</p> <p>The aim of the course is to give students a comprehensive and coherent knowledge of the key concepts of International contracts, to provide tools to solve or to avoid legal problems arising in the practice of international contracts.</p> <p>This course focuses on the main issues relating to Chinese contract law. Students will become familiar with an International contract in particular real international contracts, templates and contract forms. They will develop skills to identify the main clauses and the unavoidable elements of an international agreement. Students will become familiar and comfortable with the contract terms, so that they could be aware of contract traps.</p> <p>The aim of this course is to provide students with tools to develop and draft contracts. Students will be more familiar with the application of specific international business contracts, in particular mergers, acquisition and joint-venture contracts.</p> <p>Working in group, students will analyze and draft the clauses of these international business contracts.</p>
Course Open to Exchange	Suzhou /Spring
Semester	spring
Campus	Suzhou
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	<p>R. SCHAFFER, F. AGUSTI and B. EARLE, International Business Law and its Environment, 9th edition, South-Western, 2014.</p> <p>R. AUGUST, D. MAYER and M. BIXBY, International Business Law, 6th édition, Pearson, 2012.</p> <p>Claude D. Rohwer, Gordon D. Schaber, Contracts, West Group, 1997</p> <p>Hugh Collins, The Law of Contract, Cambridge University Press, 2003</p> <p>Ewan McKendrick, Contract Law, Palgrave Macmillan, 2000</p>

	Ewan McKendrick, Contract Law, Palgrave Macmillan, 2000 Janet Dine, Company Law, Law Press China, 2003
Websites	www.uncitral.org www.unidroit.org

CHINESE - ADVANCED

Course Code	MSC.TRCM2.OTCOR.0035
ECTS Credits	0,5
Course Leader	DURANTON H��l��ne
Synchronous	30
Department	Dept. Languages and Personal Development
Program	International Business
Prerequisites	Having attended intermediate level 2/ Pre-advanced in Suzhou campus. Or having attended the intermediate level (210 hours) at other campus.
Course Description	This course is an Advanced level course of Mandarin Chinese designed for students who want to keep learning after Intermediate level 3/ Pre-Advanced level.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Ji Jin, Winning in China Business Chinese (Intermediate). The books will be bought by students, and Soochow University recommended for the students to use. Jiang Liping, HSK4, will be combined with business Chinese.
Websites	

CHINESE - BEGINNER

Course Code	MSC.TRCM2.OTCOR.0031
ECTS Credits	0,5
Course Leader	DURANTON H��l��ne
Synchronous	30
Department	Dept. Languages and Personal Development
Program	International Business
Prerequisites	For beginners
Course Description	This course is a beginning level course of Mandarin Chinese designed for students without any Chinese Language background.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 1). The books will be bought by students, and Soochow University recommended for the students to use.
Websites	

CHINESE - ELEMENTARY

Course Code	MSC.TRCM2.OTCOR.0033
ECTS Credits	0,5
Course Leader	DURANTON H��l��ne
Synchronous	30

Department	Dept. Languages and Personal Development
Program	International Business
Prerequisites	Students who have studied Chinese for 60 hours.
Course Description	This course is an elementary level course of Mandarin Chinese designed for students want to keep learning after post-beginner.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 2). The books will be bought by students, and Soochow University recommended for the students to use.
Websites	

CHINESE - INTERMEDIATE

Course Code	MSC.TRCM2.OTCOR.0034
ECTS Credits	0,5
Course Leader	DURANTON H��l��ne
Synchronous	30
Department	Dept. Languages and Personal Development
Program	International Business
Prerequisites	Having attended beginner Pre Intermediate in Suzhou campus. Or having attended the beginners level (120 hours) at other campus.
Course Description	This course is an intermediate level course of Mandarin Chinese designed for students who want to keep learning after Pre Intermediate.

Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 3). The books will be bought by students, and Soochow University recommended for the students to use.
Websites	

CHINESE - POST BEGINNER

Course Code	MSC.TRCM2.OTCOR.0032
ECTS Credits	0,5
Course Leader	DURANTON H��l��ne
Synchronous	0
Department	Dept. Languages and Personal Development
Program	International Business
Prerequisites	Students have studied Chinese for 30 hours.
Course Description	This course is an post beginner level course of Mandarin Chinese designed for students want to keep learning after beginner level.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	

Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 1). The books will be bought by students, and Soochow University recommended for the students to use.
Websites	

COMPANY FAILURE AND RENEWAL IN CHINA

Course Code	MSC.IBUM2.STELE.0059
ECTS Credits	3
Course Leader	LIN Hua
Synchronous	18
Department	Dept. Strategy, Entrepreneurship and Economics
Program	International Business
Prerequisites	n/a
Course Description	This course aims to equip students with the knowledge and skills to diagnose why organizations experience crises and what might be done to identify problems, to avoid potential failure, and to transform the organization to enable it to succeed in the future. Particular focus will be placed on Chinese companies many of which have attracted world-wide attention for adopting new business models and innovative operations. The course will also examine symptoms as well as the causes of company failure by introducing to students the techniques that may be used to identify the onset of difficulties as early as possible, based on the assumption that successful turnaround strategies will more likely be achieved if problems are recognized early. The experiences of Chinese companies will form the backdrop against which the universality of such a phenomenon will be tested.
Course Open to Exchange	Suzhou /Spring
Semester	spring

Campus	Suzhou
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	
Websites	

CROSS CULTURAL COMMUNICATION AND LEADERSHIP

Course Code	MSC.IBUM2.STELE.0061
ECTS Credits	3
Course Leader	LIN Hua
Synchronous	18
Department	Dept. Strategy, Entrepreneurship and Economics
Program	International Business
Prerequisites	The participants should have read the reference and texts in CSI (Course Study Information).
Course Description	<p>In today's professional life, everyone is dealing with leadership at all levels. But the understanding, the process, as well as the outcome are different. Leadership is not, in today's fast-moving business environment, just motivating yourself and your team to perform as well as your KPIs require. Further considerations on new elements and factors, such as CSR, and corporate governance, legal compliance and cross-cultural factors come into account.</p> <p>Execution is the implementation of management and shareholders' strategy. Why are there so many conflicts between bosses and the executives? Why is the execution often so difficult and even painful? How shall we do to succeed our leadership?</p>
Course Open to Exchange	Suzhou /Spring

Semester	spring
Campus	Suzhou
Evaluation	
Final Examination (%)	70
Continuous Assessment (%)	30
Academic reference	<ul style="list-style-type: none"> - Michael Watkins (2003), The first 90 days, Critical success strategies for new leaders at all levels, Harvard Business School Press, Boston, Massachusetts, USA - Hofstede, Geert (2010), Cultures and Organizations, Software of the mind (3rd edition), New York, NY, McGraw Hill - House et al (2005), Culture, leadership and organizations: the GLOBAL study of 62 societies. New York, NY, Sage Publications - Hampden-Turner & Trompenaars (2000), Building cross cultural competence, New York, Wiley - Lewis, Richard D (1999), When cultures collide: managing successfully across cultures. London, Nicolas Brealey Publishing - Lewis, Richard D (2003), The culture imperative: global trends in 21th century, Yarmouth, ME - Walter Isaacson (2011), Steve Jobs, Simon & Schuster, New York - David R. Hawkins (2014), Power vs. Force. Hay House, Inc. Publications
Websites	

EMPLOYABILITY AND CAREER 2

Course Code	MSC.TRCM2.OTCOR.0038
ECTS Credits	0,5
Course Leader	RIPOCHE Sophie
Synchronous	0
Department	Career Center - Employability
Program	International Business
Prerequisites	No prerequisites.

Course Description	<p>This course is managed by the Career Center. In order to validate this course, students have to:</p> <p>1 MANDATORY : Attend two workshops (1h30 each) on specific themes (1st workshop : Wage Negotiation & 2nd workshop : How to succeed in the first position (Risks/Leadership/Corporate Codes) ?) + EVALUATION</p> <p>2 NOT MANDATORY : Attend Career Events during the semester (date to be determined) organized by the career center of your campus</p> <p>MAIN CONTACTS FOR YOUR PROGRAM:</p> <p>LILLE: Audrey BEAUGRAND & Feryel HOUSSEIN</p> <p>PARIS: Laura SINDONINO, Sophie Ripoche & Janice M'BENGO (for International students)</p> <p>SOPHIA: Sylvie MARTINAUD, Anne DUFLOS (for International students)</p> <p>SUZHOU : April YANG</p> <p>RALEIGH : Laura SCLAFANI</p> <p>BELO HORIZONTE : Geneviève POULINGUE</p>
Course Open to Exchange	Suzhou /Spring
Semester	spring
Campus	Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

INTERNATIONAL BUSINESS GAME: SKEMASIM

Course Code	MSC.IBNM2.STCOR.0032
ECTS Credits	3
Course Leader	MESCHI Pierre Xavier
Synchronous	18

Department	Dept. Stratégy, Entrepreneurship and Economics
Program	International Business
Prerequisites	Strategy
Course Description	<p>The « SKEMA Multicampus Business Simulation » (otherwise known as SKEMASIM) course is a 5-day seminar organized simultaneously in the different SKEMA campuses across the world (France, Brazil, China and USA). It is made up of the business simulation itself, some tutorial conferences, and the writing of an annual activity report. The « SKEMA Multicampus Business Simulation » is a business game simulating the general management of mid-sized fictitious firms located in different countries (France, Brazil, China and USA, for further information, see Participants Guide). Some tutorial conferences will be arranged in order to present the rules of the game, the simulation scenarios, the features of the different countries environment, the quarterly (strategic, partnership, managerial, financial, marketing, human) decisions that will have to be made by each team of students. A comprehensive analysis presenting the corporate strengths and weaknesses of these fictitious firms will be provided to each team. To this aim, a particular attention will be paid to the comparative economic advantage of each country (especially in terms of labour cost, R&D cost, long-term interest rate, tax rate) and to the different growth options that available in this simulation (local and international alliances, subcontracting,). Throughout the seminar, the tutorial conferences will also allow the simulation administrators to inform the different teams about the changes in their respective countrys environment as well as their quarterly firm performance. At the end of the seminar, each team will be asked to send over an annual activity report to simulation administrators. The teams will be assessed according to 1/ the performance of their company (measured by the ROI and ROE evolution) and 2/ the relevance and accuracy of their activity report.</p>
Course Open to Exchange	Paris /Spring;#Raleigh /Spring;#Suzhou /Spring
Semester	spring
Campus	Paris, Raleigh, Suzhou
Evaluation	
Final Examination (%)	25

Continuous Assessment (%)	75
Academic reference	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings : (1) BRULHART F., GUIEU, G. & MESCHI P.-X., La Croissance de l'Entreprise avec la Méthode des Cas, Eyrolles et Centrale des Cas et des Médias Pédagogiques, 2011. (2) RUGMAN A. & HODGETTS R., International Business, Prentice Hall, 2003.
Websites	www.webtolearn.com/skemasim

INTERNATIONAL FINANCE

Course Code	MSC.IBNM2.FICOR.0061
ECTS Credits	5
Course Leader	FERRARA Laurent
Synchronous	30
Department	Dept. Accounting and Finance
Program	International Business
Prerequisites	None
Course Description	This course is designed to train business leaders of tomorrow's multinational enterprises to recognize and capitalize on the unique characteristics of global markets. We will discuss exchange rate determination, the international monetary system and global financial markets, and gain firmer understanding of FX markets that underpin the rapid evolution of our global marketplace. Further, we will consider financing options for the global firm and study the intricacies of foreign investment, including cross-border mergers and acquisitions. Throughout the course we will work on a number of real-world cases to help us gain hands-on experience and understanding of international finance.
Course Open to Exchange	Paris /Spring;#Raleigh /Spring;#Suzhou /Spring
Semester	spring
Campus	Paris, Raleigh, Stellenbosch-Le Cap, Suzhou

Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	<p>Lectures obligatoires / Required readings : Available on Cyberlibris at www.scholarvox.com: 1) Economics for Investment Decision Makers Workbook : Micro, Macro, and International Economics, Piro and Pinto, John Wiley & Sons, 2013, Chapters 5, 8, 9 and 10. 2) International Economics 6th edition, Dunn and Mutti, Taylor & Francis, 2003, Chapters 12 to 20</p> <p>Lectures Recommandées / Recommended readings : Ephraim CLARK, INTERNATIONAL FINANCE, (London: Thomson Learning, 2002)</p>
Websites	http://databank.worldbank.org/data/home.aspx http://stats.oecd.org/

MANAGEMENT IN INTERNATIONAL ENVIRONMENT FROM A CHINESE PERSPECTIVE

Course Code	MSC.IBUM2.STCOR.0060
ECTS Credits	5
Course Leader	LIN Hua
Synchronous	30
Department	Dept. Strategy, Entrepreneurship and Economics
Program	International Business
Prerequisites	n/a
Course Description	<p>This course explores the opportunities and challenges in international environment faced by multinational enterprises (MNEs) from the economic, social, cultural, political, and legal perspectives. The course places an emphasis on the Chinese context and help students develop a managerial perspective on MNEs cross-cultural management and practices in China. In particular, this course focuses on the knowledge and skills of managers in MNEs to communicate, negotiate, motivate, and work effectively in a country with high language and cultural barriers.</p>

Course Open to Exchange	Suzhou /Spring
Semester	spring
Campus	Suzhou
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	<ol style="list-style-type: none"> 1. China: To Get Rich Is Glorious 2. China Myths, China Facts 3. West meets East: Toward an Ambicultural approach to management 4. A Chinese Approach to Management. Harvard Business Review, 2014.9 5. https://hbr.org/2014/09/a-chinese-approach-to-management 6. China's Miracle Economy: Causes, Consequences, and Current Status 7. What Chinas five-year plan means for business 8. Guanxi as a complex adaptive system: definition, description and underlying principals 9. Does Managerial Ties in China Always Produce Value 10. The High Cost of Cheap Chinese Labor 11. Business in China-Innovation: Fast and furious 12. Why Western Digital Firms Have Failed in China 13. What Western Marketers Can Learn from China 14. How Chinas Government Helps and Hinders Innovation 15. Business in China: Entrepreneurship and technology 16. Inside the Mind of Chinese Consumers 17. What Panasonic Learned in China 18. Chinese Negotiation 19. In China: The Right Political Ties Count 20. Business Leadership in the Chinese Context: Trends, Findings and Implications 21. Leading Huawei: Lessons from China's Most Successful Executive 22. Chinese companies non-market strategy in exploring opportunities (Case. TONGWEI) (This would be provided later) 23. Harvard Business Case: Yili Group: China's Pioneering Dairy Brand (This would be provided later) 24. Harvard Business Case: Xiaomi, Inc.: The Rise of a Chinese Indigenous Competitor (This would be provided later)
Websites	25. https://www.worldbank.org/en/news/press-release/2019/10/24/doing-business-2020-chinas-strong-reform-agenda-places-it-in-the-top-10-

	<p>improver-list-for-the-second-consecutive-year 26. Chinas 40 Years of Reform and Development: 19782018. https://www.jstor.org/stable/j.ctv5cgbnk</p>
--	---

NEGOCIATION PRACTICE

Course Code	MSC.IBNM2.STELE.0047
ECTS Credits	3
Course Leader	HENARD, David H.-EXT
Synchronous	18
Department	Dept. Marketing
Program	International Business
Prerequisites	None
Course Description	<p>This course is designed to provide students with both a conceptual and practical understanding of interpersonal relationship: communication techniques serving as successful negotiation. Class sessions are highly interactive and require the active engagement of each student in order to learn the multiple facets of negotiation. Course content includes the fundamentals of negotiation, based upon a highly effective methodology (from preparation to closing the deal) used by professionals all over the world. It encompasses the whole process of developing a fruitful discussion that eventually leads to an agreement. Practise is the key word, and filmed role plays are used as the most effective tool to understand and learn these techniques. Students will participate in one-to-one, one-to-several, with the complexity of negotiations increasing as the course progresses. This course is designed in an executive education format; as such, there are no formal presentations.</p>
Course Open to Exchange	Paris /Spring;#Raleigh /Spring;#Suzhou /Spring
Semester	spring
Campus	Paris, Raleigh, Stellenbosch-Le Cap, Suzhou
Evaluation	
Final Examination (%)	50

Continuous Assessment (%)	50
Academic reference	The Mind and Heart of the Negotiator, Leigh L. Thompson (reference; not required)
Websites	http://davidhenard.com

NEW BUSINESS MODELS: INTERNET APPLICATIONS IN BUSINESS WITH FOCUS ON CHINA

Course Code	MSC.IBSM2.PMCOR.0009
ECTS Credits	4
Course Leader	LIN Hua
Synchronous	24
Department	Dept. Management of projects, Information Systems and Supply Chains
Program	International Business
Prerequisites	n/a
Course Description	Business model describes how an organization creates, delivers and captures value. Our objective of this subject is to provide students with the fundamentals of the concepts, theories, tools, and techniques that enable organizations to design, implement and evaluate business models. The content includes some practical frameworks such as VARIM and tools like business model canvas, which help students quickly master the building blocks of business model development. Featured Chinese cases will be used to illustrate the business model innovations.
Course Open to Exchange	Suzhou /Spring
Semester	spring
Campus	Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0

<p>Academic reference</p>	<p>Akter, S. and Wamba, S.F., 2016. Big data analytics in E-commerce: a systematic review and agenda for future research. <i>Electronic Markets</i>, 26(2), pp.173-194.</p> <p>Batra, R., & Keller, K. L. (2016). Integrating Marketing Communications: New Findings, New Lessons, and New Ideas. <i>Journal of Marketing</i>, 80(6), 122-145. doi:10.1509/jm.15.0419</p> <p>Christopher, M., & Ryals, L. J. (2014). The Supply Chain Becomes the Demand Chain. <i>Journal of Business Logistics</i>, 35(1), 29-35. doi:10.1111/jbl.12037</p> <p>Day, G. S. (2011). Closing the Marketing Capabilities Gap. <i>Journal of Marketing</i>, 75(4), 183-195.</p> <p>Erevelles, S., Fukawa, N., & Swayne, L. (2016). Big Data consumer analytics and the transformation of marketing. <i>Journal of Business Research</i>, 69(2), 897-904. doi:10.1016/j.jbusres.2015.07.001</p> <p>Fan, S. K., Lau, R. Y. K., & Zhao, J. L. (2015). Demystifying Big Data Analytics for Business Intelligence Through the Lens of Marketing Mix. <i>Big Data Research</i>, 2(1), 28-32. doi:10.1016/j.bdr.2015.02.006</p> <p>Hewett, K., Rand, W., Rust, R. T., & van Heerde, H. J. (2016). Brand Buzz in the Echoverse. <i>Journal of Marketing</i>, 80(3), 1-24. doi:10.1509/jm.15.0033</p> <p>Hofacker, C. F., Malthouse, E. C., & Sultan, F. (2016). Big Data and consumer behavior: imminent opportunities. <i>Journal of Consumer Marketing</i>, 33(2), 89-97. doi:10.1108/jcm-04-2015-1399</p> <p>Kozinets, R. V., de Valck, K., Wojnicki, A. C., & Wilner, S. J. S. (2010). Networked Narratives: Understanding Word-of-Mouth Marketing in Online Communities. <i>Journal of Marketing</i>, 74(2), 71-89.</p> <p>Kumar, A., Bezawada, R., Rishika, R., Janakiraman, R., & Kannan, P. K. (2016). From Social to Sale: The Effects of Firm-Generated Content in Social Media on Customer Behavior. <i>Journal of Marketing</i>, 80(1), 7-25. doi:10.1509/jm.14.0249</p> <p>Kumar, V. (2015). Evolution of Marketing as a Discipline: What Has Happened and What to Look Out For. <i>Journal of Marketing</i>, 79(1), 1-9.</p> <p>Lamberton, C., & Stephen, A. T. (2016). A Thematic Exploration of Digital, Social Media, and Mobile Marketing: Research Evolution from 2000 to 2015 and an Agenda for Future Inquiry. <i>Journal of Marketing</i>, 80(6), 146-172. doi:10.1509/jm.15.0415</p> <p>Lemon, K. N., & Verhoef, P. C. (2016). Understanding Customer Experience Throughout the Customer Journey. <i>Journal of Marketing</i>, 80(6), 69-96. doi:10.1509/jm.15.0420</p> <p>Lu, X. H., Ba, S. L., Huang, L. H., & Feng, Y. (2013). Promotional Marketing or Word-of-Mouth? Evidence from Online Restaurant Reviews. <i>Information Systems Research</i>, 24(3), 596-612. doi:10.1287/isre.1120.0454</p> <p>Nam, H., & Kannan, P. K. (2014). The Informational Value of Social Tagging Networks. <i>Journal of Marketing</i>, 78(4), 21-40.</p> <p>Rust, R. T., & Huang, M. H. (2014). The Service Revolution and the Transformation of Marketing Science. <i>Marketing Science</i>, 33(2), 206-221.</p>
----------------------------------	--

	<p>doi:10.1287/mksc.2013.0836</p> <p>Sanders, N. R. (2016). How to Use Big Data to Drive Your Supply Chain. <i>California Management Review</i>, 58(3), 26-48. doi:10.1525/cm.2016.58.3.26</p> <p>Schulze, C., Scholer, L., & Skiera, B. (2014). Not All Fun and Games: Viral Marketing for Utilitarian Products. <i>Journal of Marketing</i>, 78(1), 1-19.</p> <p>Tirunillai, S., & Tellis, G. J. (2014). Mining Marketing Meaning from Online Chatter: Strategic Brand Analysis of Big Data Using Latent Dirichlet Allocation. <i>Journal of Marketing Research</i>, 51(4), 463-479. doi:10.1509/jmr.12.0106</p> <p>Wamba, S.F., Akter, S., Edwards, A., Chopin, G. and Gnanzou, D., 2015. How big data can make big impact: Findings from a systematic review and a longitudinal case study. <i>International Journal of Production Economics</i>, 165, pp.234-246.</p> <p>Wedel, M., & Kannan, P. K. (2016). Marketing Analytics for Data-Rich Environments. <i>Journal of Marketing</i>, 80(6), 97-121. doi:10.1509/jm.15.0413</p> <p>TEXT</p> <p>Chaffey, D. and Ellis-Chadwick, F. (2016) <i>Digital Marketing: Strategy, Implementation and Practice (6e)</i>, Pearson Education.</p>
Websites	

MSc International Marketing and Business Development Suzhou

BUSINESS DEVELOPMENT & SALES

Course Code	MSC.IMBM2.MKCOR.0065
ECTS Credits	5
Course Leader	SPIER Peter
Synchronous	30
Department	Dept. Marketing
Program	International Marketing and Business Development Suzhou
Prerequisites	Business models, negotiation, sales
Course Description	<p>This course covers two strongly related areas: business development and sales.</p> <p>Sales and business development are an essential component of the MSc in International Marketing and Business Development. Companies are seeking</p>

	<p>to recruit candidates with good potential for sales and a good number of students will begin their careers in the sales function, either moving up into sales management or across into marketing.</p> <p>Two other courses: international business development and new business development focus on these aspects of business development. This course is more concerned with areas such as key account management, sales methods and developing business in existing markets with existing customers.</p> <p>SALES:</p> <p>The sales component of the course provides will help to develop selling techniques and discover the different kinds of positions available in sales and business development. The course will look at different types of sales situation and reveal how very different sales can be in different sectors. We will look at transactional bargaining situations moving through to more complex situations involving consultative- and solution-selling approaches. Throughout, the emphasis will be on developing students' ability to 'connect' with the other person, to use enquiry to better understand their point of view, to put forward their own position and to communicate and defend value.</p> <p>This course is a 'must' for students who wish to follow a career or spend their first years in sales or marketing. It will help to build confidence and cover the kind of techniques used in companies. The course will be interactive, and students will be expected to participate fully with live simulation.</p> <p>The skills developed in the course will certainly be useful elsewhere: selling ideas, pitching for resources, job interviews, internal selling...</p> <p>This part of the course goes hand in hand with the business development part that looks more specifically at Key account management and negotiation.</p> <p>BUSINESS DEVELOPMENT</p> <p>Business development involves identifying, analyzing and qualifying opportunities for growth that are both profitable and consistent with a company's strategy, and then making things happen. It is this combination of analysis and strategic vision with a concern for the practical side of things that make the activity so satisfying.</p> <p>This course will look at how companies in a range of sectors grow - whether in new or existing markets, with new or existing clients -, how decisions about which options to pursue can be formulated and evaluated, and how growth strategies can be put in place. There will be a natural focus on the role of key account managers, who are key players in developing business. In Sophia, Lille and Suzhou, the course will culminate in the annual Sales Challenge, where students will meet and sell to companies. In Paris and Belo, students will be able to opt for this event as an elective.</p> <p>Topics: SALES</p>
--	---

	<p>Sales technics/ Engaging with the client / pitching a product or service/ doing a sales pitch / communicating value / defending value / building trust and relationships / using enquiry to better understand the customers concerns / solution and consultative selling/international selling/social selling/sales management/Sales enablement/sales automation/negotiation</p> <p>BUSINESS DEVELOPMENT</p> <p>KAM/Identifying growth opportunities / analyzing growth opportunities / qualifying growth opportunities / assessing profitability and attractiveness / maintaining strategic consistency / exploring growth strategies in a variety of industries.</p>
Course Open to Exchange	Belo /Spring;#Lille /Spring;#Sophia /Spring;#Suzhou /Spring
Semester	spring
Campus	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	Lectures obligatoires / Required readings: Available on knowledge website. Lectures Recommandées / Recommended readings: Full reading list on K2 website.
Websites	Useful links will be provided on the K2 platform

CHINESE - ADVANCED

Course Code	MSC.TRCM2.OTCOR.0035
ECTS Credits	0,5
Course Leader	DURANTON H��l��ne
Synchronous	30
Department	Dept. Languages and Personal Development
Program	International Marketing and Business Development Suzhou

Prerequisites	Having attended intermediate level 2/ Pre-advanced in Suzhou campus. Or having attended the intermediate level (210 hours) at other campus.
Course Description	This course is an Advanced level course of Mandarin Chinese designed for students who want to keep learning after Intermediate level 3/ Pre-Advanced level.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Ji Jin, Winning in China Business Chinese (Intermediate). The books will be bought by students, and Soochow University recommended for the students to use. Jiang Liping, HSK4, will be combined with business Chinese.
Websites	

CHINESE - BEGINNER

Course Code	MSC.TRCM2.OTCOR.0031
ECTS Credits	0,5
Course Leader	DURANTON Hélène
Synchronous	30
Department	Dept. Languages and Personal Development
Program	International Marketing and Business Development Suzhou
Prerequisites	For beginners
Course Description	This course is a beginning level course of Mandarin Chinese designed for students without any Chinese Language background.

Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 1). The books will be bought by students, and Soochow University recommended for the students to use.
Websites	

CHINESE - ELEMENTARY

Course Code	MSC.TRCM2.OTCOR.0033
ECTS Credits	0,5
Course Leader	DURANTON H��l��ne
Synchronous	30
Department	Dept. Languages and Personal Development
Program	International Marketing and Business Development Suzhou
Prerequisites	Students who have studied Chinese for 60 hours.
Course Description	This course is an elementary level course of Mandarin Chinese designed for students want to keep learning after post-beginner.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	

Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 2). The books will be bought by students, and Soochow University recommended for the students to use.
Websites	

CHINESE - INTERMEDIATE

Course Code	MSC.TRCM2.OTCOR.0034
ECTS Credits	0,5
Course Leader	DURANTON H��l��ne
Synchronous	30
Department	Dept. Languages and Personal Development
Program	International Marketing and Business Development Suzhou
Prerequisites	Having attended beginner Pre Intermediate in Suzhou campus. Or having attended the beginners level (120 hours) at other campus.
Course Description	This course is an intermediate level course of Mandarin Chinese designed for students who want to keep learning after Pre Intermediate.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 3). The books will be bought by students, and Soochow University recommended for the students to use.

Websites	
-----------------	--

CHINESE - POST BEGINNER

Course Code	MSC.TRCM2.OTCOR.0032
ECTS Credits	0,5
Course Leader	DURANTON H��l��ne
Synchronous	30
Department	Dept. Languages and Personal Development
Program	International Marketing and Business Development Suzhou
Prerequisites	Students have studied Chinese for 30 hours.
Course Description	This course is an post beginner level course of Mandarin Chinese designed for students want to keep learning after beginner level.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 1). The books will be bought by students, and Soochow University recommended for the students to use.
Websites	

DIGITAL GROWTH

Course Code	MSC.IMBM2.MKCOR.0061
ECTS Credits	3
Course Leader	FAURE Camille
Synchronous	18
Department	Dept. Marketing
Program	International Marketing and Business Development Suzhou
Prerequisites	Marketing Fundamentals
Course Description	<p>To seize the immense potential presented by the digital ecosystem, modern companies must continuously optimize their digital offerings.</p> <p>Product Managers play a pivotal role in winning digital organizations: they combine creativity with data analytics to develop the product. Whether it is a website or an application, they are expected to constantly innovate at the very heart of the products features and customer journey.</p> <p>This course will focus on the challenges of product management at a growing startup, driven by two major objectives: improvements to the user experience (also called UX) & conversion (percentage of users completing a desired task, i.e. subscribing).</p> <p>To help guide us on this journey, we will learn the tools (i.e. A/B testing, Growth Hacks) and the data-driven mindset required to quickly and cheaply jumpstart an organizations KPIs.</p>
Course Open to Exchange	Lille /Fall;#Lille /Spring;#Sophia /Spring;#Suzhou /Spring
Semester	spring
Campus	Lille, Paris, Sophia, Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	<p>Lectures obligatoires / Required readings :</p> <p>Provided on Knowledge platform</p> <p>Lectures Recommandées / Recommended readings :</p> <p>Provided on the Knowledge platform</p>

Websites	Provided on the Knowledge platform
-----------------	------------------------------------

EMPLOYABILITY AND CAREER 2

Course Code	MSC.TRCM2.OTCOR.0038
ECTS Credits	0,5
Course Leader	RIPOCHE Sophie
Synchronous	0
Department	Career Center - Employability
Program	International Marketing and Business Development Suzhou
Prerequisites	No prerequisites.
Course Description	<p>This course is managed by the Career Center. In order to validate this course, students have to:</p> <p>1 MANDATORY : Attend two workshops (1h30 each) on specific themes (1st workshop : Wage Negotiation & 2nd workshop : How to succeed in the first position (Risks/Leadership/Corporate Codes) ?) + EVALUATION</p> <p>2 NOT MANDATORY : Attend Career Events during the semester (date to be determined) organized by the career center of your campus</p> <p>MAIN CONTACTS FOR YOUR PROGRAM:</p> <p>LILLE: Audrey BEAUGRAND & Feryel HOUSSEIN</p> <p>PARIS: Laura SINDONINO, Sophie Ripoche & Janice M'BENGO (for International students)</p> <p>SOPHIA: Sylvie MARTINAUD, Anne DUFLOS (for International students)</p> <p>SUZHOU : April YANG</p> <p>RALEIGH : Laura SCLAFANI</p> <p>BELO HORIZONTE : Geneviève POULINGUE</p>
Course Open to Exchange	Suzhou /Spring
Semester	spring
Campus	Suzhou
Evaluation	
Final Examination (%)	100

Continuous Assessment (%)	0
Academic reference	
Websites	

GRAPHIC DESIGN

Course Code	MSC.IMBM2.MKELE.0124
ECTS Credits	3
Course Leader	ZHAO, Yunpeng-EXT
Synchronous	18
Department	Dept. Marketing
Program	International Marketing and Business Development Suzhou
Prerequisites	None
Course Description	This class will provide an overview of the design communication process including creative procedure, terminology, and technology, and will introduce the use of current computer applications. Students will gain skills in digital illustration and page layouts, and image- scanning and manipulation.
Course Open to Exchange	Suzhou /Spring
Semester	spring
Campus	Paris, Suzhou
Evaluation	
Final Examination (%)	60
Continuous Assessment (%)	40
Academic reference	PERSONAL LAPTOP REQUIRED

Websites	
-----------------	--

MOBILE MARKETING

Course Code	MSC.IMBD2.MKELE.0098
ECTS Credits	3
Course Leader	LIMA Marcos
Synchronous	18
Department	Dept. Marketing
Program	International Marketing and Business Development Suzhou
Prerequisites	M1 marketing
Course Description	With the development of digital solutions and the development of mobile services, mobile phones, tablets and Smartphone are communication tools that are used by more and more companies. The objective of this elective is to acquire knowledge both globally and in details on what are the various areas and solutions of mobile marketing, including mobile advertising, mobile CRM, mobile direct marketing, M-Commerce ...
Course Open to Exchange	Lille /Spring;#Suzhou /Spring
Semester	spring
Campus	Lille, Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	Suggestions will be provided on the Knowledge platform
Websites	Links will be provided on the Knowledge platform

PERFECT PITCH

Course Code	MSC.IMBM2.MKELE.0050
ECTS Credits	3
Course Leader	FAURE Camille
Synchronous	18
Department	Dept. Marketing
Program	International Marketing and Business Development Suzhou
Prerequisites	None Limits may apply to group sizes
Course Description	This course is about concise, effective, persuasive communication. In today's business environment, you have to 'sell' your ideas, grabbing the attention of colleagues and customers, expressing your ideas briefly, with clarity and impact. In this course, you will learn how to master such communication even under pressure, how to interest and convince, in other words, how to 'make a pitch.
Course Open to Exchange	Lille /Fall;#Sophia /Fall;#Suzhou /Spring
Semester	spring
Campus	Lille, Paris, Sophia, Suzhou
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	Lectures obligatoires / Required readings : There is no required reading list. Lectures Recommandées / Recommended readings : Students are encouraged to read any published books on effective speaking, effective selling, etc., however to treat them with caution. Two possible publications: - Life's a Pitch, by Philip Delves Broughton - Small Message: Big Impact, by Terri Sjoden
Websites	Nothing required.

PERSUASIVE CROSS-CULTURAL BUSINESS COMMUNICATIONS

Course Code	MSC.IMBM2.MKELE.0188
ECTS Credits	3
Course Leader	SPIER Peter
Synchronous	18
Department	Dept. Marketing
Program	International Marketing and Business Development Suzhou
Prerequisites	
Course Description	<p>This course uses the latest research and international best practices persuasive communication and cross-cultural communication to help managers to express themselves effectively to a broad range of stakeholders and across a wide spectrum of challenging but realistic business scenarios. Students in this course will gain expertise in successfully persuading target audiences in a variety of real case situations including: creating and delivering effective formal presentations to large audiences, motivating smaller groups despite challenging scenarios, and directing difficult one-on-one discussions toward a desired result. In terms of content, students will gain a strong foundation of theoretical knowledge and rich practical experience in communicating persuasively despite complex topics, fast-changing situations, opposing viewpoints, resistance to change, and culture-based biases or misunderstanding. We will examine and practice the following lecture topics: Keys to Effective Public Communication, Achieving Collaboration Despite Diversity, Cross-Cultural Collaboration, Leading Successful Virtual Communication, Motivating Individuals and Teams for Exceptional Results, and the Power of Active Listening.</p>
Course Open to Exchange	Suzhou /Spring
Semester	spring
Campus	Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0

Academic reference	
Websites	

PRODUCT MANAGEMENT AND OPERATIONAL MARKETING

Course Code	MSC.IMBM2.MKCOR.0063
ECTS Credits	4
Course Leader	SPIER Peter
Synchronous	24
Department	Dept. Marketing
Program	International Marketing and Business Development Suzhou
Prerequisites	None.
Course Description	<p>In the last 10 years, new methodologies of product development and product management were created and implemented in the most important centers of entrepreneurship as the Silicon Valley. Those methodologies must work together with the traditional ones to develop new products and services ant to allow marketing professionals to create the best strategy for each one.</p> <p>The objective of this course is to give the student a global insight on product management, product development and product marketing, three activities that are fundamental for a product or service company. The student will identify all the steps of the product life cycle and will understand how every department of a company (creatives, marketing, sales, finance, operations, etc.) do participate and interfere into the process of research, creation, development and commercialization of a product. As a future CEO, Sales Manager, Product/Category/Brand Manager, Marketing Manager or even CFO or COO, the student will appreciate to get this global vision on how all the departments and all the functions of a company do gravitate around its core business, the Product, and how do each department converge towards the same direction in order to achieve a common goal. Besides that, this course will give for the students the capacity to implement the most moderns methodologies as Lean, Scrum, Sprint, Omnichannel, Consumer Journey, Co-creation process and innovation.</p> <p>This course will give for the student a clear vision about how the most innovative companies around the world are developing new products and</p>

	services, managing products and services, and implementing a competitive marketing plan for all of them.
Course Open to Exchange	Belo /Spring;#Lille /Spring;#Sophia /Spring;#Suzhou /Spring
Semester	spring
Campus	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	Marketing 4.0, Philip Kotler. Scrum, Jeff Sutherland. Design Thinking, Tim Brown. Sprint, Jake Kinapp. The Lean Startup, Eric Ries. Brand Strategic Management, Kevin Lane Keller. Managing, Henry Mintzberg.
Websites	www.deloitte.com. www.innovationexcellence.com. www.reddit.com. www.iddeaconnection.com.

SOCIAL NETWORKS, COMMUNITY MANAGEMENT AND CRISIS COMMUNICATION MANAGEMENT

Course Code	MSC.IMBM2.MKELE.0137
ECTS Credits	3
Course Leader	SPIER Peter
Synchronous	18
Department	Dept. Marketing
Program	International Marketing and Business Development Suzhou
Prerequisites	None

Course Description	<p>he aim of this course is to learn :</p> <ul style="list-style-type: none"> - How social networks can bring visibility to a brand on Internet and allow the brand to communicate - How to gather and drive a community <p>How to manage crisis communication through social networks</p>
Course Open to Exchange	Suzhou /Spring
Semester	spring
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	
Websites	

UNDERSTANDING THE ELUSIVE CONSUMER

Course Code	MSC.IMBM2.MKCOR.0031
ECTS Credits	5
Course Leader	CASTILHOS Rodrigo
Synchronous	30
Department	Dept. Marketing
Program	International Marketing and Business Development Suzhou
Prerequisites	Market research notion
Course Description	<p>Contemporary approaches to business emphasize the importance of adopting a customer focus. Marketing begins and ends with the consumer from determining consumer needs to ensuring customer satisfaction. Today's marketing manager has to possess an in-depth, scientific understanding of consumer judgment and decision-making but also of the way consumption functions in individuals' lives.</p>

	The primary goal of this course is to enhance your understanding of consumer behavior. Whereas our primary focus will be on understanding consumer behavior theories, we will discuss many of these applications in class, we want to develop and evaluate marketing strategies intended to influence their behavior.
Course Open to Exchange	Belo /Spring;#Lille /Spring;#Sophia /Spring;#Suzhou /Spring
Semester	spring
Campus	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	<p>HEDIN, Hans,Hirvensalo, Irmeli,Vaarnas, Markko (2014)The Handbook of Market Intelligence : Understand, Compete and Grow in Global Markets Ed. 2. John Wiley & Sons.</p> <p>KOTLER, P. KARTAJAYA, H. SETIAWAN, I (2010). Marketing 3.0: From Products to Customers to the Human Spirit. United States: John Wiley & Sons.</p> <p>KOTLER, P. KARTAJAYA, H. SETIAWAN, I. (2016) Marketing 4.0: Moving from Traditional to Digital. United States: Wiley.</p> <p>BLACKWELL, Roger D. MINIARD, Paul W. ENGEL, James F. (2005) Consumer Behavior (10th, 06). United States: SouthWestern Colege Pub.</p> <p>Schiffman, L. G., & Kanuk, L. L. (2012). Consumer behaviour.</p> <p>Solomon, M. R., Dahl, D. W., White, K., Zaichkowsky, J. L., & Polegato, R. (2014). Consumer behavior: Buying, having, and being (Vol. 10). London: Pearson</p> <p>Szmigin, I. & Piacentini, M. (2018). Consumer Behaviour. Oxford Press</p>
Websites	

MSc Luxury and Fashion Management

ADVANCED ADVERTISING STRATEGIES

Course Code	MSC.LFMM2.MKELE.0028
ECTS Credits	2
Course Leader	COSTE-MANIERE Ivan
Synchronous	12
Department	Dept. Marketing
Program	Luxury and Fashion Management
Prerequisites	None
Course Description	Theoretical backgrounds. Mediaplanning tools. International approaches and comparative international surveys. Refining the scope. Mass advertising and split sub-segmentation : niche strategies. The roles and uses of agencies. The key concepts and principales are delivered by lectures. Theoretical implications and practical applications are explored in tutorial discussions using excercises and case studies to develop the skills base, using as much as possible intercultural approaches.
Course Open to Exchange	Sophia /Spring;#Suzhou /Spring
Semester	spring
Campus	Sophia, Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings :
Websites	

ADVANCED SERVICE MANAGEMENT IN THE LUXURY INDUSTRY

Course Code	MSC.LFMM2.MKELE.0029
ECTS Credits	2
Course Leader	HOFFMANN Jonas
Synchronous	12
Department	Dept. Marketing
Program	Luxury and Fashion Management
Prerequisites	None
Course Description	<p>Theoretical Backgrounds. Luxury services in a 5 star environment in the hospitality industry. Service in the air, private jets. Origins of the hospitality industry, one of the oldest service industries. Time sharing and after sales. Updates in hospitality and multi country surveys. Matching the societal shifts and the consumers behavioural changes to newcoming hotels and services</p> <p>B. Brief Overview of Service Marketing in Luxury</p> <p>C. Trends : Understanding the importance of Service in a Luxury-based Industry</p> <p>D. Difference between products and services</p> <p>a. The role of the Services Manager vs. the Product Manager : Implications</p> <p>E. Service Process Map</p> <p>F. Some Marketing Fundamentals specific to Luxury and Fashion industry</p> <p>G. Understanding the Customer in a Services Setting (consumer behaviour)</p> <p>H. Consumer Behavior in Service Encounters</p> <p>I. . The 4Ps plus the 3Ps in luxury branding</p> <p>a. The 3 Ps of Services Marketing : People</p> <p>b. The 3 Ps of Services Marketing : Process/Physical Environment</p> <p>I. Tools and Frameworks in luxury services marketing : SERVQUAL / RATER / SERVICE QUALITY GAPS</p> <p>J Exploring Business Models: Pricing Services and Revenue Management</p>

	K. How can luxury brand innovate through services
Course Open to Exchange	Sophia /Spring;#Suzhou /Spring
Semester	spring
Campus	Sophia, Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	Lectures obligatoires / Required readings : www.4hoteliers.com,www. hotelsmag.com, www.hotelsnews.com Vertu, Neemrana, HiDesign Lectures Recommandées / Recommended readings : Denney G Rutherford 2001 Hotel Management and Operations . Micah Solomon 2010, Exceptional Service, Exceptional Profit: The secrets of building a 5 star Customer Service
Websites	

CAREER MANAGEMENT 2

Course Code	MSC.TRCM2.DREOR.0002
ECTS Credits	1
Course Leader	BEAUGRAND Audrey
Synchronous	6
Department	Career Center - Employability
Program	Luxury and Fashion Management
Prerequisites	No prerequisites.
Course Description	This course is managed by the Talent & Careers Department. In order to validate this course, students have to: 1 MANDATORY : take the questionnaire « Talents » PRADITUS (Personalities in the workplace, Work relationships, Strengths and areas of

	<p>improvement) + take 2 Mooc, one on Personal Profile & Soft skills and a second on Salary Negotiation + EVALUATION</p> <p>2 NOT MANDATORY : Attend Career Events during the semester organized by the Talent & Careers team on your campus or by our partners companies</p> <p>MAIN CONTACTS FOR YOUR PROGRAM:</p> <p>LILLE: Audrey BEAUGRAND & Feryel HOUSSEIN</p> <p>PARIS: Laura SINDONINO, Sophie Ripoche & Janice M'BENGO (for International students)</p> <p>SOPHIA: Sylvie MARTINAUD, Anne DUFLOS (for International students)</p> <p>SUZHOU : April YANG</p> <p>RALEIGH : Amanda CHAMBERLAIN</p> <p>BELO HORIZONTE : Geneviève POULINGUE & Ana Cristina BRAGA</p>
Course Open to Exchange	Belo /Spring;#Lille /Spring;#Paris /Spring;#Raleigh /Spring;#Sophia /Spring;#Suzhou /Spring
Semester	spring
Campus	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	Lectures obligatoires / Required readings: Lectures Recommandées / Recommended readings:
Websites	None.

CHINESE - ADVANCED

Course Code	MSC.TRCM2.OTCOR.0035
ECTS Credits	0,5
Course Leader	DURANTON Hélène
Synchronous	30
Department	Dept. Languages and Personal Development
Program	Luxury and Fashion Management

Prerequisites	Having attended intermediate level 2/ Pre-advanced in Suzhou campus. Or having attended the intermediate level (210 hours) at other campus.
Course Description	This course is an Advanced level course of Mandarin Chinese designed for students who want to keep learning after Intermediate level 3/ Pre-Advanced level.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Ji Jin, Winning in China Business Chinese (Intermediate). The books will be bought by students, and Soochow University recommended for the students to use. Jiang Liping, HSK4, will be combined with business Chinese.
Websites	

CHINESE - BEGINNER

Course Code	MSC.TRCM2.OTCOR.0031
ECTS Credits	0,5
Course Leader	DURANTON Hélène
Synchronous	30
Department	Dept. Languages and Personal Development
Program	Luxury and Fashion Management
Prerequisites	For beginners
Course Description	This course is a beginning level course of Mandarin Chinese designed for students without any Chinese Language background.

Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 1). The books will be bought by students, and Soochow University recommended for the students to use.
Websites	

CHINESE - ELEMENTARY

Course Code	MSC.TRCM2.OTCOR.0033
ECTS Credits	0,5
Course Leader	DURANTON H��l��ne
Synchronous	30
Department	Dept. Languages and Personal Development
Program	Luxury and Fashion Management
Prerequisites	Students who have studied Chinese for 60 hours.
Course Description	This course is an elementary level course of Mandarin Chinese designed for students want to keep learning after post-beginner.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	

Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 2). The books will be bought by students, and Soochow University recommended for the students to use.
Websites	

CHINESE - INTERMEDIATE

Course Code	MSC.TRCM2.OTCOR.0034
ECTS Credits	0,5
Course Leader	DURANTON H��l��ne
Synchronous	30
Department	Dept. Languages and Personal Development
Program	Luxury and Fashion Management
Prerequisites	Having attended beginner Pre Intermediate in Suzhou campus. Or having attended the beginners level (120 hours) at other campus.
Course Description	This course is an intermediate level course of Mandarin Chinese designed for students who want to keep learning after Pre Intermediate.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 3). The books will be bought by students, and Soochow University recommended for the students to use.

Websites	
-----------------	--

CHINESE - POST BEGINNER

Course Code	MSC.TRCM2.OTCOR.0032
ECTS Credits	0,5
Course Leader	DURANTON H��l��ne
Synchronous	30
Department	Dept. Languages and Personal Development
Program	Luxury and Fashion Management
Prerequisites	Students have studied Chinese for 30 hours.
Course Description	This course is an post beginner level course of Mandarin Chinese designed for students want to keep learning after beginner level.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 1). The books will be bought by students, and Soochow University recommended for the students to use.
Websites	

CONSUMERS TRENDS AND THEIR IMPACT ON MARKETING STRATEGIES

Course Code	MSC.LFMM2.MKCOR.0026
ECTS Credits	4
Course Leader	HOFFMANN Jonas
Synchronous	24
Department	Dept. Marketing
Program	Luxury and Fashion Management
Prerequisites	None
Course Description	<p>Consumer behavior is not rocket science, but it is more complicated than that, because human beings are more complicated than the machine. Shortly speaking, this course is to understand why consumers behave in the way they behave. The course involves multiple disciplines including psychology, sociology, behavior science, and marketing of course. The purpose of studying consumer behavior is to improve marketing effectiveness and efficiency. Consumers behavior is complicated, but thanks to the development of social psychology and behavior science, we could now gain good insight into the principles of consumer behavior. By understanding these principles, we could interpret, predict and even influence consumers final purchase.</p> <p>Consumer study helps to diagnose the marketing problems. If your previous job is related to marketing or sales, ask yourself how much time you or your boss have spent on understanding your customers. The reality is managers spend very little time in understanding their customers, averagely less than 5% of their working time. When the sales decline, marketing managers always look for answers from 4P. Is there anything wrong with the product? Is the price too high? Am I selling it in the right channel? Is it because the advertising or promotion is not enough? What they should be aware of is that behind each P there is always a C Consumer. Eventually in many situations, to find out why a marketing stimulus is not effective, marketing managers have to return to consumer study, because it is the consumer who decides to buy or not to buy that product. Therefore, marketers need to check if their marketing stimuli (4P) could appeal to the right motivation, increase consumer attention, improve consumer memory, obtain right interpretation, encourage desirable learning, foster positive attitude and establish customer satisfaction.</p>
Course Open to Exchange	Sophia /Spring;#Suzhou /Spring
Semester	spring

Campus	Belo Horizonte, Sophia, Suzhou
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	Lectures obligatoires / Required readings : Title: Consumer Behavior Author: Michael Solomon Publisher: Prentice Hall Edition: 7 edition, 2007 (the 6 edition is also available in Chinese) Title: Customer Behavior: A Managerial Perspective Author: Sheth, Jagdish N., and Banwari Mittal Publisher: Thomson/South-Western Edition: 2nd Edition, 2003 Lectures Recommandées / Recommended readings :
Websites	

EMPLOYABILITY AND CAREER 2

Course Code	MSC.TRCM2.OTCOR.0038
ECTS Credits	0,5
Course Leader	RIPOCHE Sophie
Synchronous	0
Department	Career Center - Employability
Program	Luxury and Fashion Management
Prerequisites	No prerequisites.
Course Description	This course is managed by the Career Center. In order to validate this course, students have to: 1 MANDATORY : Attend two workshops (1h30 each) on specific themes (1st workshop : Wage Negotiation & 2nd workshop : How to succeed in the first position (Risks/Leadership/Corporate Codes) ?) + EVALUATION 2 NOT MANDATORY : Attend Career Events during the semester (date to be determined) organized by the career center of your campus MAIN CONTACTS FOR YOUR PROGRAM:

	LILLE: Audrey BEAUGRAND & Feryel HOUSSEIN PARIS: Laura SINDONINO, Sophie Ripoche & Janice M'BENGO (for International students) SOPHIA: Sylvie MARTINAUD, Anne DUFLOS (for International students) SUZHOU : April YANG RALEIGH : Laura SCLAFANI BELO HORIZONTE : Geneviève POULINGUE
Course Open to Exchange	Suzhou /Spring
Semester	fall
Campus	Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

FINANCE AND ACCOUNTABILITY IN LUXURY AND FASHION

Course Code	MSC.LFMM2.FICOR.0065
ECTS Credits	4
Course Leader	SOSCIA Isabella
Synchronous	30
Department	Dept. Accounting and Finance
Program	Luxury and Fashion Management
Prerequisites	Curiosity in technical elements, ambition to focus on critical elements of financial world. The course is a basic level and does not require pre acquired technical knowledge.

Course Description	<p>This course is dedicated to all students interested in the luxury business. Doing business is a general pattern, doing business in the luxury field is a part of it.</p> <p>Each professional of the luxury business shall be fully aware of finance possibilities and constraints to become a successful actor of the field.</p> <p>This course is thought and drafted to teach the students the backstage existing behind the luxury business façade.</p> <ul style="list-style-type: none"> - Which are the rationales behind investing in this business? - Which drivers to be used to manage a business in this sector? <p>Throughout the sessions and the lectures students will have disclosure of all the key topics of the finance area of the luxury business including accounting, reporting systems, organization elements, treasury management, real estate, tax and legal, Intellectual Property management, stock markets and financial analysis.</p> <p>Luxury is a business! Investing and managing in luxury means filling in a big puzzle of finance activities that ensure the success (or collapse) of a business venture. Attendees will be up to date and aware of all the relevant areas of an organization acting in the luxury business arena.</p>
Course Open to Exchange	Sophia /Spring;#Suzhou /Spring
Semester	spring
Campus	Belo Horizonte, Sophia, Suzhou
Evaluation	
Final Examination (%)	20
Continuous Assessment (%)	80
Academic reference	<p>Lectures obligatoires / Required readings : Collier, P. M., (2012) Accounting for Managers: interpreting accounting information for decision- making, 4th Edition John Wiley and Sons Ltd</p> <p>Lectures Recommandées / Recommended readings :</p> <p>"Parker, R. H. (2007) Understanding Company Financial Statements, London, Penguin Business</p> <p>Weetman P. (2006) Financial and Management Accounting: An Introduction, London, FT Prentice Hall</p> <p>Dyson JR (2010) 8th ed Accounting for Non-Accounting Students, London, FT Prentice Hall</p> <p>Perks R & Leiw D (2013) 4th ed. Financial Accounting for Non-Specialists, London, McGraw Hill"</p>

Websites	
-----------------	--

GROWTH STRATEGIES IN LUXURY & FASHION

Course Code	MSC.LFMM2.MKCOR.0101
ECTS Credits	3
Course Leader	POISSON, Jérôme-EXT
Synchronous	18
Department	Dept. Marketing
Program	Luxury and Fashion Management
Prerequisites	-None
Course Description	-Growth strategies explores strategic growth and innovation approaches undertaken in the luxury field at the offering and ecosystem levels. Building on the course Consumer Trends, it takes socio-ecological strategy lenses (Hoffmann, Ramirez & Lecamp, 2018) to understand how actors need to navigate the macro (contextual environment), meso (ecosystem) and micro (value creating system) levels to innovate (Ramirez & Mannervik, 2016; Vargo & Lusch, 2004). Growth strategies (mergers & acquisitions, internationalisation, organic), luxury innovation strategies and the BA2RE strategic approach (Hoffmann & Lecamp, 2015) are presented and discussed. The course follows an action-learning approach linking scholarship with practice, aiming to bring live cases to the class-room and understand critical ongoing issues faced by luxury actors (eg. digitization, influencer, online retail, sustainability, transparency, inclusivity, geopolitical tensions).
Course Open to Exchange	Sophia /Spring;#Suzhou /Spring
Semester	spring
Campus	Sophia, Suzhou
Evaluation	
Final Examination (%)	50

Continuous Assessment (%)	50
Academic reference	<p>References</p> <p>Mandatory sources</p> <p>Hoffmann, J. and Lecamp, L. (2015) <i>Independent luxury: the four innovation strategies to endure in the consolidation jungle</i>, London: Palgrave-Macmillan.</p> <p>Hoffmann, J., Ramirez, R. and Lecamp, L. (2018) Right on time Socio-ecological strategy and implications of turbulence in the Swiss watchmaking field, <i>Technological Forecasting and Social Change</i>, 137, 101-117.</p> <p>Ramirez, R., Churchhouse, S., Palermo, A. and Hoffmann, J. (2017) Using Scenario Planning to Reshape Strategy, <i>MIT Sloan Management Review</i>, Summer.</p> <p>Strongly Recommended sources</p> <p>Hoffmann, J. and Coste-Manière, I. (ed.) (2012) <i>Luxury Strategy in Action</i>, London: Palgrave-Macmillan.</p> <p>Hoffmann, J. and Coste-Manière, I. (ed.) (2013) <i>Global Luxury Trends</i>, London: Palgrave-Macmillan.</p> <p>Normann, R. (2001) <i>Reframing Business: when the Map Changes the Landscape</i>, Chichester, NY: Wiley.</p> <p>Ramirez, R. and Mannervik, U. (2016) <i>Strategy for a Networked World</i>, London: Imperial College Press.</p> <p>Ramirez, R. and Wilkinson, A. (2016) <i>Strategic Reframing: The Oxford Scenario Planning Approach</i>, Oxford: OUP.</p> <p>Sempels, C. and Hoffmann, J. (2013) <i>Sustainable Innovation Strategy</i>, London: Palgrave-Macmillan.</p> <p>Vargo, S. and Lusch, R. (2004) Evolving to a New Dominant Logic, <i>Journal of Marketing</i>, 68/1, 1-17.</p> <p>Vargo, S. and Lusch, R. (2016) Service-dominant logic 2025, <i>International Journal of Research in Marketing</i>, 34/1, 46-67.</p> <p>Trade press: Financial Times, Les Echos, The Economist, www.businessoffashion.com, Journal du Textile, www.businessmontres.com</p> <p>Recommended sources</p> <p>Berry, C. J. (1994) <i>The Idea of Luxury</i>, Cambridge, UK: Cambridge University Press.</p> <p>Blanckaert, C. (1996) <i>Les chemins du luxe</i>, Paris: Grasset.</p> <p>Blanckaert, C. (2011) <i>Luxe</i>, Paris: Cherche-Midi.</p> <p>Chevalier, M. and Mazzalovo, G. (2008) <i>Luxury Brand Management</i>, London: Wiley.</p> <p>Delmestry, G. and Greenwood, R. (2016) How Cinderella Became a Queen: Theorizing Radical Status Change, <i>Administrative Science Quarterly</i>, 61/4, 507-550.</p> <p>Donzé, P.-Y. (2011) <i>Histoire de l'Industrie Horlogère Suisse</i>, Neuchâtel:</p>

	<p>Editions Alphil.</p> <p>Donzé, P.-Y. (2011) <i>The Comeback of the Swiss Watch Industry on the World Market: A Business History of the Swatch Group (1983-2010)</i>, Discussion Paper 11-14, Osaka University.</p> <p>Frankopan, P. (2015) <i>The Silk Roads</i>, London: Bloomsbury.</p> <p>Jones, C., Lorenzen, M. and Sapsed, J. (2015) <i>The Oxford Handbook of Creative Industries</i>, Oxford: OUP.</p> <p>Kapferer, J.-N. and Bastien, V. (2012) <i>The Luxury Strategy</i>, 2nd ed. London: Kogan Page.</p> <p>Raffaelli, R. (2018) <i>Technology Reemergence: Creating New Value for Old Technologies in Swiss Mechanical Watchmaking, 1970-2008</i>, <i>Administrative Science Quarterly</i>, available online 16 May 2018.</p> <p>Sicard, M.-C. (2010) <i>Luxe, mensonges et marketing</i>, 3rd ed. Paris : Pearson.</p> <p>Shipilov, A. and Godart, F. (2015) <i>Luxurys talent factories</i>, <i>Harvard Business Review</i>, June.</p> <p>Thomas, D. (2007) <i>Deluxe: How luxury lost its luster</i>, New York: Penguin.</p> <p>Industry Reports</p> <p>Académie des Technologies (2018) <i>Technologie et Soft Power : le cas de l'industrie de la mode et du luxe</i>, Paris: Rapport de l'Académie des Technologies.</p> <p>Bain & Company and Fondazione Altagamma (2018) <i>Worldwide Markets Monitor</i>, Milan.</p> <p>BoF and McKinsey (2018) <i>The State of Fashion 2019</i>, London.</p> <p>ECCIA (2017) <i>Securing the Leadership of the European Cultural and Creative Industries in the Digital Era</i>, Paris: Comité Colbert.</p> <p>To go further</p> <p>Networks & Systems</p> <p>Barabasi, A.-L. (2016) <i>Network Science</i>, Cambridge: Cambridge University Press.</p> <p>Barabasi, A.-L. (2002) <i>Linked</i>, Philadelphia (PA): Basic Books.</p> <p>Capra, F., Jakobsen, O. D. (2017) <i>A conceptual framework for ecological economics based on systemic principles of life</i>, <i>International Journal of Social Economics</i>, 44, 6, 831-844.</p> <p>Capra, F. and Luisi, P. L. (2014) <i>The Systems View of Life: A Unifying Vision</i>, Cambridge (UK): Cambridge University Press.</p> <p>Maturana, H. and Varela, F. (1980) <i>Autopoiesis and cognition the realization of the living</i>, Reidel.</p> <p>Meadows, D. H. (2008) <i>Thinking in Systems: a Primer</i>, White River Junction: Chelsea Green.</p> <p>Morin, E. (2015) <i>L'Aventure de La Méthode</i>, Paris: Seuil.</p> <p>Strategy, Foresight & Innovation</p> <p>Beckert, J. (2016) <i>Imagined Futures</i>, Cambridge, MA: HUP.</p> <p>Christensen, C. (1997) <i>The Innovators Dilemma</i>, Boston, MA: HBP.</p> <p>Fligstein, N. and McAdam, D. (2012) <i>A theory of fields</i>, Oxford: OUP.</p> <p>Freeman, L. (2013) <i>Strategy: A History</i>, Oxford: OUP.</p>
--	---

	<p>Kim, W.C. and Mauborgne, R. (2005) Blue Ocean Strategy, Cambridge (MA): HBSP.</p> <p>Knight, F. (1921) Risk, uncertainty and profit, New York: Sentry Press.</p> <p>Langley, A. and Tsoukas, H. (2017) The SAGE Handbook of Process Organization Studies, London: SAGE.</p>
Websites	

HOW TO BUILD A BRAND

Course Code	MSC.LFMM2.MKELE.0030
ECTS Credits	3
Course Leader	COSTE-MANIERE Ivan
Synchronous	18
Department	Dept. Marketing
Program	Luxury and Fashion Management
Prerequisites	None
Course Description	CREATION DUNE MARQUE DE LUXE (SWISS MADE) EN HORLOGERIE / CREATION OF A SWISS MADE LUXURY WATCH BRAND
Course Open to Exchange	Sophia /Spring;#Suzhou /Spring
Semester	spring
Campus	Belo Horizonte, Sophia, Suzhou
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings :
Websites	

PRICING, DISTRIBUTION AND RETAIL IN LUXURY AND FASHION

Course Code	MSC.LFMM2.MKCOR.0025
ECTS Credits	4
Course Leader	COSTE-MANIERE Ivan
Synchronous	24
Department	Dept. Marketing
Program	Luxury and Fashion Management
Prerequisites	None
Course Description	<p>Retail, distribution and pricing strategies are numerous. They differ from one country to another not merely in distinctive formulations of product, price, distribution, and appeal more and more to customer distinction. They are to be carefully led when dealing with high end products as they could definitely damage the brand awareness, and the branded value in the short and long term. From traditional barometers such as AT Kearneys GRDI, more and more apparel and luxury metastructures have been feeling the evolution and societal shifts among consumers. New distribution and retail models have been appearing, some copying the already existing luxury POS or matching empowered consumers, or even price-hunters approaches. Trust is a must, which gave rise to incentive and fidelity cards, private website, professional bloggers and pop up stores or flagships. From cocooning to hiving, the consumers behavioral changes have been leading a tremendous transformation of the distribution channels, which has been amplified by the blooming of parallel channels, social media. Aesthetic brand ideology is increasingly attractive, same as for the atmosphere of the point of sales, or of the sales forces. The stock consolidation of the big hunters of this specific world is also to be taken in account.</p> <p>The course provides the student with a clear understanding of both the key retail global business issues as well as the challenges and specificities of local markets that shape the B2C and the most often forgotten B2B marketing environment It takes both a theoretical and active learning approach to providing students with the skills and knowledge necessary to identify how the companies, fight for trust and try their best to achieve a competitive advantage with this global environment through any means from sourcing, SCM, or marketing led communications. Students will be introduced to a broad range of practical examples, from different business sectors through in-class activities, case studies and group project. Led by different lecturers who are specialists in their different fields (mobiles, bizz jets, leathergoods, watches ...)</p>

Course Open to Exchange	Sophia /Spring;#Suzhou /Spring
Semester	spring
Campus	Sophia, Suzhou
Evaluation	
Final Examination (%)	80
Continuous Assessment (%)	20
Academic reference	Lectures obligatoires / Required readings : B2B press magazines will be given to students Lectures Recommandées / Recommended readings : Luxury Strategy in Action Palgrave 2011 - J. Hoffmann/I. Coste
Websites	

SUSTAINABLE DEVELOPMENT, SUSTAINABLE VALUE CREATION IN THE LUXURY INDUSTRY

Course Code	MSC.LFMM2.MKCOR.0027
ECTS Credits	3
Course Leader	SOSCIA Isabella
Synchronous	18
Department	Dept. Marketing
Program	Luxury and Fashion Management
Prerequisites	None
Course Description	The purpose of this course is to train participants with an understanding of sustainability as well as some of the practical approaches to understanding critical social and environmental pressures, assessing their impact on organizations, developing systems for responding to them, and integrating these solutions into an organizations operations and strategy. During the course, we will investigate the challenges of implementing sustainability in a luxury industry context from the perspectives of community impact, labour conditions, climate change, energy use, natural resource use, and ecosystems use.

	<p>Course will focus on key challenges of sustainability, material risks and opportunities, as well as key trends in response. We will explore companies actions used to enhance competitive advantage, as well as possible interventions that can contribute to long-term corporate sustainability and profitability.</p> <p>The participants will deepen their thinking on sustainability and practice while they carry out individual and team research projects that involve applying the concept of sustainability.</p>
Course Open to Exchange	Sophia /Spring;#Suzhou /Spring
Semester	spring
Campus	Belo Horizonte, Sophia, Suzhou
Evaluation	
Final Examination (%)	35
Continuous Assessment (%)	65
Academic reference	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings :
Websites	

VALUE MANAGEMENT & MARKETING

Course Code	MSC.LFMM2.MKCOR.0024
ECTS Credits	4
Course Leader	CHHABRA, Sudeep-EXT
Synchronous	24
Department	Dept. Marketing
Program	Luxury and Fashion Management
Prerequisites	-None
Course Description	-Maybe one of the hottest topics in contemporary luxury & fashion activities. From merchandising to mystery shopping, at the crossroads of all the other LFM programme's courses, so that all sessions will be stuffed with

	activities, real life cases and finance calculation. The branded value concept and the mystery journey will be at the heart of these sessions.
Course Open to Exchange	Sophia /Spring;#Suzhou /Spring
Semester	spring
Campus	Sophia, Suzhou
Evaluation	
Final Examination (%)	80
Continuous Assessment (%)	20
Academic reference	-
Websites	-