

SKEMA BBA in Global Management

Course Descriptions

Academic Year 2019/2020 – 2020/2021

General notes:

Freshman: 1st year students

Junior: 3rd year students

Sophomore: 2nd year students

Senior: 4th year students

(*) courses are offered this semester if sufficient enrollment

General Education

BAC.EAINA.OTENG.1001 Academic Research and Writing I (3 US credits / 6 ECTS credits)

This course introduces students to the principal elements of academic writing. It focuses on improving critical reading skills, developing research skills and writing persuasively. Students will learn to critically read academic articles, explore alternative perspectives, and formulate and support a coherent thesis with evidence drawn from research. They will also learn how to work through the various stages of the writing process to produce a 3000 word research paper, effectively incorporating source materials through summarizing, paraphrasing and citing, using the appropriate referencing method. (*Prerequisite: TOEFL 520 min, iBT 70 min, or instructor's permission*) **Fall, Spring, Summer(*) – English – Campus: Sophia Antipolis**

BAC.EAINA.STEVM.2000 Social and Sustainable Responsibility (3 US credits / 6 ECTS credits)

This course presents the basics of sustainable development by introducing the relations between organisations and companies. Theoretical knowledge of Corporate Social Responsibility (CSR) in modern economies are introduced and an analysis of CSR as an evolution of Management practices is also reviewed. This course focuses on how CSR is retrieved from Environmental Management and Social considerations but also on the foundations of CSR in organisations. **Fall, Spring – English – Campus: Sophia Antipolis**

Advanced Writing Skills

BAC.EAINA.OTENG.1002 Academic Research and Writing II (3 US credits / 6 ECTS credits)

The second of two courses in college-level writing skills. This course focuses on reading and analyzing poems, plays, and short works of fiction. Students write several essays and one research paper on literary topics. The course includes extensive readings and 6000 words of writing in essays and short assignments and a research paper. (*Prerequisite: Academic Research and Writing I*) **Fall, Spring - English**

BAC.EAINA.OTCOM.3224 Business and Professional Writing (3 US credits / 6 ECTS credits)

Designed for the future American business professional, this course includes business research methods, report writing, business correspondence, and communication in the workplace. Analytical, informational, routine, and special reports are covered. (*Prerequisite: Academic Research and Writing I*) Readings and 6000 words of writing in business correspondence, reports and short answers. **Fall, Spring, Summer(*) – Campus: Sophia Antipolis**

Analytical Skills 1

BAC.EAINA.ECMTH.1702 Business and Economics Calculus (3 US credits / 6 ECTS credits)

This course emphasizes applications to Business and Economics, using algebra and calculus fundamentals. Matrices: operations, augmented matrices, Gauss-Jordan Elimination, resource allocation problems (Leontief's input-output analysis), introduction to Markov chains. Differentiation applied to Principles of Microeconomics: marginal cost, price elasticity of demand, productivity. Optimization: univariate and multivariate models including Lagrange multipliers. Integration: Definite integration, Integration by parts, applications to Microeconomics principles (Consumers and Producers surplus), Social Inequalities (Gini Index) and introduction to probability density functions. **Fall, Spring, Summer(*) – English – Campus: Sophia Antipolis**

BAC.EAINA.OTMTH.1001 Calculus I (4 US credits / 8 ECTS credits)

Functions and graphs, limits and continuity, exponential, logarithmic and inverse trigonometric functions; derivatives and chain rule; related rates and application to maxima and minima, indeterminate forms and l'Hôpital's Rule; antiderivatives, Riemann sums and the definite integral. **Fall, Spring – English – Campus: Sophia Antipolis**

Analytical Skills 2

BAC.EAINA.ECBUS.2702 Statistics for Business Decisions (3 US credits / 6 ECTS credits)

The objective of this course is to acquaint students with the terminology and the methodology used in statistical methods to solve problems in disciplines such as economics, marketing, finance, manufacturing... It introduces methods of collection, analysis, and interpretation of data. This course enables students to understand the goals and methods of descriptive statistics, probabilities and inferential process (interval estimation, hypothesis testing, one-way analysis of variance). There are also applications on simple regression and multiple regression (Excel and introduction to SPSS). A short introduction to time series is included. **Fall, Spring – English – Campus: Sophia Antipolis**

BAC.EAINA.OTMTH.1002 Calculus II (4 US credits / 8 ECTS credits)

Applications of the definite integral in geometry and physics; hyperbolic functions; further techniques of integration; improper integrals, modeling with differential equations; sequences and series, numerical methods; polar coordinates and conic sections; parametric equations. (*Prerequisite: Calculus I*) **Fall, Spring - English – Campus: Sophia Antipolis**

Computer Skills

BAC.EAINA.ISCSE.1301 Consumer Computer Applications (3 US credits / 6 ECTS credits)

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

BAC.EAINA.OTBIO.2402 Biostatistics (3 US credits / 6 ECTS credits)

This course introduces the basis in statistics and probability theory and aim the Life Science aspect: be able to correctly collect samples, use the correct tools to extract information from datasets, compare different datasets, and finally take decisions. The use of R-software will also be introduced. **Fall – English – Campus: Sophia Antipolis**

Humanities

BAC.EAINA.OTHUM.1010 Introduction to Theater (3 US credits / 6 ECTS credits)

This course introduces an overview of the history of theater, leading figures in contemporary theater, some contemporary playwrights, study of pieces. This course is illustrated by a number of videotapes. Students are introduced to acting techniques, improvisation and practice. (*Corequisite: Academic Research & Writing I*) **Spring – English – Campus: Sophia Antipolis**

BAC.EAINA.OTHUM.2051 Civilization I: Ancient Through Medieval (3 US credits / 6 ECTS credits)

An introduction to civilization from its early development to the European Renaissance. The emphasis is on the interpretation of primary texts that reflect the intellectual and historical changes in society. This is the first of two interdisciplinary courses. (*Corequisite: Academic Research & Writing I*) **Fall – Campus: Sophia Antipolis**

BAC.EAINA.OTHUM.2052 Civilization II: Renaissance Through Modern (3 US credits / 6 ECTS credits)

Similar in purpose and method to Civilization I, this course continues the interpretation of primary texts in which the emphasis is on the Renaissance period, the Enlightenment, Romanticism, and the Modern Age. (*Corequisite: Academic Research & Writing I*) **Spring - English – Campus: Sophia Antipolis**

BAC.EAINA.OTHUM.2200 Technology, Society & Environment (3 US credits / 6 ECTS credits)

Through this course, students will get the opportunity to understand the challenges and to consider all aspects of environmental issues. The underlying theme will be the interactions between societies, cultures and their physical and biological environments. (*Corequisite: Academic Research & Writing I*) **Fall, Spring – English – Campus: Sophia Antipolis**

BAC.EAINA.OTHUM.2540 Ethics (3 US credits / 6 ECTS credits)

This course is an introduction to the fundamental problems of Ethics. This course introduces key ethical theories and debates, but beyond that, the real concern is to help students improve their ethical decision-making skills by learning to identify, diagnose and analyze ethical problems and dilemmas that they may be confronted with in life and in their careers.

(*Corequisite: Academic Research & Writing I*) **Spring – English – Campus: Sophia Antipolis**

Scientific Knowledge

- BAC.EAINA.OTEDS.1030 Survey of Science – Chemistry (3 US credits / 6 ECTS credits)**
Students will have the opportunity to develop the scientific method through real life chemistry problems. Topics include basic concepts, Atoms, molecules and ions, stoichiometry, the periodic table, chemical bonds, introduction of Organic Chemistry, Lewis structure, Chemistry of Perfume, Chemistry of Wine, Nuclear Chemistry. **Fall -English – Campus: Sophia Antipolis**
- BAC.EAINA.OTEDS.1031 Survey of Science - Physics (3 US credits / 6 ECTS credits)**
Survey of physics, and astronomy including motion, forces, energy, electricity, the metric system, and the application of science and technology to everyday life. **Spring(*) – English – Campus: Sophia Antipolis**
- BAC.EAINA.OTEDS.1032 Survey of Science - Life Science (3 US credits / 6 ECTS credits)**
Facilitates student understanding of laws, phenomena, and processes of cellular and human biology, and to address selected current topics in ecology and environmental science. **Fall, Spring - English – Campus: Sophia Antipolis**
- BAC.EAINA.OTEDS.1035 Survey of Science – Geology (3 US credits / 6 ECTS credits)**
This course allows the students to understand basic notions, based on actual geological issues, the present, past and future of the physical aspects of Earth. It shows the importance of geology in understanding life on Earth and its evolution through its close relations to geological structure, soils, flora and fauna, mining terrestrial and oceanic resources and managing territories **Spring(*)– English – Campus: Sophia Antipolis**
- BAC.EAINA.OTEDS.1039 Survey of Science – Oceanography (3 US credits / 6 ECTS credits)**
This is an introductory oceanography course that provides an overview of the basic geological, chemical, physical, and biological processes that occur in the world's oceans. Students will learn how science and technology are important in current oceanographic research. They should also develop a better understanding of the role that oceans play in the dynamic processes that shape the Earth and affect life on Earth. **Fall, Spring - English – Campus: Sophia Antipolis**
- BAC.EAINA.OTEDS.1130 Survey of Science – Chemistry Laboratory (1 US credit / 2 ECTS credits)**
This lab illustrates with virtual computer-based experiments the topics of the Survey of Science Chemistry course. Students are intended to use the software and to perform virtual experiments in Chemistry. (*Corequisite: Survey of Science Chemistry*) **Fall – English – Campus: Sophia Antipolis**
- BAC.EAINA.OTEDS.1131 Survey of Science – Physics Laboratory (1 US credit / 2 ECTS credits)**
Laboratories on mechanics, thermodynamics and electricity linked to the Survey of Science – Physics course. (*Corequisite: Survey of Science Physics*) **Spring(*) – English – Campus: Sophia Antipolis**
- BAC.EAINA.OTEDS.1132 Survey of Science – Life Science Laboratory (1 US credit / 2 ECTS credits)**
Through field examples, the theories taught in class will put into practice. Four field trips will illustrate the following themes: Human evolution, Human use of nature, Ecosystems zonation, Ecology dynamics. (*Corequisite: Survey of Science Life Science*) **Fall, Spring – English – Campus: Sophia Antipolis**
- BAC.EAINA.OTEDS.1135 Survey of Science – Geology Laboratory (1 US credit / 2 ECTS credits)**
The theories taught in class will be applied to local geological examples Three field trips will illustrate the following themes: Impact of geology on agriculture, Lava marine cave, Geology exposition preparation. (*Corequisite: Survey of Science Geology*) **Spring(*) – English – Campus: Sophia Antipolis**
- BAC.EAINA.OTEDS.1139 Survey of Science – Oceanography Laboratory (1 credit)**
The laboratory illustrates the content of the course through experiments and outdoor observations (seaside, museum). Topics like Ocean acidification or the specificity of the Mediterranean Sea will be covered. (*Corequisite: Survey of Science Oceanography*) **Fall, Spring – English – Campus: Sophia Antipolis**
- BAC.EAINA.OTBIO.1010 Biological Discovery I (4 US credits / 8 ECTS credits)**
The first of a two-semester sequence to the scientific approach to biology. Major themes of biology such as biochemistry, cell biology, animal biology / physiology and plant biology / physiology are explored and discussed. Learning objectives are to gain a sound understanding of structure and functioning of the cell, biochemical reactions, digestive, excretive, respiratory, cardiovascular, nervous, and muscular systems in animals and humans, as well as the plant structure and life. **Spring - English. – Campus: Sophia Antipolis**
- BAC.EAINA.OTBIO.1020 Biological Discovery II (4 US credits / 8 ECTS credits)**
The second of a two-semester sequence on the scientific approach to biology. The objectives of this course are to introduce the student to the science of biology and to fundamental concepts of biology studying major themes of biology such as genetics and gene technology, diversity and the six kingdoms, evolution, evolution theory and origin and history of life on earth, as well as ecology and the impact of humans on nature. **Fall – English – Campus: Sophia Antipolis**
- BAC.EAINA.OTPHY.2001 Physics I (4 US credits / 8 ECTS credits)**
Topics include a study of vectors; mechanics of particles; Newton's law of motion; work, energy, power; impulse and momentum; conservation laws; mechanics of rigid bodies, rotation, equilibrium; fluids, heat, and thermodynamics; and periodic motion. (*Corequisite: Calculus I*) **Fall - English – Campus: Sophia Antipolis**
- BAC.EAINA.OTCHM.1101 General Chemistry I (4 US credits / 8 ECTS credits)**

This course covers fundamental principles of modern chemistry, including basic atomic theory; stoichiometry; properties of gases, energy relationships; thermochemistry; electronic structures of atoms; and basic concepts of chemical bonding, and includes an associated introductory chemistry laboratory. **Fall – English – Campus: Sophia Antipolis**

BAC.EAINA.OTCHM.1102 General Chemistry II (4 US credits / 8 ECTS credits)

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

Interdisciplinary Inquiries

BAC.EAINA.OTPOS.2001 Introduction to International Relations (3 US credits / 6 ECTS credits)

The course introduces students to the contemporary global geopolitical stakes through a multidimensional perspective including politics, diplomacy & war, economics & other related fields such as environment or energy. It explores topics like Global & Regional Geopolitics, the making and the change of the contemporary International system, Actors, Dynamics & Functioning of the International System. (*Corequisite: Academic Research & Writing I*) **Fall – English – Campus: Sophia Antipolis**

BAC.EAINA.OTSOC.2001 Introduction to Sociology (3 US credits / 6 ECTS credits)

This course is an introduction to sociology which focuses on the necessary elements in understanding and successfully working in contemporary societies. Core sociological concepts, methods and theories will be applied to various sociological themes, such as education, consumerism and social stratification. There will also be a focus on culture and diversity, including the topics of gender, race, ethnicity, and other areas of diversity. Students will develop analytical and critical thinking skills, applying their sociological knowledge to topical issues. (*Corequisite: Academic Research & Writing I*) **Fall - English – Campus: Sophia Antipolis**

BAC.EAINA.OTSOC.2411 Introduction to Psychology (3 US credits / 6 ECTS credits)

An overview of psychological processes, including both areas in which psychology is a natural science (physiological psychology, sensation and perception, basic learning, and cognition) and a social science (motivation, human development, personality, social interaction, psychopathology, and psychotherapy). (*Corequisite: Academic Research & Writing I*) **Spring - English – Campus: Sophia Antipolis**

BAC.EAINA.OTCOM.3002 Intercultural Communication (3 US credits / 6 ECTS credits)

This course seeks to help students develop and hone their cultural awareness and knowledge as they apply to communication in general, with a particular focus on business interactions. Throughout the course of the semester we will focus on various cultural attitudes to work, time, business, meetings, management, human resources, material possessions and hierarchy. Intercultural differences will be illustrated through various role plays, readings and visual representations. (*Corequisite: Academic Research & Writing I*) **Fall – English – Campus: Sophia Antipolis**

BAC.EAINA.OTOCN.3101 Biological Oceanography (3 US credits / 6 ECTS credits)

Relationships of biological, chemical, geological and physical aspects of the oceans to biological oceanography. (*Prerequisites: Biological Discovery I, Oceanography*). **Fall – English – Campus: Sophia Antipolis**

BAC.EAINA.OTOCN.3111 Biological Oceanography Lab (1 US credit / 2 ECTS credits)

Practical observations through field trips of the zonation and adaptations of marine sealife (algae, sea-shells, crustaceans etc.). (*Corequisite: Biological Oceanography*). **Fall – English – Campus: Sophia Antipolis**

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

Fundamentals of genetics from Mendel to modern day. Lectures and laboratory topics emphasize the transmission of genetic material, the molecular nature of heredity and the heredity of population. (*Prerequisite: Biological Discovery I*) **Spring – English – Campus: Sophia Antipolis**

BAC.EAINA.OTBIO.2120 General Genetics Lab (1 US credit / 2 ECTS credits)

This lab work is aimed at immersing students in living conditions of a research laboratory. Their goal is to prepare within a week, a DNA solution, analyzing protein expressions within mouse cell cultures, learning the anatomy of mice, drosophila. For this, they will be provided with a fully-equipped laboratory, a preparation room, scientific books and protocols, all necessary to conduct experiments and find solutions. They will have to plan their work time, write a lab book so that everything they do is recorded: initial point of a relevant interpretation. (*Corequisite: General Genetics*). **Spring - English – Campus: Sophia Antipolis**

BAC.EAINA.OTMTH.2001 Calculus III (4 US credits / 8 ECTS credits)

Cylindrical and spherical coordinates, vectors, functions of several variables, partial derivatives and extrema, multiple integral, vector integral calculus. (*Prerequisite: Calculus II*) **Fall - English – Campus: Sophia Antipolis**

BAC.EAINA.OTMTH.2201 Differential Equation & Linear Algebra (4 US credits / 8 ECTS credits)

First-order differential equations, linear differential equations with constant coefficients, first-order systems of differential equations with constant coefficients, numerical methods, Laplace transforms, series solutions, algebraic systems of equations, matrices, determinants, vectors spaces, eigenvalues, and eigenvectors. (*Prerequisite: Calculus II*) **Spring - English – Campus: Sophia Antipolis**

Management Fundamentals

BAC.EAINA.FIBUS.2201 Financial Accounting (3 US credits / 6 ECTS credits)

A basic course in accounting that provides a sound understanding of the theory of accounts and the accounting cycle. Topics include a detailed study of current assets, a detailed study of fixed assets, liabilities, and owner's equity accounts, and the preparation of balance sheets and income statements. **Fall, Spring, Summer(*) – English – Campus: Sophia Antipolis**

BAC.EAINA.FIBUS.2202 Managerial Accounting (3 US credits / 6 ECTS credits)

Continues the study of financial statements introduced in Financial Accounting. The course includes a detailed study of cash flow statements and provide students with exposure to cost accounting with an emphasis on managerial decisions. *(Prerequisite: Financial Accounting)* **Fall, Spring – English - Campus: Sophia Antipolis**

BAC.EAINA.ECBUS.2301 Macro Economics (3 US credits / 6 ECTS credits)

Introduces macroeconomics. Topics covered are public deficits and debt, national deficits and debt, aggregate economic variables, circular flow model, national accounting, monetary banking system, Federal Reserve, fiscal and monetary policies, Classical theory, Keynesian theory, Monetarist theory. **Fall, Spring, Summer(*) - English & French - Campus: Sophia Antipolis**

BAC.EAINA.ECBUS.2302 Micro Economics (3 US credits / 6 ECTS credits)

This introductory microeconomics course covers the market system, supply and demand analysis, firms and their management, including productivity and cost in the short run vs. long run; the major models of market structures, comparing models to the actual behavior of the markets; market failures and the rule of governments in correcting market failures. **Fall, Spring, Summer(*)- English & French - Campus: Sophia Antipolis**

BAC.EAINA.HRBUS.3501 Principles of Modern Management (3 US credits / 6 ECTS credits)

This course is designed to help students acquire management knowledge and to develop their managerial skills. It enables the student to understand modern management as it relates to both the employer and employee and to acquaint the student with the various schools of management, the philosophy of management, current and future trends. *(Prerequisite: Sophomore)* **Fall, Spring – English – Campus: Sophia Antipolis**

BAC.EAINA.MKBUS.3601 Marketing Principles (3 US credits / 6 ECTS credits)

This course focuses on the understanding of key concepts in marketing and their applications. Marketing is examined not just as a business function but also as an orientation related to products/services in commercial and non-commercial domains, and to various aspects of social life. Students are exposed to consumer behavior, market segmentation, marketing mix, market research, marketing legislation and ethics, whilst learning about marketing analysis, planning, implementation and control through a marketing project. The course provides a foundation for higher-level courses in marketing. *(Prerequisite: Sophomore)* **Fall, Spring - English – Campus: Sophia Antipolis**

BAC.EAINA.LTBUS.3703 Business Law (3 US credits / 6 ECTS credits)

This class introduces the legal rules applicable to contracts, an understanding of the impact of the contractual commitment and the main clauses of a contract. The course will also provide tools about the legal framework for creating a business. Students should understand how to avoid making mistakes when setting up a business. *(Prerequisite: Sophomore)*– **Fall, Spring - English – Campus: Sophia Antipolis**

BAC.EAINA.OTCOM.2370 Public Speaking and Presentation Skills (3 US credits / 6 ECTS credits)

In this course students will be presented with the essentials of professional communication. Throughout the semester students are trained on how to effectively use their voice and body language to efficiently deliver their message. Students learn how to give both informative and persuasive speeches, as well as professional PowerPoint presentations. Through various pedagogical approaches, (coaching, feedback, and videotaping) students acquire the necessary skills to engage their audience and deliver convincing and concise presentations. *(Corequisite: Academic Research & Writing I)* **Fall, Spring & Summer(*) - English – Campus: Sophia Antipolis**

Project Management

BAC.EAINA.PMBUS.2250 Essentials of Project Management (3 US credits / 6 ECTS credits)

This course introduces the basics of project management. Students will learn how to define and assign key roles; recognize project milestones; plan a project; organize a project; negotiate resources; launch a project in optimal conditions; monitor and close the project. An objective of this course is to make students work for a real client. *(Prerequisite: Principles of Modern Management)* **Fall, Spring – English - Campus: Sophia Antipolis,**

BAC.EAINA.OTEVM.3150 Environmental Impact Assessment (3 US credits / 6 ECTS credits)

Students will learn methods to assess and predict physical, chemical, biological, social and economic impacts on the environment resulting from human activities. This course includes field and group work about the possible needs of the local community. Students will have to analyze and produce documents in groups. *(Prerequisite: Junior/Senior).* **Spring – English – Campus: Sophia Antipolis**

Advanced Computer Skills

BAC.EAINA.ISCSE.2301 Advanced Computer Business Application (3 US credits / 6 ECTS credits)

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

BAC.EAINA.OTMAE.2024 Computer Assisted Drafting & Design (3 US credits / 6 ECTS credits)

Sketching, description geometry, computer graphics, computer aided drafting and design projects. **Spring – English – Campus: Sophia Antipolis**

BAC.EAINA.ISEVM.3110 Information System Tools (3 US credits / 6 ECTS credits)

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

Global Skills

BAC.EAINA.OTHUM.3000 History and Culture of the US (3 US credits / 6 ECTS credits)

This course will provide students with a complete vision of the rise of the American culture throughout the history of the country. Emphasis will be given to the common features that lead to the merging of the states that constitute the United States of America, while acknowledging the distinctive features of culture that still remain throughout the country. **Fall – English – Campus: Raleigh**

BAC.EAINA.OTHUM.3010 History and Culture of China (3 US credits / 6 ECTS credits)

This course will provide students with a complete vision of the rise of Chinese culture throughout the history of the country. Emphasis will be given to the common features that lead to the merging of the provinces that constitute China, while acknowledging the distinctive features of culture that still remain throughout the country. **Fall – English – Campus: Suzhou**

BAC.EAINA.OTHUM.3020 History and Culture of France (3 US credits / 6 ECTS credits)

This course is a study of the French people today, with emphasis on their life-styles, customs, mentality, and overall culture. It includes discussion of current trends in French politics, education, media, religion, and literature and the arts especially as they illustrate important cultural values and attitudes. This course is conducted in English. **Fall - Spring – English – Campus: Sophia Antipolis**

BAC.EAINA.ECBUS.3100 Globalization and Development – United States (3 US credits / 6 ECTS credits)

This course is studied from specific national perspectives of the USA. Globalization is a multidimensional process that affects every single aspect of our societies, changes our daily lives and determines our future. No nation is unconcerned as new “global issues” arise, such as global warming or the consequences of the demographic explosion. This new world calls for new strategies and a new form of governance; theories and analysis must integrate new perspectives and promote a global mindset; the survival of our species (and other species) is at stake. *(Prerequisites: Macro Economics, Micro Economics)* **Spring – English – Campus: Raleigh.**

BAC.EAINA.ECBUS.3110 Globalization and Development – China (3 US credits / 6 ECTS credits)

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

BAC.EAINA.ECBUS.3120 Globalization and Development - Europe (3 US credits / 6 ECTS credits)

This course is studied from specific national perspectives of France. Globalization is a multidimensional process that affects every single aspect of our societies, changes our daily lives and determines our future. No nation is unconcerned as new “global issues” arise, such as global warming or the consequences of the demographic explosion. This new world calls for new strategies and a new form of governance; theories and analysis must integrate new perspectives and promote a global mindset; the survival of our species (and other species) is at stake. *(Prerequisites: Macro Economics, Micro Economics)* **Spring – English – Campus: Sophia Antipolis.**

BAC.EAINA.HRBUS.3200 Management in The US (3 US credits / 6 ECTS credits)

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

BAC.EAINA.HRBUS.3210 Management in China (3 US credits / 6 ECTS credits)

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

BAC.EAINA.HRBUS.3220 Management in Europe (3 US credits / 6 ECTS credits)

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

BAC.EAINA.MKBUS.3300 Marketing to US customers (3 US credits / 6 ECTS credits)

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

BAC.EAINA.MKBUS.3310 Marketing to Chinese customers (3 US credits / 6 ECTS credits)

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

BAC.EAINA.MKBUS.3320 Marketing to European customers (3 US credits / 6 ECTS credits)

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

BAC.EAINA.LTBUS.3400 Legal Issues – United States (3 US credits / 6 ECTS credits)

This course is studied from specific national perspectives; the USA. The aim of this course is to learn about the legal environment in the given country. It addresses issues such as labour law, equal employment opportunity law, intellectual property law, business law, international trade law; common law, civil law and other influential legal systems. The case study approach will be used to enhance learning. (*Prerequisites: Business Law, Principles of Modern Management*). **Spring – English – Campus: Raleigh**

BAC.EAINA.LTBUS.3415 Legal Issues - China (3 US credits / 6 ECTS credits)

This course is studied from specific national perspectives; China. The aim of this course is to learn about the legal environment in the given country. It addresses issues such as labour law, equal employment opportunity law, intellectual property law, business law, international trade law; common law, civil law and other influential legal systems. The case study approach will be used to enhance learning. (*Prerequisites: Business Law, Principles of Modern Management*). **Spring – English – Campus: Suzhou**

BAC.EAINA.LTBUS.3420 Legal Issues – European Union (3 US credits / 6 ECTS credits)

This course is studied from specific national perspectives; France. The aim of this course is to learn about the legal environment in the given country. It addresses issues such as labour law, equal employment opportunity law, intellectual property law, business law, international trade law; common law, civil law and other influential legal systems. The case study approach will be used to enhance learning. (*Prerequisites: Business Law, Principles of Modern Management*). **Spring – English – Campus: Sophia Antipolis**

BAC.EAINA.ECBUS.3500 Doing Business in the USA (3 US credits / 6 ECTS credits)

The U.S. is the largest consumer market in the world, yet significantly different and more challenging than any other marketplace. This course provides students with key business and cultural insights for effectively doing business within the mainstream U.S. market. Topics include an overview of the U.S. economy, regional and national demographics and cultural dynamics, business customs, new product development, the U.S. legal system, marketing strategies, and negotiating tactics. *(Prerequisites: Marketing Principles, Macro Economics)*. **Fall – English – Campus: Raleigh**

BAC.EAINA.ECBUS.3510 Doing Business in China (3 US credits / 6 ECTS credits)

The purpose of this course is to give students a comprehensive understanding of China's business environment at present and in the future. The course will cover an overview of the general environment in China; to highlight certain facts and analytical framework for strategic management, marketing and operation management in China; to develop insights into business opportunities and threats in the Chinese context. *(Prerequisites: Marketing Principles, Macro Economics)*. **Fall – English – Campus: Suzhou**

BAC.EAINA.ECBUS.3520 Doing Business in Europe (3 US credits / 6 ECTS credits)

The purpose of this course is to give students a comprehensive understanding of Europe's business environment at present and in the future with a particular focus on France. The course will cover an overview of the general environment in France; to highlight certain facts and analytical framework for strategic management, marketing and operation management in France; to develop insights into business opportunities and threats in the French context. *(Prerequisites: Marketing Principles, Macro Economics)* **Fall – English – Campus: Sophia Antipolis**.

BAC.EAINA.ECBUS.3600 Logistics and Trade in the US (3 US credits / 6 ECTS credits)

This course is studied from specific national perspectives; the USA. The aims of this course are to enable students to discover the specificities, risks and challenges of international business transactions; to learn about the main techniques used in pricing, payment systems, risk coverage & transport systems in relation to major market clearing systems. Topics include: International trade and market entry; the development of a service offer; logistics, payment methods and specialized partners; currency risk and settlement systems. *(Prerequisites: Marketing Principles, Macro Economics, Business Law)*. **Spring – English – Campus: Raleigh**

BAC.EAINA.ECBUS.3610 Logistics and Trade in China (3 US credits / 6 ECTS credits)

This course is studied from specific national perspectives; China. The aims of this course are to enable students to discover the specificities, risks and challenges of international business transactions; to learn about the main techniques used in pricing, payment systems, risk coverage & transport systems in relation to major market clearing systems. Topics include: International trade and market entry; the development of a service offer; logistics, payment methods and specialized partners; currency risk and settlement systems. *(Prerequisites: Marketing Principles, Macro Economics, Business Law)*. **Spring – English – Campus: Suzhou**

BAC.EAINA.ECBUS.3620 Logistics and Trade in Europe (3 US credits / 6 ECTS credits)

This course is studied from specific national perspectives; France. The aims of this course are to enable students to discover the specificities, risks and challenges of international business transactions; to learn about the main techniques used in pricing, payment systems, risk coverage & transport systems in relation to major market clearing systems. Topics include: International trade and market entry; the development of a service offer; logistics, payment methods and specialized partners; currency risk and settlement systems. *(Prerequisites: Marketing Principles, Macro Economics, Business Law)*. **Spring – English – Campus: Sophia Antipolis**

BAC.EAINA.STBUS.3700 Entrepreneurship and Innovation – United States (3 US credits / 6 ECTS credits)

This course is studied from specific national perspectives; the USA. Herein, students will be exposed to a wide range of lecture topics related to the theory and fundamentals of business and the uniqueness of principles applied to entrepreneurship. This course will, importantly, guide students through the experience and process of entrepreneurship by focusing on developing an idea for a real business that each group investigates and gains approval for. This course is designed to help students apply their previous knowledge about: management, marketing, communication, advertising, accounting, and other business disciplines. *(Prerequisite: Principles of Modern Management, Marketing Principles)* **Spring – English – Campus: Raleigh**

BAC.EAINA.STBUS.3710 Entrepreneurship and Innovation - China (3 US credits / 6 ECTS credits)

This course is studied from specific national perspectives; China. Herein, students will be exposed to a wide range of lecture topics related to the theory and fundamentals of business and the uniqueness of principles applied to entrepreneurship. This course will, importantly, guide students through the experience and process of entrepreneurship by focusing on developing an idea for a real business that each group investigates and gains approval for. This course is designed to help students apply their previous knowledge about: management, marketing, communication, advertising, accounting, and other business disciplines. *(Prerequisite: Principles of Modern Management, Marketing Principles)* **Spring – English – Campus: Suzhou**

BAC.EAINA.STBUS.3720 Entrepreneurship and Innovation - Europe (3 US credits / 6 ECTS credits)

This is a distance learning course. Students are expected to conduct market research, to compile a detailed report and to make an oral presentation. The research has to be professional, the financial analysis must be accurate, and the strategic recommendations have to be feasible and argued. *(Prerequisite: Principles of Modern Management, Marketing Principles)* **Spring – English – Campus: Sophia Antipolis**

BAC.EAINA.LGLNG.1101 Beginner Russian (3 US credits / 6 ECTS credits)

This course introduces students to the Russian language and culture with a particular focus on the spoken language. **Fall – Russian – Campus: Sophia Antipolis**

BAC.EAINA.LGLNG.1102 Elementary Russian (3 US credits / 6 ECTS credits)

This course continues from Elementary Russian I in the study of Russian language and culture with a particular focus on the spoken language. (*Prerequisite: Beginner Russian or instructor's permission*) **Spring – Russian – Campus: Sophia Antipolis**

BAC.EAINA.LGLNG.1103 Beginner Portuguese (3 US credits / 6 ECTS credits)

The course gives the students a thorough grammatical and structural introduction in a communicative context, as well as cultural information about Portuguese-speaking countries. The students will be expected to demonstrate the skills of listening, speaking, reading and writing in everyday situations.

Fall – Portuguese – Campus: Sophia Antipolis

BAC.EAINA.LGLNG.2100 Beginner Spanish (3 US credits / 6 ECTS credits)

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

BAC.EAINA.LGLNG.2110 Elementary Spanish (3 credits / 6 ECTS credits)

Continues an introduction to the four basic language skills. The tenses of the past will be introduced. Reading will take more importance and business vocabulary will be introduced. Students having good notions and a good practice may not take this course. (*Prerequisite: Beginner Spanish or instructor's permission*) **Spring – Spanish – Campus: Sophia Antipolis**

BAC.EAINA.LGLNG.2115 Elementary Portuguese (3 US credits / 6 ECTS credits)

This course is a follow-on course from Beginner Portuguese. Students will further develop their communicative capacities in Portuguese and knowledge of Portuguese-speaking cultures.. (*Prerequisite: Beginner Portuguese or instructor's permission*). **Spring – Portuguese – Campus: Sophia Antipolis**

BAC.EAINA.LGLNG.2120 Intermediate Spanish (3 US credits / 6 ECTS credits)

This is a course intended for a wide variety of students. Those with a rather good level and a fairly strong level but without much practice. A review of Spanish grammar, with emphasis on conversation, reading and speaking to understand Hispanic culture and the world of business. Not recommended for those who are fluent or almost fluent in Spanish. (*Prerequisite: Elementary Spanish or instructor's permission*). **Fall – Spanish – Campus: Sophia Antipolis**

BAC.EAINA.LGLNG.2130 Advanced Spanish (3 US credits / 6 ECTS credits)

This is the highest level offered and is targeted to fluent or almost fluent students. Students should have a good level of grammar. Selected reading from Hispanic literature, videos, films, presentations, role playing, will help not only to improve the language level but also to enrich the students' knowledge. (*Prerequisite: Intermediate Spanish or instructor's permission*). **Spring – Spanish – Campus: Sophia Antipolis**

BAC.EAINA.LGLNG.1700 Beginner Chinese (3 US credits / 6 ECTS credits)

This course provides the basics of Chinese in order to guide students towards a practical use of the language. The students will learn spoken Chinese using pinyin and recognize about 50 characters. The course will introduce the basics of grammar, functional vocabulary and Chinese culture. **Fall – Chinese – Campus: Sophia Antipolis**

BAC.EAINA.LGLNG.1710 Elementary Chinese (3 US credits / 6 ECTS credits)

A second element of Elementary Chinese course guiding students towards a practical use of the language. Students will continue to learn spoken Chinese using pinyin, recognizing up to 70 characters and the words composed with these 70 characters. The course will cover the basics of grammar, functional vocabulary and Chinese culture. (*Prerequisite: Beginner Chinese or instructor's permission*) **Spring – Chinese – Campus: Sophia Antipolis**

BAC.EAINA.LGLNG.1902 Intermediate French (3 US credits / 6 ECTS credits)

The objectives of this course are to advance grammatical and conversational skills beyond the basically utilitarian to help students to participate naturally in French daily life. It also includes cultural information on French civilization past and present. **For non French students only. Fall, Spring – French – Campus: Sophia Antipolis**

BAC.EAINA.LGLNG.1903 Advanced French (3 US credits / 6 ECTS credits)

This course is intended to give students the ability to express themselves fluently with full grammatical competence in discussion based on the family, educational structures (school, university, professional training), French institutions, the media, French society. The historical aspects of French civilization and culture will also be covered. **For non French students only. Fall, Spring – French – Campus: Sophia Antipolis**

BAC.EAINA.LGLNG.1904 Elementary French I (3 US credits / 6 ECTS credits)

This course gives the basics of French to guide the students towards a common use of the language covering the basics of grammar, conversation skills and cultural information on French civilization. **For non French students only. Fall, Spring – French – Campus: Sophia Antipolis**

BAC.EAINA.LGLNG.1908 Elementary French II (3 US credits / 6 ECTS credits)

This course is for students who have some working knowledge of French, and aims to build on the four skills: listening, speaking, reading and writing. The course will also focus on the basics of grammar, conversation skills and cultural information on French. *For non French students only. Fall, Spring – French – Campus: Sophia Antipolis*

Specialization Courses – Lower Division

BAC.EAINA.OTBUS.1000 Introduction to Business (3 US credits / 6 ECTS credits)

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

BAC.EAINA.OTBUS.1100 Creativity Management (3 US credits / 6 ECTS credits)

This course explores creativity as a mindset, a tool which goes beyond artistic creation. We draw on case studies which highlight creativity in management. During the course of the semester, we establish a foundational base of creativity, examining key concepts in this growing field. We will look at what we can do to build creative confidence. We then practice and polish techniques which help us to create, innovate and manage better. *Fall, Spring - English – Campus: Sophia Antipolis*

BAC.EAINA.FIBUS.3402 Financial Markets and Institutions (3 US credits / 6 ECTS credits)

The purpose of this course is to guide students in developing critical thinking skills as applied to financial markets and institutions. Topics include the determination of asset prices; the risk and term structure of interest rates; the efficient markets hypothesis; risk management and financial derivatives, asymmetric information models of financial market structure, innovation, regulation and deregulation; and financial crises. *(Prerequisites: Macro Economics). Fall, Spring - English – Campus: Sophia Antipolis*

BAC.EAINA.MKCOM.1010 Management Communication (3 US credits / 6 ECTS credits)

How often do we hear that communication is key? It is literally at the core of everything we do in our personal and professional lives. In this course, students will become familiar with standard business documents, practice writing strategically and thinking critically. Students will also research current business trends, gain an understanding of intercultural communication matters, and prepare for and deliver an oral presentation. They will write both long and short assignments, will be expected to participate enthusiastically and professionally in classroom activities. In order to accomplish these goals, the course encompasses, among other things, interactive approaches that focus on developing leadership and management communication ability, teamwork, and interpersonal skills. *Fall, Spring – English – Campus: Sophia Antipolis*

BAC.EAINA.MKBUS.2040 Introduction to Luxury (3 US credits / 6 ECTS credits)

The course is designed to help students develop a deeper and more nuanced understanding of the market for luxury goods and services. It will study luxury management from an holistic viewpoint. Through the lectures the students will also be able to understand the unique consumer behavior at in the luxury market and the influence to the branding strategy. Eventually this set of courses set the settings that are indispensable to understand the domain of Luxury that is undergoing profound changes. *Fall – English – Campus: Sophia Antipolis*

BAC.EAINA.FIBUS.3410 Financial Analysis & Decision Making (3 US credits / 6 ECTS credits)

Introduces basic concepts, principles of analytical techniques of financial management. Includes formulating financial objectives, tax environment, current asset management, capital budgeting, cost of capital, financial leverage, management of funds, dividend policy, valuation, and mergers. Also includes international and ethical aspects. *(Prerequisite: Managerial Accounting, Corequisite: Statistics for Business Decisions) Fall, Spring - English – Campus: Sophia Antipolis*

BAC.EAINA.OTENS.1020 Principles of Environmental Science (3 US credits / 6 ECTS credits)

This course is about the interactions of the components of “the earth system”: the cosmosphere, the lithosphere, the hydrosphere, the atmosphere, the biosphere and the anthroposphere. With the advances of modern, sophisticated science and technology it is now becoming possible to begin to quantify these very complex interactions and for the first time develop a holistic view of the earth. *Spring – English – Campus: Sophia Antipolis*

BAC.EAINA.OTOCN.1010 Oceanography (3 US credits / 6 ECTS credits)

This course will focus on the general principles of oceanography. Moreover, it will cover the different branches of this science such as: geologic, chemical, physical and biological oceanography. *Spring - English – Campus: Sophia Antipolis*

BAC.EAINA.OTBIO.2530 General Ecology (4 US credits / 8 ECTS credits)

An investigation of the ecological consequences of environmental change and the impact of humans on ecosystems. Topics include deforestation, pollution and climate change. Field and laboratory studies are included. 15h of Lab are included in the course *(Prerequisite: Biological Discovery II). Spring – English – Campus: Sophia Antipolis*

BAC.EAINA.STBUS.2100 Entrepreneurship and Small Business Management (3 US credits / 6 ECTS credits)

This course is designed to integrate the core concepts of entrepreneurship with managing a small business. Managing a small business is very different from managing a large one primarily due to the limited resources available to small businesses. These limitations can result in budget constraints, staffing issues, and market boundaries. Small business management requires creativity, innovation, and significant customer, financial, and market insights in order to survive in a volatile, business environment. This course aims to provide students with the skills, not just to found a small business but also to manage one. It covers starting up a new business, purchasing a franchise and purchasing an existing business. The course also covers the fundamental financial statements, with a particular focus on cash flow management, that a small business owner must understand. *(Prerequisite: Introduction to Business)*. **Fall, Spring – English – Campus: Sophia Antipolis**

BAC.EAINA.OTMAE.2081 Applied Mechanics: Statics (3 US credits / 6 ECTS credits)

Topics include the elements of statics in co-planar and three-dimensional systems; equilibrium of particles and rigid bodies; simple structures, centroids, and center of gravity; beam shear and bending moment; friction; and virtual work. *(Prerequisite: Physics I)* - **Spring – English – Campus: Sophia Antipolis**

BAC.EAINA.OTMAE.2082 Applied Mechanics : Dynamics (3 US credits / 6 ECTS credits)

An analysis of kinematics and kinetics of particles, systems of particles, and rigid bodies. Absolute and relative motion approaches are discussed. Force mass-acceleration, work-energy, and impulse-momentum methods are employed *(Prerequisite: Applied Mechanics: Statics)* **Fall – English – Campus: Sophia Antipolis**

BAC.EAINA.OTPHY.2002 Physics II (4 US credits / 8 ECTS credits)

Topics include electricity and magnetism, Coulomb's law, electric fields, potential capacitance, resistance, D.C. circuits, magnetic fields, fields due to currents, induction, magnetic properties ; and wave motion, vibration and sound, interference, and diffraction. *(Prerequisite: Physics I, Calculus II)*. **Spring – English – Campus: Sophia Antipolis**

Specialization Courses – Upper Division

BAC.EAINA.MKBUS.3000 Brand Management (3 US credits / 6 ECTS credits)

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

BAC.EAINA.MKBUS.3855 Luxury Service Strategy and Product Management (3 US credits / 6 ECTS credits)

The Luxury service strategy and product management course explores the luxury business model and involves an integrated approach to management. This course is designed to provide students with an understanding of luxury services and the significance of marketing the services in the luxury industry. This course will study luxury service management from an holistic viewpoint. The material will integrate operations, marketing, strategy, information technology and organizational issues. *(Prerequisite: Junior/Senior)*. **Fall – English – Campus: Sophia Antipolis**

BAC.EAINA.MKBUS.3865 Pricing and Communication in luxury and Fashion (3 US credits / 6 ECTS credits)

Value and pricing are just the tip of the iceberg when it comes to marketing upscale products and services. In fact, traditional marketing principles do not apply equally to luxury brands. Rather than driving sales at any price, marketing luxury goods requires specific principles to enhance and preserve the image of finest quality, exclusiveness, and hedonic value. Therefore determining the price of a product or service in Luxury is one of the most important marketing decisions. It is also one of the most complex and least understood aspects of luxury marketing.

This course is designed to sharpen your knowledge in marketing by contrasting traditional versus luxury-specific marketing principles and focuses on how to make effective pricing decisions.

It will provide students with the rights tools and concepts that will enable them to understand why is pricing and communication so strategic and what it takes to create, position, grow and extend a brand and how those brands should communicate using various tools (celebrities, products placement, events, digital) in order to share their values and educate their clients on their brands codes. *(Prerequisite: Junior/Senior)*. **Fall – English – Campus: Sophia Antipolis**

BAC.EAINA.MKBUS.3875 Luxury Brand Management (3 US credits / 6 ECTS credits)

The luxury sector is not just a trade restricted to very expensive goods and services, but a different way of understanding the consumer and managing a business. Rather than driving sales at any price, marketing luxury goods requires specific principles to enhance and preserve the image of finest quality, exclusiveness, and hedonic value. This course will focus on the basic building blocks of growing and managing a luxury brand, as well as advanced strategy of brand management that will provide a well-rounded look at issues in integrating the brand into overall marketing and company activities. *(Prerequisite: Junior/Senior)*. **Spring – English – Campus: Sophia Antipolis**

BAC.EAINA.MKBUS.3810 Intellectual Property and Ethical Marketing (3 US credits / 6 ECTS credits)

The course aims to inform students about the different rules on intellectual property for companies and private individuals who sell their products on the market or on the internet. Topics include: How global companies can develop core ethical business codes, intellectual property and copyright, patents, trademarks, designs and logos, Creative commons, advertising practices, IP infringements and intellectual property crime, fair use and fair dealing – a cultural perspective. *(Prerequisite: Business Law, Junior/Senior)*. **Fall – English – Campus: Sophia Antipolis**

BAC.EAINA.MKBUS.3826 Retail Marketing (3 US credits / 6 ECTS credits)

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

BAC.EAINA.MKBUS.3835 Digital Marketing (3 US credits / 6 ECTS credits)

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

BAC.EAINA.FIBUS.3800 Control and Audit (3 US credits / 6 ECTS credits)

The course focuses on auditing theory and process of auditing: internal control, audit techniques... Students will be able to estimate the robustness of business plan processes and the efficiency of Resource Management. *(Prerequisite: Financial Analysis & Decision Making, Junior/Senior)*. **Fall – English – Campus: Sophia Antipolis**

BAC.EAINA.FIBUS.3820 Risk Management and Insurance Principles (3 US credits / 6 ECTS credits)

This course introduces the main determinants of Enterprise Risk Management. Topics include the identification and analysis of risks, loss prevention, risk aversion versus speculative risk, Private Insurance Industry, risk transfer, commercial property and liability risks as well as short and long Hedging with derivative contracts. *(Prerequisite: Financial Analysis & Decision Making, Junior/Senior)* **Fall – English – Campus: Sophia Antipolis**

BAC.EAINA.FIBUS.3830 Data Modeling and Mining (3 US credits / 6 ECTS credits)

The course emphasizes skills on data management and computational modeling. Students will be able to run analysis on business and financial processes. They will deal with practical issues in banking, insurance, marketing, total quality management... By the end of this course, students will manage to select the most appropriate model, perform simulation techniques using advanced Excel skills and statistical software. A part of the course focuses on optimization problems (univariate and multivariate models), maximum likelihood, linear programming as well as on Monte Carlo methods and option pricing. Furthermore, students will use the main data mining techniques to identify patterns from numerous data sets. Then, it leads to the ability of interpreting and connecting the results to realistic strategies. *(Prerequisite: Financial Analysis and Decision Making, Co-requisite: Advanced Computer Business Applications, Junior/Senior)*. **Spring – English - Campus: Sophia Antipolis**

BAC.EAINA.FIBUS.3850 Mergers and Acquisitions (3 US credits / 6 ECTS credits)

The course highlights firms' growth strategies. Processes of Mergers and Acquisitions are studied through the scope of accounting statements. The course focuses on benefits and costs of vertical/horizontal mergers and friendly versus hostile acquisitions. It includes tax implications and earnings management as well as real case studies on firms' strategy. Finally, students will examine case studies on "famous" financial distress and markets' response. *(Prerequisites: Financial Analysis & Decision Making, Junior/Senior)* **Spring – English – Campus: Sophia Antipolis**

BAC.EAINA.ISBUS.3504 Management Information Systems (3 US credits / 6 ECTS credits)

An examination of information systems used in business organizations. Included are discussions of system design, implementation and control of computer-based systems for managerial planning, decision making, and control of an enterprise. *(Prerequisite: Principles of Modern Management, Junior/Senior)* **Fall – English – Campus: Sophia Antipolis, Raleigh**

BAC.EAINA.ISBUS.3825 Enterprise Resource Planning and Digital CRM (3 US credits / 6 ECTS credits)

This course has two distinct parts with the following objectives: to learn the basic features, benefits, and risks associated with the use of Enterprise Resource Planning systems To learn about different methods of acquiring

customers via electronic media; evaluate different buying behaviors amongst online customers; describe techniques for retaining customers and cross- and up-selling using new media; learn how to use different CRM software applications (*Prerequisites: Junior/Senior*). **Fall – English – Campus: Sophia Antipolis.**

BAC.EAINA.HRBUS.3503 (former BUS 3503) Human Resource Management (3 US credits / 6 ECTS credits)

This course designed to provide students with the foundation to understand the process and application of human resource management. Topics include equal employment opportunity, staffing the organization, training and developing employees, compensating employee health safety, and communication and information systems. This course helps students to work on many case studies to better understand the function and duties of HR Manager. (*Prerequisite : Principles of Modern Management, Junior/Senior*) **Fall – English – Campus: Sophia Antipolis**

BAC.EAINA.ISBUS.3832 Digital Culture and Management (3 US credits / 6 ECTS credits)

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

BAC.EAINA.OTCOM.3800 Publicity, Promotion and Sponsorship (3 US credits / 6 ECTS credits)

Events are something we are all familiar with; they occur all around us. Events require sponsorship and publicity to gain attention and attendees, promotion to engage both clients and consumers, and sponsorships to off-set costs. Students learn the skills necessary to market and promote an event including pitching potential event sponsors, creating supporting sponsorship documents and media kits, integrating a measurement of success and exploring how to get press and media coverage for the event. (*Prerequisite: Junior/Senior*) **Fall - English – Campus: Sophia Antipolis**

BAC.EAINA.OTEVM.3100 Natural Resources Management (3 US credits / 6 ECTS credits)

This interdisciplinary course introduces the institutional, economic and legal issues related to natural resource allocation. Key issues and the evolution of natural resource policy will be introduced. Attention will be given to the tools for allocating resources and environmental quality and will include water, air pollution, waste management, energy and climate change. (*Prerequisite: Principles of Environmental Science, Junior/Senior*). **Spring – English – Campus: Sophia Antipolis**

BAC.EAINA.OTEVM.3030 Technology Management & Life Cycle Analysis (3 US credits / 6 ECTS credits)

This course provides the students with an overview of impacts generated by products and services from cradle to grave. Methodology for products and services will be introduced. Focus will be on the re-thinking of products and services. Field of study also includes development of technology policy and strategy. Management and implementation of new technologies, economic and financial analysis of technology. (*Prerequisite: Junior/Senior*) **Fall – English – Campus: Sophia Antipolis**

BAC.EAINA.PMBUS.4001 Quality Management (3 US credits / 6 ECTS credits)

Introduces the basic principles and techniques for establishing quality goals, identification of customers and customers needs, measurement of quality objectives, and development of process features and controls for improving overall system performance. (*Prerequisite: Junior/Senior*) – **Fall - English – Campus: Sophia Antipolis**

BAC.EAINA.ECEVM3020 Environmental Economics and Policy (3 US credits / 6 ECTS credits)

This course introduces the consideration of environmental resources and services in economics. Students will learn essential concepts of environmental regulation and policy and tools for the environmental scientists and managers. Market economy approaches are reviewed for natural resources and policy. (*Prequesite: Macro Economics, Micro Economics, Junior/Senior*). **Fall – English – Campus: Sophia Antipolis**

BAC.EAINA.STBUS.4800 Capstone Project (3 US credits- 6 ECTS credits)

Provides advanced students with an opportunity to participate in an in-depth study of topics or problems of current interest to practicing managers. Fields covered will be in straight relations with the concentrations of students. They are required to develop and present a formal report that includes a statement of the objectives of the study effort, survey of the literature, methodology, analysis, results, conclusions and, if appropriate, recommendations. (*Prerequisites: Senior Year*) **Fall, Spring & Summer(*) – English – Campus: Sophia Antipolis/Raleigh/Suzhou/Belo Horizonte**

BAC.EAINA.OTMAE.3082 Applied Mechanics: Deformable Solids (3 US credits / 6 ECTS credits)

This course offers a study of the concepts of stress and strain; mechanical properties of materials; Hooke's law; axial, torsion, pure bending, and transverse loading of members; transformations of stress and strain; failure criteria; strain measurements; thin-walled pressure vessels; design for strength; energy methods; design for impact; column buckling and stability. (*Prerequisite: Applied Mechanics: Statics*) **Spring - English – Campus: Sophia Antipolis**

BAC.EAINA.OTMAE.3191 Fundamentals of Thermodynamics (3 US credits / 6 ECTS credits)

A study of the conservation of energy and mass in closed-and-open-flow system. It includes the physical properties and equations of state for pure substances; the first and second laws of thermodynamics; reversible processes,

Carnot cycle, as well as the notion of exergy. (*Prerequisites: Physics I, General Chemistry I*) **Spring – English – Campus: Sophia Antipolis**

BAC.EAINA.MKBUS.4407 International Marketing (3 US credits / 6 ECTS credits)

Market, product design; pricing strategy; logistics; promotion; government and institutional markets in the context of the political, economic, technological and ethical environment. (*Prerequisite: Junior/Senior*). **Spring – English – Campus: Sophia Antipolis**

BAC.EAINA.HRBUS.4502 International Management (3 US credits / 6 ECTS credits)

This course aims to train students to be aware of the variety of global management systems and behaviors. Study areas will include the global manager's environment (political, economic, legal, technological), the cultural context of global management (communication, national cultures), international global operations (alliances, strategy implementation, structures) and global human resource management (staffing, leading). The approach will be broad to take into account special areas of interest of the student group. The approach will include: lectures, case studies, group work, student-centred presentations, student-centred project work and readings. The course will be run in English but French will be permitted to facilitate individual and/or group work. Assessment will be oral and/or written. (*Prerequisites: Junior/Senior*) **Spring– English – Campus: Sophia Antipolis**

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

This course allows students to understand the behaviour dynamics of individuals in organisational setting; this course helps to think about the interrelations between the individual, the group and the organization; to be open to new managerial logic which promotes know-how, sensitivity to human reality and to personal commitment. This course is comprised of short cases, video illustrations and innovative interactions that help to understand about our Attitude, Behavior, Perception, Logic, Feelings, Values etc. in the business world. (*Prerequisite: Junior/Senior*) **Fall, Spring(*) – English – Campus: Sophia Antipolis**

BAC.EAINA.STBUS.4401 International Business (3 US credits / 6 ECTS credits)

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

Level-up courses

BAC.EAINA.LGENG.0100 Fundamentals of English (non credited course)

This is a course for students whose English level is less than the equivalent of 460 on the institutional TOEFL scale. It concentrates on eliminating lingering grammatical weaknesses, improving listening comprehension skills and enriching vocabulary in preparation for the TOEFL examination.. At the same time it aims to equip students with the skills necessary to adapt to English academic environments. **Fall, Spring - English - Campus: Sophia Antipolis**

BAC.EAINA.LGENG.0104 TOEFL (non credited course)

This is an intensive 30 hour course concentrating on the specialized techniques necessary for TOEFL exam success. There are two possibilities: either an intensive course of 6 hours a week for 5 weeks, or a 10 week course with 3 hours a week. It is followed by an institutional TOEFL exam. (*Prerequisite: English AP, or instructor's permission*) **Fall, Spring, Summer(*) English - Campus: Sophia Antipolis**

BAC.EAINA.LGENG.0108 Intensive English (non credited course)

Intensive English is a 60 hour, semi-intensive course designed to help students boost their level in general & academic English through a practical and interactive approach.

The specific objectives are to gain confidence in oral expression, to increase comprehension of TOEFL style listening and reading passages, and to improve organization and structure of written expression. The course will culminate in an Institutional TOEFL. **Summer(*) – English - Campus: Sophia Antipolis**

BAC.EAINA.LGENG.0109 iBT Preparation (non credited course)

This is an intensive 30 hour course concentrating on the specific skills necessary for the iBT TOEFL exam. The course is designed for upper intermediate level students who want to improve their performance on the iBT TOEFL. Students will develop strategies for dealing with the 4 sections of the iBT TOEFL, acquire language necessary for more effective listening and reading comprehension, eliminate lexical and grammatical errors in oral and written expression and eliminate distracting pronunciation errors. Students are advised to take an iBT test after completing the course. **Fall, Spring, Summer(*) English - Campus: Sophia Antipolis**

BAC.EAINA.LGENG.1106 English AP (non credited course)

Students who perform successfully in Fundamentals or who arrive at EAI with a TOEFL level of between 460 and 520 (or equivalent) will follow this course. Its aims are TOEFL preparation and improvement in academic skills, including writing. The course is taught by native-speaker teachers and involves 6 hours of class per week. (*Prerequisite: Fundamental of English, or instructor's permission*) **Fall, Spring – English - Campus: Sophia Antipolis**

Other courses

BAC.EAINA.OTPHY.2091 Physics Laboratory I (1 US credit / 2 ECTS credits)

Experiments to elucidate concepts and relationships presented in Physics I, to develop understanding of the inductive approach and the significance of a physical measurement, and to provide some practice in experimental techniques and methods. (*Corequisite: Physics I*) **Fall - English – Campus: Sophia Antipolis**

BAC.EAINA.OTPHY.2092 Physics Laboratory II (1 US credit / 2 ECTS credits)

A continuation of Physics Laboratory I, including experiments pertaining to Physics II. (*Corequisite: Physics II*) **Spring - English – Campus: Sophia Antipolis**

BAC.EAINA.OTCHM.1111 General Chemistry Laboratory I (1 US credit / 2 ECTS credits)

This course covers fundamental principles of modern chemistry including basic atomic theory, stoichiometry, properties of gases, Thermochemistry, electronic structure of atoms and basic concepts of chemical bonding. (*Corequisite General Chemistry I*) **Fall- English – Campus: Sophia Antipolis**

BAC.EAINA.OTCHM.1112 General Chemistry Laboratory II (1 US credit / 2 ECTS credits)

An introduction to general chemistry techniques and apparatus through experiments related to the topics of CHM1102: solutions equilibria, titrations, redox processes, kinetics, thermochemistry, etc. (*Corequisite: General Chemistry II*) **Spring(*) – French – Campus: Sophia Antipolis**