



**Course Catalogue**  
**Master Programmes**  
**Incoming Exchange Students**  
**Raleigh Campus (USA)**  
**Spring 2022**

Dear Exchange IN Students,

Welcome to SKEMA Business School!

Here are a few key instructions on how to consult properly the **Raleigh 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) **Special Note for International Business Program:** The academic director will review student transcripts to ensure they have the required academic background to follow the program. Approval by the academic director is required before being officially admitted (admission results mid-November).
- 4) **Special Note for Financial Markets & Investments Program:** It's not possible to choose it for Spring semester only. This specialization is only open for Fall semester and for annual exchange.
- 5) Courses within the catalogue are subject to slight changes.
- 6) There is a maximum number of seats available per specialization program.

# TABLE OF CONTENTS

<b>M1 GBE RALEIGH</b> .....	<b>3</b>
CAREER MANAGEMENT (SPRING) .....	3
CHINESE POST-BEGINNER I SPRING .....	3
DESIGN THINKING .....	4
INTERNATIONAL FINANCE .....	5
INTERNATIONAL MARKETING .....	5
MANAGEMENT OF INFORMATION SYSTEMS IN THE DIGITAL AGE .....	6
PORTUGUESE BEGINNER I SPRING .....	7
PORTUGUESE POST-BEGINNER I SPRING .....	7
STRATEGY .....	8
US INTERCULTURAL COMMUNICATIONS .....	9
ETHICS & GOVERNANCE .....	9
<b>INTERNATIONAL BUSINESS</b> .....	<b>10</b>
ADVANCED STRATEGY .....	10
LANGUAGE + CAREER MANAGEMENT 2 .....	11
INTERNATIONAL BUSINESS GAME: SKEMASIM .....	12
INTERNATIONAL FINANCE .....	13
RISK AND CRISIS MANAGEMENT FOR GLOBAL BUSINESSES .....	14
NEGOCIATION PRACTICE .....	14
US PERSPECTIVES ON BUSINESS LAW .....	15
INTERNATIONAL TECHNOLOGY MANAGEMENT .....	15
CROSS-CULTURAL COMPETENCES .....	16

## M1 GBE RALEIGH

### CAREER MANAGEMENT (SPRING)

<b>Course Code</b>	PGE.FINM1.CRCOR.1004
<b>ECTS Credits</b>	1
<b>Course Leader</b>	BEAUGRAND Audrey
<b>Synchronous</b>	7
<b>Department</b>	Career Center - Employability
<b>Program</b>	M1 GBE Raleigh
<b>Prerequisites</b>	no
<b>Course Description</b>	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
<b>Course Open to Exchange</b>	Belo /Spring;#Paris /Spring;#Raleigh /Spring;#Sophia /Spring;#Suzhou /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Paris, Raleigh, Sophia, Suzhou
<b>Evaluation</b>	
Final Examination (%)	100
Continuous Assessment (%)	0
<b>Academic reference</b>	
<b>Websites</b>	

### CHINESE POST-BEGINNER I SPRING

<b>Course Code</b>	PGE.FINM1.LGCOR.4337
<b>ECTS Credits</b>	4
<b>Course Leader</b>	LI-LANTIGNER Jing
<b>Synchronous</b>	27
<b>Department</b>	Dept. Languages and Personal Development
<b>Program</b>	M1 GBE Raleigh
<b>Prerequisites</b>	There are no pre-requisites for this course.
<b>Course Description</b>	Note: this Chinese course is not suitable if you are not a French speaker or do not have an advanced level of French as most explanations are given in French. This course is designed for students who have a basic knowledge of Mandarin Chinese (students will have successfully passed the L3 Real Beginner course or have approximately 24 hours of prior study). Students will consolidate their pronunciation and their knowledge of the language in all four skills at a basic level (Pinyin spelling, tones, characters, words and simple sentences). By the end of this course, students will understand and use approximately

	150/200 items of vocabulary, and be able to communicate in a range of simple daily life situations. The course aims to prepare students for a period of study abroad by increasing cultural awareness of China and to enable students to acquire language skills and attitudes for further study of Chinese. Overall, students will attain a level comparable to A1 CEFR / HSK1.
<b>Course Open to Exchange</b>	Raleigh /Spring
<b>Semester</b>	spring
<b>Campus</b>	Paris, Raleigh, Sophia, Suzhou
<b>Evaluation</b>	
Final Examination (%)	0
Continuous Assessment (%)	100
<b>Academic reference</b>	
<b>Websites</b>	Chine-Nouvelle.com : <a href="http://www.chine-nouvelle.com/methode/chinois">http://www.chine-nouvelle.com/methode/chinois</a> Apprendre le chinois, vidéos en ligne : <a href="https://www.youtube.com/channel/UCb1WxDqtR3OuNbZriKf2Ydw">https://www.youtube.com/channel/UCb1WxDqtR3OuNbZriKf2Ydw</a> Parlez Chinois: <a href="http://www.parlezchinois.free.fr">www.parlezchinois.free.fr</a> Coursera Learning Chinese: <a href="http://www.coursera.org/browse/language-learning">www.coursera.org/browse/language-learning</a>

## DESIGN THINKING

<b>Course Code</b>	PGE.FINM1.STCOR.0814
<b>ECTS Credits</b>	3
<b>Course Leader</b>	MELILLO Francesca
<b>Synchronous</b>	20
<b>Department</b>	Dept. Management of projects, Information Systems and Supply Chains
<b>Program</b>	M1 GBE Raleigh
<b>Prerequisites</b>	-none
<b>Course Description</b>	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
<b>Course Open to Exchange</b>	Belo /Spring;#Paris /Spring;#Raleigh /Spring;#Sophia /Spring;#Suzhou /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Paris, Raleigh, Sophia, Suzhou
<b>Evaluation</b>	
Final Examination (%)	50
Continuous Assessment (%)	50
<b>Academic reference</b>	
<b>Websites</b>	The deep dive (IDEO) (22min) <a href="https://www.youtube.com/watch?v=2Dtrkrz0yoU">https://www.youtube.com/watch?v=2Dtrkrz0yoU</a> Lucky Iron Fish (3min43)

	<a href="https://www.youtube.com/watch?v=iYOD-PlcgB4">https://www.youtube.com/watch?v=iYOD-PlcgB4</a> d.school Paris and the aging simulator (1min25) <a href="https://www.youtube.com/watch?v=jD5XwdgAq_s">https://www.youtube.com/watch?v=jD5XwdgAq_s</a> How it works : Design Thinking (5min51) <a href="https://www.youtube.com/watch?v=pXtN4y3O35M">https://www.youtube.com/watch?v=pXtN4y3O35M</a> Design Thinking - Tim Brown, CEO and President of IDEO (26min42) <a href="https://www.youtube.com/watch?v=U-hzefHdAMk">https://www.youtube.com/watch?v=U-hzefHdAMk</a>
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## INTERNATIONAL FINANCE

<b>Course Code</b>	PGE.FINM1.FICOR.0514
<b>ECTS Credits</b>	4
<b>Course Leader</b>	GROSLAMBERT Bertrand
<b>Synchronous</b>	27
<b>Department</b>	Dept. Accounting and Finance
<b>Program</b>	M1 GBE Raleigh
<b>Prerequisites</b>	-none
<b>Course Description</b>	-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
<b>Course Open to Exchange</b>	Belo /Spring;#Paris /Spring;#Raleigh /Spring;#Sophia /Spring;#Suzhou /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Stellenbosch-Le Cap, Suzhou
<b>Evaluation</b>	
Final Examination (%)	60
Continuous Assessment (%)	40
<b>Academic reference</b>	Principles of Corporate Finance, 12/e.Brealey, Myers and Allen. McGraw-Hill ed.
<b>Websites</b>	

## INTERNATIONAL MARKETING

<b>Course Code</b>	PGE.FINM1.MKCOR.0413
<b>ECTS Credits</b>	4
<b>Course Leader</b>	CASTILHOS Rodrigo
<b>Synchronous</b>	1
<b>Department</b>	Dept. Marketing
<b>Program</b>	M1 GBE Raleigh
<b>Prerequisites</b>	none
<b>Course Description</b>	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.
<b>Course Open to Exchange</b>	Belo /Spring;#Paris /Spring;#Raleigh /Spring;#Sophia /Spring;#Suzhou /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	
<b>Websites</b>	

### MANAGEMENT OF INFORMATION SYSTEMS IN THE DIGITAL AGE

<b>Course Code</b>	PGE.FINM1.ISCOR.0703
<b>ECTS Credits</b>	4
<b>Course Leader</b>	BOUKEF Nabila
<b>Synchronous</b>	27
<b>Department</b>	Dept. Management of projects, Information Systems and Supply Chains
<b>Program</b>	M1 GBE Raleigh
<b>Prerequisites</b>	You need to have basic knowledge about management and economics, including understanding the general structure and functioning of organizations.
<b>Course Description</b>	<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>
<b>Course Open to Exchange</b>	Belo /Spring;#Paris /Spring;#Raleigh /Spring;#Sophia /Spring;#Suzhou /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Paris, Raleigh, Sophia, Stellenbosch-Le Cap, Suzhou

<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	Required readings will be provided to you.
<b>Websites</b>	We will use K2 as the course website.

### PORTUGUESE BEGINNER I SPRING

<b>Course Code</b>	PGE.FINM1.LGCOR.4350
<b>ECTS Credits</b>	4
<b>Course Leader</b>	WEDDING, Maria-EXT
<b>Synchronous</b>	27
<b>Department</b>	Dept. Languages and Personal Development
<b>Program</b>	M1 GBE Raleigh
<b>Prerequisites</b>	There are no-prerequisites for this course.
<b>Course Description</b>	Note: this beginner Portuguese course is not suitable if you are not a French speaker or do not have an advanced level of French as most explanations are given in French. This course is designed for students with no prior knowledge of the language and offers an introduction to Portuguese language and lusophone culture. Students will study Portuguese pronunciation and develop knowledge of the language in all four skills at a basic level. By the end of this course, students will be able to communicate in a range of daily life situations at a basic level. The course aims to prepare students for a period of study abroad by increasing cultural awareness of Brazil, Portugal and other lusophone countries and to enable students to acquire language skills and attitudes for further study of Portuguese. Overall, this course prepares students to reach a level comparable to A1 CEFR.
<b>Course Open to Exchange</b>	Raleigh /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Lille, Paris, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	0
Continuous Assessment (%)	100
<b>Academic reference</b>	
<b>Websites</b>	Português, O seu sítio da Língua Portuguesa : <a href="http://portugues.uol.com.br/">http://portugues.uol.com.br/</a> Só Português : <a href="https://www.soportugues.com.br/">https://www.soportugues.com.br/</a> Norma Culta, Língua Portuguesa em bom Português: <a href="https://www.normaculta.com.br/">https://www.normaculta.com.br/</a> Dicio, Dicionário Online de Português : <a href="https://www.dicio.com.br/">https://www.dicio.com.br/</a>

### PORTUGUESE POST-BEGINNER I SPRING

<b>Course Code</b>	PGE.FINM1.LGCOR.4353
<b>ECTS Credits</b>	4
<b>Course Leader</b>	DURANTON Hélène
<b>Synchronous</b>	27



<b>Department</b>	Dept. Languages and Personal Development
<b>Program</b>	M1 GBE Raleigh
<b>Prerequisites</b>	There are no pre-requisites for this course.
<b>Course Description</b>	Note: this post-beginner Portuguese course is not suitable if you are not a French speaker or do not have an advanced level of French as most explanations are given in French. This course is designed for students who have a basic knowledge of Portuguese (students will have successfully passed the L3 Real Beginner (A0) course or have approximately 24 hours of prior study). Students will consolidate their pronunciation and their knowledge of the language in all four skills at a basic level. By the end of this course, students will be able to communicate in a range of simple daily life situations. The course aims to prepare students for a period of study abroad by increasing cultural awareness of Brazil, Portugal and other lusophone countries and to enable students to acquire language skills and attitudes for further study of Portuguese. Overall, students will attain a level comparable to A1 CEFR.
<b>Course Open to Exchange</b>	Raleigh /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Paris, Sophia
<b>Evaluation</b>	
Final Examination (%)	0
Continuous Assessment (%)	100
<b>Academic reference</b>	
<b>Websites</b>	Português, O seu sítio da Língua Portuguesa : <a href="http://portugues.uol.com.br/">http://portugues.uol.com.br/</a> Só Português : <a href="https://www.soportugues.com.br/">https://www.soportugues.com.br/</a> Norma Culta, Língua Portuguesa em bom Português: <a href="https://www.normaculta.com.br/">https://www.normaculta.com.br/</a> Dicio, Dicionário Online de Português : <a href="https://www.dicio.com.br/">https://www.dicio.com.br/</a>

## STRATEGY

<b>Course Code</b>	PGE.FINM1.STCOR.0801
<b>ECTS Credits</b>	4
<b>Course Leader</b>	CIRILLO Bruno
<b>Synchronous</b>	27
<b>Department</b>	Dept. Strategy, Entrepreneurship and Economics
<b>Program</b>	M1 GBE Raleigh
<b>Prerequisites</b>	None
<b>Course Description</b>	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).
<b>Course Open to Exchange</b>	Belo /Spring;#Paris /Spring;#Raleigh /Spring;#Sophia /Spring;#Suzhou /Spring

<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Stellenbosch-Le Cap, Suzhou
<b>Evaluation</b>	
Final Examination (%)	50
Continuous Assessment (%)	50
<b>Academic reference</b>	Grant, R. M. (2016). Contemporary strategy analysis and cases: text and cases, 9th Edition. John Wiley & Sons.
<b>Websites</b>	

### US INTERCULTURAL COMMUNICATIONS

<b>Course Code</b>	PGE.FINM1.STCOR.0832
<b>ECTS Credits</b>	2
<b>Course Leader</b>	DESOKY Mohamed
<b>Synchronous</b>	13
<b>Department</b>	Dept. Stratégy, Entrepreneurship and Economics
<b>Program</b>	M1 GBE Raleigh
<b>Prerequisites</b>	N/A
<b>Course Description</b>	Intercultural communication, NC State immersion.
<b>Course Open to Exchange</b>	Raleigh /Spring
<b>Semester</b>	spring
<b>Campus</b>	Raleigh
<b>Evaluation</b>	
Final Examination (%)	100
Continuous Assessment (%)	0
<b>Academic reference</b>	
<b>Websites</b>	

### ETHICS & GOVERNANCE

<b>Course Code</b>	PGE.FINM1.STCOR.0830
<b>ECTS Credits</b>	4
<b>Course Leader</b>	DESOKY Mohamed
<b>Synchronous</b>	27
<b>Department</b>	Dept. Stratégy, Entrepreneurship and Economics
<b>Program</b>	M1 GBE Raleigh
<b>Prerequisites</b>	
<b>Course Description</b>	
<b>Course Open to Exchange</b>	Raleigh /Spring
<b>Semester</b>	spring
<b>Campus</b>	Raleigh
<b>Evaluation</b>	

Final Examination (%)	100
Continuous Assessment (%)	0
<b>Academic reference</b>	
<b>Websites</b>	

## INTERNATIONAL BUSINESS

### ADVANCED STRATEGY

<b>Course Code</b>	PGE.APPM2.STCOR.3311
<b>ECTS Credits</b>	3
<b>Course Leader</b>	JOLINK Albert
<b>Synchronous</b>	18

<b>Department</b>	Dept. Stratégy, Entrepreneurship and Economics
<b>Program</b>	International Business
<b>Prerequisites</b>	Strategy 1 (M1)
<b>Course Description</b>	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.
<b>Course Open to Exchange</b>	Paris /Spring;#Raleigh /Spring;#Suzhou /Spring
<b>Semester</b>	spring
<b>Campus</b>	Paris, Raleigh, Stellenbosch-Le Cap, Suzhou
<b>Evaluation</b>	
Final Examination (%)	50
Continuous Assessment (%)	50
<b>Academic reference</b>	
<b>Websites</b>	

## LANGUAGE + CAREER MANAGEMENT 2

<b>Course Code</b>	MSC.FMIM2.FICOR.0223
<b>ECTS Credits</b>	1
<b>Course Leader</b>	BEAUGRAND Audrey
<b>Synchronous</b>	7
<b>Department</b>	Career Center - Employability
<b>Program</b>	International Business
<b>Prerequisites</b>	No prerequisites.
<b>Course Description</b>	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 by the Talent & Careers team on your campus or by our partners companies 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 : Amanda CHAMBERLAIN BELO HORIZONTE : Geneviève POULINGUE & Ana Cristina BRAGA
<b>Course Open to Exchange</b>	Belo /Spring;#Lille /Spring;#Paris /Spring;#Raleigh /Spring;#Sophia /Spring;#Suzhou /Spring
<b>Semester</b>	spring

<b>Campus</b>	Belo Horizonte, Paris, Sophia, Suzhou
<b>Evaluation</b>	
Final Examination (%)	50
Continuous Assessment (%)	50
<b>Academic reference</b>	Lectures obligatoires / Required readings: Lectures Recommandées / Recommended readings:
<b>Websites</b>	None.

### INTERNATIONAL BUSINESS GAME: SKEMASIM

<b>Course Code</b>	MSC.IBNM2.STCOR.0032
<b>ECTS Credits</b>	3
<b>Course Leader</b>	MESCHI Pierre Xavier
<b>Synchronous</b>	18
<b>Department</b>	Dept. Stratégie, Entrepreneurship and Economics
<b>Program</b>	International Business
<b>Prerequisites</b>	Strategy
<b>Course Description</b>	<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&amp;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>
<b>Course Open to Exchange</b>	Paris /Spring;#Raleigh /Spring;#Suzhou /Spring
<b>Semester</b>	spring
<b>Campus</b>	Paris, Raleigh, Suzhou
<b>Evaluation</b>	

Final Examination (%)	25
Continuous Assessment (%)	75
<b>Academic reference</b>	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.
<b>Websites</b>	<a href="http://www.webtolearn.com/skemasim">www.webtolearn.com/skemasim</a>

## INTERNATIONAL FINANCE

<b>Course Code</b>	MSC.IBNM2.FICOR.0061
<b>ECTS Credits</b>	5
<b>Course Leader</b>	FERRARA Laurent
<b>Synchronous</b>	30
<b>Department</b>	Dept. Accounting and Finance
<b>Program</b>	International Business
<b>Prerequisites</b>	None
<b>Course Description</b>	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.
<b>Course Open to Exchange</b>	Paris /Spring;#Raleigh /Spring;#Suzhou /Spring
<b>Semester</b>	spring
<b>Campus</b>	Paris, Raleigh, Stellenbosch-Le Cap, Suzhou
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	Lectures obligatoires / Required readings : Available on Cyberlibris at <a href="http://www.scholarvox.com">www.scholarvox.com</a> : 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 Lectures Recommandées / Recommended readings : Ephraim CLARK, INTERNATIONAL FINANCE, (London: Thomson Learning, 2002)
<b>Websites</b>	<a href="http://databank.worldbank.org/data/home.aspx">http://databank.worldbank.org/data/home.aspx</a> <a href="http://stats.oecd.org/">http://stats.oecd.org/</a>

## RISK AND CRISIS MANAGEMENT FOR GLOBAL BUSINESSES

<b>Course Code</b>	MSC.IBRM2.STELE.0054
<b>ECTS Credits</b>	3
<b>Course Leader</b>	EZZEROUALI Amine
<b>Synchronous</b>	18
<b>Department</b>	Dept. Management, Law and Organization
<b>Program</b>	International Business
<b>Prerequisites</b>	N/A
<b>Course Description</b>	This course addresses risk and crisis management frameworks for MNCs, focusing on strategic, operational and technological risks through extant theory and case study examples of successful and failed risk and crisis management strategies. At the end of this course, students are expected to know what are the main foundations, frameworks and practices of risk and crisis management; to identify the key challenges in managing risk and crisis within Global businesses; and to be able to implement effective risk and crisis management strategies and practices.
<b>Course Open to Exchange</b>	Paris /Spring;#Raleigh /Spring
<b>Semester</b>	spring
<b>Campus</b>	Paris, Raleigh
<b>Evaluation</b>	
Final Examination (%)	50
Continuous Assessment (%)	50
<b>Academic reference</b>	Crandall, W. R., Parnell, J. A., Spillan, J. E. 2009. Crisis Management in the New Strategy Landscape, Sage publications. Regester, M., Larkin, J. 2005. Risk Issues and Crisis Management : A Casebook of Best Practice (3rd Edition), Kogan Page.
<b>Websites</b>	

## NEGOTIATION PRACTICE

<b>Course Code</b>	MSC.IBNM2.STELE.0047
<b>ECTS Credits</b>	3
<b>Course Leader</b>	HENARD, David H.-EXT
<b>Synchronous</b>	18
<b>Department</b>	Dept. Marketing
<b>Program</b>	International Business
<b>Prerequisites</b>	None
<b>Course Description</b>	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.
<b>Course Open to Exchange</b>	Paris /Spring;#Raleigh /Spring;#Suzhou /Spring
<b>Semester</b>	spring
<b>Campus</b>	Paris, Raleigh, Stellenbosch-Le Cap, Suzhou
<b>Evaluation</b>	
Final Examination (%)	50
Continuous Assessment (%)	50
<b>Academic reference</b>	The Mind and Heart of the Negotiator, Leigh L. Thompson (reference; not required)
<b>Websites</b>	<a href="http://davidhenard.com">http://davidhenard.com</a>

### US PERSPECTIVES ON BUSINESS LAW

<b>Course Code</b>	
<b>ECTS Credits</b>	3
<b>Course Leader</b>	ALLEN-STEELE Nicholle
<b>Synchronous</b>	20
<b>Department</b>	Dept. Marketing
<b>Program</b>	International Business
<b>Prerequisites</b>	None
<b>Course Description</b>	
<b>Course Open to Exchange</b>	
<b>Semester</b>	spring
<b>Campus</b>	
<b>Evaluation</b>	
Final Examination (%)	
Continuous Assessment (%)	
<b>Academic reference</b>	
<b>Websites</b>	

### INTERNATIONAL TECHNOLOGY MANAGEMENT

<b>Course Code</b>	
<b>ECTS Credits</b>	6
<b>Course Leader</b>	DELGROSSO Steve
<b>Synchronous</b>	40
<b>Department</b>	Dept. Marketing
<b>Program</b>	International Business
<b>Prerequisites</b>	
<b>Course Description</b>	
<b>Course Open to Exchange</b>	
<b>Semester</b>	spring
<b>Campus</b>	



<b>Evaluation</b>	
Final Examination (%)	
Continuous Assessment (%)	
<b>Academic reference</b>	
<b>Websites</b>	

### CROSS-CULTURAL COMPETENCES

<b>Course Code</b>	
<b>ECTS Credits</b>	2
<b>Course Leader</b>	
<b>Synchronous</b>	13
<b>Department</b>	Dept. Marketing
<b>Program</b>	International Business
<b>Prerequisites</b>	
<b>Course Description</b>	
<b>Course Open to Exchange</b>	
<b>Semester</b>	spring
<b>Campus</b>	
<b>Evaluation</b>	
Final Examination (%)	
Continuous Assessment (%)	
<b>Academic reference</b>	
<b>Websites</b>	