



Course Catalogue

BBA Programme

Incoming Exchange Students

Belo Horizonte Campus

Fall 2024

**Catalogue 1^{ère} version
2024/2025**

Dear Exchange Students,

Welcome to SKEMA Business School!

Here are a few key instructions on how to consult properly the **Belo Horizonte BBA Course Catalogue Fall 2024**.

Please read these instructions carefully:

- 1) Students are expected to follow a minimum of 15 ECTS credits per semester.
- 2) Students can take maximum 30 ECTS credits per semester.
- 3) **When you choose your courses, please pay attention to the slots due to frequent scheduling clashes.**
- 4) Courses within the catalogue are subject to slight changes.
- 5) There is a maximum number of seats available per course.

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2024/2025**

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GLOBAL BBA FALL BELO HORIZONTE

ACADEMIC RESEARCH & WRITING I

Course Code	BAC.EAINA.OTENG.1001
ECTS Credits	6
Course Leader	MAUCLAIR AUGUSTIN Brandon
Synchronous	39
Discipline	Droit & Humanités
Program	Global BBA
Prerequisites	520 TOEFL score or equivalent
Course Description	This course introduces students to the principal elements of argumentative research writing. It focuses on writing persuasively, developing research skills and improving critical reading skills through reading writing and discussion. Students will learn how to formulate a coherent thesis and support it 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.
Course Open to Exchange	
Semester	fall, spring, summer
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	0
Continuous Assessment (%)	100
Academic reference	Lectures obligatoires / Required readings : Writing in the Disciplines, A Reader and Rhetoric for Academic Writers by Mary Lynch Kennedy and William J Kennedy (Pearson) Guidelines for Academic Writing (SKEMA) Lectures Recommandées / Recommended readings :
Websites	

AGILE PROJECT MANAGEMENT

Course Code	BAC.EAINA.PMBUS.2260
ECTS Credits	6
Course Leader	HAAS DORNAS Karen
Synchronous	39
Discipline	Management des Opérations
Program	Global BBA
Prerequisites	Senior Year
Course Description	TBD
Course Open to Exchange	
Semester	fall
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia, Stellenbosch-Le Cap
Evaluation	
Final Examination	60

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(%)	
Continuous Assessment (%)	40
Academic reference	
Websites	

AI FOR BUSINESS

Course Code	BAC.EAINA.EOTBUS.3400
ECTS Credits	6
Course Leader	HAAS DORNAS Karen
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	-
Course Description	-
Course Open to Exchange	
Semester	fall
Campus	Belo Horizonte
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

BUSINESS AND ECONOMICS CALCULUS

Course Code	BAC.EAINA.ECMTH.1702
ECTS Credits	6
Course Leader	DALMASSO Audrey
Synchronous	39
Discipline	Economie
Program	Global BBA
Prerequisites	BAC.EAINA.OTMTH.1701
Course Description	To provide the students with the basic concepts and techniques of differential and integral calculus, as well as an elementary knowledge of matrix algebra, applied to business, economics, management and the social sciences, There will be a strong emphasis on methodology.
Course Open to Exchange	
Semester	fall, spring, summer
Campus	Barcelone, Belo Horizonte, Lille, Raleigh, Sophia
Evaluation	
Final Examination (%)	40

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Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Brief Calculus, an Applied Approach, Larson & Edwards, Houghton Mifflin Company, 9th edition Lectures Recommandées / Recommended readings :
Websites	

BUSINESS DEVELOPMENT

Course Code	BAC.EAINA.ECBUS.3550
ECTS Credits	6
Course Leader	SMITH Devin
Synchronous	39
Discipline	Economie
Program	Global BBA
Prerequisites	junior year
Course Description	The purpose of this course is to give students a comprehensive understanding of the regional business environment at present and in the future. The course will cover an overview of the general regional environment; to highlight certain facts and analytical framework for strategic management, marketing and operation management; to develop insights into business opportunities and threats in the regional context.
Course Open to Exchange	
Semester	fall
Campus	Barcelone, Belo Horizonte, Dubaï, Lille, Raleigh, Sophia, Stellenbosch-Le Cap
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

BUSINESS ETHICS GOVERNANCE AND COMPLIANCE

Course Code	BAC.EAINA.STBUS.4350
ECTS Credits	6
Course Leader	HAAS DORNAS Karen
Synchronous	39
Discipline	Stratégie, Innovation & Entrepreneuriat
Program	Global BBA
Prerequisites	-
Course Description	-
Course Open to Exchange	
Semester	fall

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Campus	Belo Horizonte
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

BUSINESS LAW

Course Code	BAC.EAINA.LTBUS.3703
ECTS Credits	6
Course Leader	SMITH Devin
Synchronous	39
Discipline	Droit & Humanités
Program	Global BBA
Prerequisites	None
Course Description	This course is an introduction to Contract Law. Students will learn the rules governing the terminations of contracts, the penalties attached to them, the consequences of contracts, the contractual liability with a brief presentation of the French legal system down to the causes of termination of contracts; The existence of European Contract Law in view of the increasing weight of international exchanges. It will also cover the United Nations Convention on Contracts for the international sale of goods.
Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings :
Websites	

CONSUMER COMPUTER APPLICATIONS

Course Code	BAC.EAINA.ISCSE.1301
ECTS Credits	6
Course Leader	MILLELIRI André
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	None

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Course Description	o raise the level of competence in computing for all, for those within the work force or hoping to join join the work force. To increase productivity for all employees who need to use the computer in their work. To enable better use of investment in the information technology. To ensure all computer users understand the Best Practices and quality issues in using the computer.
Course Open to Exchange	
Semester	fall, spring, summer
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings :
Websites	Getting started with Office 2010 http://office.microsoft.com/en-gb/getting-started-with-microsoft-office-2010-FX100996114.aspx?CTT=97

CREATIVITY MANAGEMENT

Course Code	BAC.EAINA.OTCOM.1100
ECTS Credits	6
Course Leader	GRASELLI Yan
Synchronous	39
Discipline	Marketing
Program	Global BBA
Prerequisites	none
Course Description	This course explores creativity as a mindset, a tool that may include, but goes beyond artistic creation. During the course of the semester, we establish a foundational base of creativity and examine key concepts regarding how creativity is fostered in various contexts. We draw on case studies and examples which highlight creativity in various milieus. In addition we will practice and polish techniques which help one to hone creative confidence, to innovate and to manage better. As this is an energetic and vivacious discipline, students will be asked to participate and actively collaborate.
Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Belo Horizonte, Lille, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60

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Academic reference	
Websites	

DIGITAL DISRUPTION

Course Code	BAC.EAINA.ISBUS.2520
ECTS Credits	6
Course Leader	HAAS DORNAS Karen
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	none
Course Description	Disruptive technologies in the digital age . Digital transformation. Exponential companies. Artificial intelligence, robotics, big data, biotechnology and other technologies that will transform the economy and business in the coming years. Deep learning chatbots. Exponential technologies and organizations. Internet of services digital revolution and cyber-physical IoT systems. Cloud computing. Physical trends: wearables, 3D printer. Digital and biological trends. Parallel realities.
Course Open to Exchange	
Semester	fall
Campus	Belo Horizonte
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

DIGITAL MARKETING AND USER EXPERIENCE

Course Code	BAC.EAINA.MKBUS.3840
ECTS Credits	6
Course Leader	HAAS DORNAS Karen
Synchronous	39
Discipline	Marketing
Program	Global BBA
Prerequisites	-
Course Description	-
Course Open to Exchange	
Semester	fall
Campus	Belo Horizonte
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0

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Academic reference	
Websites	

ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

Course Code	BAC.EAINA.STBUS.2100
ECTS Credits	6
Course Leader	SMITH Devin
Synchronous	45
Discipline	Stratégie, Innovation & Entrepreneuriat
Program	Global BBA
Prerequisites	Introduction to Business
Course Description	<p>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.</p> <p>This course aims to provide students with the skills, not just to found a small business but also to manage one.</p> <p>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.</p>
Course Open to Exchange	
Semester	fall, spring
Campus	Belo Horizonte, Lille, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

ESG_ ENVIRONMENTAL, SOCIAL AND GOVERNANCE

Course Code	BAC.EAINA.STBUS.4360
ECTS Credits	6
Course Leader	HAAS DORNAS Karen
Synchronous	39
Discipline	Stratégie, Innovation & Entrepreneuriat
Program	Global BBA
Prerequisites	-
Course Description	<p>Sustainable Development: recent origins and developments. The UN Sustainable Development Goals. ESG Environmental Social and Governance, Systemic Thinking - the context of Sustainability and ESG; environmental compliance; environmental, social and</p>

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	governance sustainability (ESG) Organizational responses - Evolution of Financial Markets, ESG Investments and Impact. Social and Impact Business Models. Indicators and Measurement.
Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia, Stellenbosch-Le Cap
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

FINANCIAL ACCOUNTING

Course Code	BAC.EAINA.FIBUS.2201
ECTS Credits	6
Course Leader	CORDAHI Charbel
Synchronous	39
Discipline	Comptabilité
Program	Global BBA
Prerequisites	None
Course Description	This course covers the basic principles of U.S financial accounting, including the presentation of the U.S. GAAP, the basic financial statements, the bookkeeping process, the principles of accounting control and safeguarding of assets.
Course Open to Exchange	
Semester	fall, spring, summer
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Williams, Haka, Bettner. 14TH EDITION Mc Graw Hill Lectures Recommandées / Recommended readings :
Websites	

FINANCIAL ANALYSIS & DECISION MAKING

Course Code	BAC.EAINA.FIBUS.3410
ECTS Credits	6
Course Leader	DALMASSO Audrey
Synchronous	39
Discipline	Finance
Program	Global BBA

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Prerequisites	BAC.EAINA.FIBUS.2202
Course Description	The course will give students basic knowledge and an understanding of corporate finance
Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Corporate Finance by Jonathan Berk and Peter DeMarzo Lectures Recommandées / Recommended readings :
Websites	

FINANCIAL MARKETS & INSTITUTIONS

Course Code	BAC.EAINA.FIBUS.3402
ECTS Credits	6
Course Leader	DALMASSO Audrey
Synchronous	39
Discipline	Finance
Program	Global BBA
Prerequisites	BAC.EAINA.ECBUS.2301 BAC.EAINA.ECBUS.2302 BAC.EAINA.FIBUS.2201
Course Description	To help students gain a basic yet thorough knowledge of the major financial instruments and the way they are traded in financial markets as well as the functioning, strategies, influence and goals of the financial institutions that use these instruments in order to maximize their profits or carry out their mission (the FED). The course will also cover the variable economic elements (interest rates, inflation, money supply) and situations that affect them both on a national and international level.
Course Open to Exchange	
Semester	fall, spring
Campus	Belo Horizonte, Lille, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : MADURA Financial institutions and markets 10th edition Lectures Recommandées / Recommended readings :
Websites	

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FOREIGN LANGUAGE – PORTUGUESE BEGINNER

Course Code	BAC.EAINA.LGLNG.1103
ECTS Credits	6
Course Leader	LIMA Tiago
Synchronous	39
Discipline	Langues
Program	Global BBA
Prerequisites	Beginner course - no prerequisite
Course Description	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.
Course Open to Exchange	
Semester	fall
Campus	Belo Horizonte, Dubaï, Lille, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

FOREIGN LANGUAGE – PORTUGUESE ELEMENTARY

Course Code	BAC.EAINA.LGLNG.2115
ECTS Credits	6
Course Leader	LIMA Tiago
Synchronous	39
Discipline	Langues
Program	Global BBA
Prerequisites	Beginner Portuguese
Course Description	This course is a follow-on course from Beginner Portuguese. Students will further develop their communicative capacities and knowledge of Portuguese and Portuguese-speaking cultures.
Course Open to Exchange	
Semester	fall
Campus	Belo Horizonte, Dubaï, Lille, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

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GLOBAL BUSINESS RISK AND CRISIS MANAGEMENT

Course Code	BAC.EAINA.STBUS.4050
ECTS Credits	6
Course Leader	HAAS DORNAS Karen
Synchronous	39
Discipline	Stratégie, Innovation & Entrepreneuriat
Program	Global BBA
Prerequisites	Senior Year
Course Description	The existence of risks and crises permeate the history of humanity both regarding the conduct of business and its respective management in the micro and macro spheres. The micro refers to companies regardless of size and macro, encompasses countries and their positioning in the international. It is undeniable that the complexity and nature of these risks, as well as the crises that trigger them, change in time and space, since the dynamism of relations in their most diverse manifestations provides such an event. The discipline reveals a panoramic view of the risks, their typology, their conformation and dedobramentos as well as the crises that are inherent. It also deals with tools to minimize or even mitigate these crises and guides how to deal with risks and, as far as possible, try to bring solutions through adverse contexts, expertise that becomes fundamental to the professional of the XXI century.
Course Open to Exchange	
Semester	fall
Campus	Belo Horizonte
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	RISK MANAGEMENT, Paul Hopkin, KoganPage, 2013 (www.scholarvox.com) Fundamentals of Futures and Options Markets C. Hull, Pearson "FONG, Gifford H. The World of Risk Management FRAME, David J. Managing Risk in Organizations: A Guide for Managers MOLAK, Vlasta. Fundamentals of Risk Analysis and Risk Management
Websites	

GLOBAL AND LOCAL DIVERSITY MANAGEMENT

Course Code	BAC.EAINA.HRBUS.3570
ECTS Credits	6
Course Leader	HAAS DORNAS Karen
Synchronous	39
Discipline	Management & Organisation
Program	Global BBA
Prerequisites	none
Course Description	International management systems. The influence of the external environment (political, economic, legal, technological); the cultural context (communication, national cultures), international global operations (alliances, strategy implementation); human resource management (personnel, leadership); and business management from a Brazilian perspective.

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	Sustainable systems.
Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia, Stellenbosch-Le Cap
Evaluation	
Final Examination (%)	60
Continuous Assessment (%)	40
Academic reference	<p>Basic Bibliography BRETT, Jeanne M. Negotiating Globally: How to negotiate deals, resolve disputes and make decisions across cultural boundaries. BAZERMAN, Marx; NEALE, Margareth. Negotiating Rationally STRANGE, Susan. States and Markets SAMOVAR A, Larry; PORTER, E Richard; STEFANI A, Lisa. Communication between cultures. 3rd ed., Belmont CA: Wadsworth Publishing Company, 1998 Complementary Bibliography KEOHANE, R.; NYE, J.S. Power and Interdependence. 2nd edition, Cambridge, Mass: Harper Collins Publishers, 1989 AMIN, Samir. Capitalism in the Age of Globalization RUPERT, Mark. Ideologies of Globalization</p>
Websites	

HISTORY AND CULTURE OF BRAZIL

Course Code	BAC.EAINA.OTHUM.3030
ECTS Credits	6
Course Leader	MAUCLAIR AUGUSTIN Brandon
Synchronous	39
Discipline	Droit & Humanités
Program	Global BBA
Prerequisites	Junior year
Course Description	This course will provide students with a complete vision of the rise of the Brazilian 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 Brazil, while acknowledging the distinctive features of culture that still remain throughout the country.
Course Open to Exchange	
Semester	fall
Campus	Belo Horizonte
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

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HUMAN RESOURCE MANAGEMENT

Course Code	BAC.EAINA.HRBUS.3503
ECTS Credits	6
Course Leader	JOUSSEMET Caroline
Synchronous	39
Discipline	Management & Organisation
Program	Global BBA
Prerequisites	BAC.EAINA.HRBUS.3501
Course Description	The course aims to help students understand what human resource management (HRM) is. The course investigates both the strategic nature and the functional importance of HRM as well as some technical aspects of managing people such as job analysis, recruitment, law and training and development.
Course Open to Exchange	
Semester	fall
Campus	Barcelone, Belo Horizonte, Dubaï, Lille, Nanjing, Raleigh, Sophia, Stellenbosch-Le Cap
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Human Resource Management, Dessler Gary, 13th Edition, Pearson, 2013, ISBN 10: 0-273-76602-3 Lectures Recommandées / Recommended readings :
Websites	

INTRODUCTION TO BUSINESS

Course Code	BAC.EAINA.OTBUS.1000
ECTS Credits	6
Course Leader	MILLELIRI André
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	none
Course Description	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 which are pertinent in the business domain. The course is 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 have the opportunity to explore and examine various career options.
Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Belo Horizonte, Lille, Raleigh, Sophia

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

INTRODUCTION TO BUSINESS RESEARCH

Course Code	BAC.EAINA.STBUS.2990
ECTS Credits	6
Course Leader	LUCIO Alessio
Synchronous	39
Discipline	Stratégie, Innovation & Entrepreneuriat
Program	Global BBA
Prerequisites	-
Course Description	-
Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

MACRO ECONOMICS

Course Code	BAC.EAINA.ECBUS.2301
ECTS Credits	6
Course Leader	CORDAHI Charbel
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	None
Course Description	This course is an introduction to macroeconomics and economic methodology. It covers basic economic concepts and forces in real and monetary macroeconomics, providing the necessary theoretical tools to understand current problems and policies
Course Open to Exchange	
Semester	fall, spring, summer
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	40

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Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings : Case and Fair - Economics Principles - 9th ed. Mankiw and Taylor - Principles of Economics - 2nd ed. Cengage Learning
Websites	

MANAGEMENT MODELS

Course Code	BAC.EAINA.HRBUS.2000
ECTS Credits	6
Course Leader	HAAS DORNAS Karen
Synchronous	14
Discipline	Management & Organisation
Program	Global BBA
Prerequisites	-
Course Description	-This course presents the main management theories; the scientific theory in studying management; the importance of management; evaluation and management schools; also management evaluation and characteristics of poor management. Moreover, the course provides a critical analysis of the different aspects of this thought and how these aspects are linked to behavioral patterns prevailing in industrialized societies.
Course Open to Exchange	
Semester	fall, spring
Campus	Belo Horizonte
Evaluation	
Final Examination (%)	60
Continuous Assessment (%)	40
Academic reference	COLE, Gerald A.; KELLY, Phil. Management theory and practice. Boston: Cengage Learning, 2015. HILL, Charles WL; JONES, Gareth R.; SCHILLING, Melissa A. Strategic management: Theory & cases: An integrated approach. Cengage Learning, 2014. ROBBINS, Stephen P. et al. Management. Pearson, EUA, 2017. DAFT, Richard L.; MARCIC, Dorothy. Understanding management. Cengage Learning, 2016. DAFT, Richard L. Organization theory and design. Cengage learning, 2015. TAYLOR, Frederick Winslow. Scientific management. Routledge, 2004.
Websites	

MANAGERIAL ACCOUNTING

Course Code	BAC.EAINA.FIBUS.2202
ECTS Credits	6
Course Leader	CORDAHI Charbel
Synchronous	39
Discipline	Autre

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Program	Global BBA
Prerequisites	BAC.EAINA.FIBUS.2201
Course Description	The course will give students a basic knowledge of how to use managerial accounting tools and techniques that will assist management to achieve their stated goals and objectives.
Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Financial and Managerial Accounting, Williams/Haka/Bettner/Carcello Lectures Recommandées / Recommended readings :
Websites	

MARKETING PRINCIPLES

Course Code	BAC.EAINA.MKBUS.3601
ECTS Credits	6
Course Leader	GRASSELLI Yan
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	None
Course Description	This course is designed as an introduction to the principles of marketing and the marketing function in product and service-oriented organisations. The course will focus on the understanding of key concepts in marketing and their application through case studies. Students will be exposed to marketing analysis, planning, implementation and control, while learning how to write a marketing plan through the marketing project, which is an important component of this course.
Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Armstrong, G. & Kotler, Ph. "Marketing: An Introduction" (10th or 11th ed.). Prentice Hall Lectures Recommandées / Recommended readings :
Websites	

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MARKETING STRATEGY

Course Code	BAC.EAINA.MKBUS.3350
ECTS Credits	6
Course Leader	GRASELLI Yan
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	junior year
Course Description	This course is studied from specific regional perspectives. 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.
Course Open to Exchange	
Semester	fall
Campus	Barcelone, Belo Horizonte, Dubaï, Lille, Nanjing, Raleigh, Sophia, Stellenbosch-Le Cap
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

MICRO ECONOMICS

Course Code	BAC.EAINA.ECBUS.2302
ECTS Credits	6
Course Leader	CORDAHI Charbel
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	None
Course Description	This is an introductory course in microeconomics. It provides students with the fundamental concepts and tools of economic analysis.
Course Open to Exchange	
Semester	fall, spring, summer
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings :

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	Economics - NG Mankiw & M Taylor - 2nd edition, South- Western, Cengage Learning Principles of Economics - Case, Fair, and Oster - 9th edition, Prentice Hall/Pearson Intl Edition
Websites	

NEGOTIATION AND GLOBAL LEADERSHIP

Course Code	BAC.EAINA.STBUS.3910
ECTS Credits	0
Course Leader	HAAS DORNAS Karen
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	none
Course Description	Development of persuasion skills in Leadership. The Negotiation Process. Concepts and approaches about the conflict process. Interpersonal conflicts: types and resolution. Negotiation phases. Constraints: power, time, information. Distributive (Competitive) Negotiation and Integrative (Collaborative) Negotiation. Method of effective communication and active listening. Deal Makers e Deal-Breakers Problem-Solver. Harvard Negotiation Method. Tactics and approaches for optimizing agreements. Rapport. Batna. Models and Styles of Negotiators
Course Open to Exchange	
Semester	fall
Campus	Belo Horizonte
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

OPERATIONS AND SUPPLY CHAIN DECISIONS

Course Code	BAC.EAINA.STBUS.3770
ECTS Credits	6
Course Leader	HAAS DORNAS Karen
Synchronous	39
Discipline	Stratégie, Innovation & Empreunariat
Program	Global BBA
Prerequisites	-
Course Description	Integration of logistics and supply chain functions. Storage: reception, storage, shipment and distribution. Asset management: functions and objectives. Activities focused on permanent materials, furniture, machinery and equipment: conservation and maintenance of buildings and physical facilities. Cargo types, packaging, unitization, containers. Transport system: maritime, air, road, pipeline, international rail. Logistics costs. 6 Sigma. DMAI. Lean. 7 Quality tools. Quality unfolding function (QFD). Quality costs. Kanban. 5S. SERVQUAL. Certification

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	Systems. PNQ; Statistical process control; QFD. Product Development Process. Strategic Product Planning. Project. Life Cycle and Product Cost.
Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia, Stellenbosch-Le Cap
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

ORGANIZATIONAL BEHAVIOR

Course Code	BAC.EAINA.HRBUS.3013
ECTS Credits	6
Course Leader	JOUSSEMET Caroline
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	None
Course Description	The course aims to help students understand workplace behaviour with a view to understanding how to manage people. The course investigates how organizational effectiveness depends on both individual and group-level factors, it also covers the influence an organisation's internal environment will have on the workforce.
Course Open to Exchange	
Semester	fall, spring
Campus	Belo Horizonte, Lille, Nanjing, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Reading: 'The Anglo Cluster: legacy to the British Empire' by Ashkanasy et al Robbins, S. 'Organizational Behavior', Pearson Education Lectures Recommandées / Recommended readings :
Websites	

PLANNING AND PRODUCTION CONTROL

Course Code	BAC.EAINA.STBUS.3650
ECTS Credits	6
Course Leader	HAAS DORNAS Karen
Synchronous	39
Discipline	Stratégie, Innovation & Entrepreneuriat

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Program	Global BBA
Prerequisites	-
Course Description	This course studies the concepts and structure of production administration. Production systems. Inventory management. Development and process of new products. Production planning and control. MRP (Material Needs Calculation) and MRP II (Manufacturing Resource Planning) Production planning and control functions. Sales forecast. Sales information and adjustments to operational capacity. Physical arrangement and material handling. Inventory planning and control. ERP systems - Enterprise Resources Planning. Control systems and their operationalization. Modern techniques of production administration.
Course Open to Exchange	
Semester	fall, spring
Campus	Belo Horizonte
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

PRINCIPLES OF MODERN MANAGEMENT

Course Code	BAC.EAINA.HRBUS.3501
ECTS Credits	6
Course Leader	JOUSSEMET Caroline
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	None
Course Description	This course should help students to acquire management knowledge and to develop management skills It enables the students to understand management as it relates to both the employer and employee and to acquaint the student with the various schools of management and the philosophy of management.
Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

PROCESS MANAGEMENT

Course Code	BAC.EAINA.STBUS.4320
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ECTS Credits	6
Course Leader	HAAS DORNAS Karen
Synchronous	39
Discipline	Management & Organisation
Program	Global BBA
Prerequisites	-
Course Description	Process management, improvement and control. The use of business processes in the organization. Application of Process Management Notation (BPMN). Organizational structure. Downsizing and Outsourcing. Process management approach in continuous improvement. Quality management. Analysis, modeling and process optimization. Process implementation. Analysis of business processes, data, information and measurements. Mapping, implementing, automating, and evaluating business processes. The use of business processes in the organization. Application of Process Management Notation (BPMN). Organizational structure. Downsizing and Outsourcing. Process management approach in continuous improvement. Quality management. Design of workflow management Analysis, modeling, and process optimization. Process implementation. Analysis of business processes, data, information, and measurements.
Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia, Stellenbosch-Le Cap
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

PUBLIC SPEAKING AND PRESENTATIONS SKILLS

Course Code	BAC.EAINA.OTCOM.2370
ECTS Credits	6
Course Leader	MAUCLAIR AUGUSTIN Brandon
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	BAC.EAINA.LGENG.1001
Course Description	This course combines theory with practice. Students will develop their public speaking skills and learn to contribute well to the assessment of their peers. The course also focuses on methods and strategies of speech writing to persuade and inform the audience. Students will learn how to produce effective PowerPoint presentations, and how to perform business presentations both individually and in groups.
Course Open to Exchange	
Semester	fall, spring, summer
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination	40

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(%)	
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : The Art of Public Speaking, Stephen E. Lucas, Mc Graw Hill, 11th Edition Lectures Recommandées / Recommended readings :
Websites	

STATISTICS FOR BUSINESS DECISIONS

Course Code	BUS.EAINA.ECBUS.2702
ECTS Credits	6
Course Leader	DALMASSO Audrey
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	BAC.EAINA.OTMTH.1701
Course Description	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.
Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Applied Business Statistics: Making Better Business Decisions (7th Ed.), Ken Black, Wiley Lectures Recommandées / Recommended readings :
Websites	

SUSTAINABLE PROJECT MANAGEMENT

Course Code	BAC.EAINA.PMBUS.2270
ECTS Credits	6
Course Leader	HAAS DORNAS Karen
Synchronous	39
Discipline	Stratégie, Innovation & Entrepreneuriat
Program	Global BBA
Prerequisites	-
Course Description	Students should identify real problems within companies (related to Sustainability), define the scope, objectives to be achieved, manage deadlines and costs based on project management methodologies, according to PMBOK. At the end of the semester students are expected to present the project to managers in the area of companies. Fundamentals of project management. Project management: General fundamentals of project

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	management. Project Management - Concepts and Context. Definition of Scope. Roles and Responsibilities in a project. Managing the relationship with stakeholders. Risk Management. Estimating tasks, deadlines and human resources. Estimating costs. Project Communication Management. Quality Management. Managing Changes
Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Belo Horizonte, Dubaï, Lille, Nanjing, Raleigh, Sophia, Stellenbosch-Le Cap
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

SUSTAINABLE TRANSITIONS

Course Code	BAC.EAINA.STEVM.1020
ECTS Credits	6
Course Leader	SMITH Devin
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	-
Course Description	-This course introduces the different dimensions of sustainable development and social responsibility challenges that students will face when they work in a company. The goal is to give them the tools that will allow them to transform the world of tomorrow to make it sustainable. Students will acquire a common base of knowledge and skills and give them the keys to act on the transformations of organizations and will invite them to invent solutions to the challenges and constraints of their environment.
Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Belo Horizonte, Lille, Raleigh, Sophia
Evaluation	
Final Examination (%)	65
Continuous Assessment (%)	35
Academic reference	
Websites	