



Course Catalogue
Master Programmes
Incoming Exchange Students
Raleigh Campus (USA)
Fall 2023

Dear Exchange IN Students,

Welcome to SKEMA Business School!

Here are a few key instructions on how to consult properly the **Raleigh Course Catalogue Fall 2023**.

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.
- 4) **Special Note for Financial Markets & Investments:** This program is **extremely selective**. The academic director will screen students' transcripts and CV to ensure they have the required academic and professional background to follow the program. Once pre-selected, a Skype interview with the academic director will be required for final validation of admittance. If a student is not selected, a second program choice will be requested.
- 5) Courses within the catalogue are subject to slight changes.
- 6) There is a maximum number of seats available per specialization program.

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M1 ABM RALEIGH

2TONNES

Course Code	PGE.FINM1.OTCOR.0017
ECTS Credits	2
Course Leader	BOISSIN Denis
Synchronous	0
Discipline	Autre
Program	M1 ABM Raleigh
Prerequisites	Climate collage
Course Description	2Tonnes is a serious game where students individually and collectively aim to reach the CO2 emissions objective of 2 tons per person per year by 2050 as set by the Paris Agreement.
Course Open to Exchange	Belo /Fall;#Lille /Fall;#Paris /Fall;#Raleigh /Fall;#Suzhou /Fall
Semester	fall
Campus	Autre / Other, Belo Horizonte, Lille, Paris, Sophia
Evaluation	
Final Examination (%)	0
Continuous Assessment (%)	100
Academic reference	
Websites	https://www.2tonnes.org/

AI FOR MANAGEMENT

Course Code	PGE.FINM1.ISCOR.0712
ECTS Credits	2
Course Leader	ANDRE Paul
Synchronous	15
Discipline	Management des Opérations
Program	M1 ABM Raleigh
Prerequisites	None
Course Description	AI is one of the major challenge and a deep revolution in the conduct of business for the coming years. The class aims to make the knowledge of Artificial Intelligence and its components such as Statistical Learning, Machine Learning, and Deep Learning accessible to students who aspire to become competent Decision Makers.
Course Open to Exchange	Belo /Fall;#Lille /Fall;#Paris /Fall;#Raleigh /Fall;#Suzhou /Fall
Semester	fall

Campus	Autre / Other, Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

CAREER MANAGEMENT (FALL)

Course Code	PGE.FINM1.CRCOR.1003
ECTS Credits	1
Course Leader	ANDRE Nathalie
Synchronous	7
Discipline	Autre
Program	M1 ABM Raleigh
Prerequisites	No
Course Description	CV & profile update to prepare for a successful gap year Career Management Course & T&C hub presentation internship/job search technique & strategy + Career Management Course and T&C hub presentation Clarify your career goals and your professional project + interview preparation
Course Open to Exchange	Belo /Fall;#Lille /Fall;#Paris /Fall;#Raleigh /Fall;#Suzhou /Fall
Semester	fall
Campus	Autre / Other, Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	
Websites	

CORPORATE FINANCE

Course Code	PGE.FINM1.FICOR.0503
ECTS Credits	4
Course Leader	GROSLAMBERT Bertrand

Synchronous	27
Discipline	Finance
Program	M1 ABM Raleigh
Prerequisites	None
Course Description	Our objective is to bring students to develop a rigorous analytical framework of the major investment and financing decisions. In particular, we will shed lights on the interest rates and the investment valuation. We will focus on different ways of financing between equity, debt. Then, we present the relationship between risk, return and the cost of financing.
Course Open to Exchange	Belo /Fall;#Lille /Fall;#Paris /Fall;#Raleigh /Fall;#Suzhou /Fall
Semester	fall
Campus	Autre / Other, Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
Evaluation	
Final Examination (%)	60
Continuous Assessment (%)	40
Academic reference	1) Corporate Finance, Hillier, McGraw-Hill, 4th Edition 2) Corporate Finance Theory and Practice, P. Vernimmen, John Wiley & Sons, 2011, 3rd edition Available freely on Scholarvox by Cyberlibris at http://mediatheque.skema.edu/index.php?id=408
Websites	http://skema.lms.crossknowledge.com/data/modules/crossknowledge/interfaces/index.php http://www.vernimmen.com/ http://mediatheque.skema.edu/index.php?id=408 http://knowledge.skema.edu/

GKET SEMINAR

Course Code	PGE.FINM1.HRCOR.0325
ECTS Credits	0
Course Leader	RECH Maximilian
Synchronous	0
Discipline	Autre
Program	M1 ABM Raleigh
Prerequisites	-NONE
Course Description	-Cultural competence is one the key soft skills of international business management today. The GKET seminar will help students identify the issues and challenges inherent preparing their own internationalisation as well as determine the skills necessary to manage multicultural business environments and the global footprint the student wishes to develop.

Course Open to Exchange	Raleigh /Fall
Semester	fall
Campus	Raleigh
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

GLOBAL ECONOMIC ISSUES : CORPORATE ECONOMICS IN A VUCA WORLD

Course Code	PGE.FINM1.ECCOR.0904
ECTS Credits	2
Course Leader	COMBE Emmanuel
Synchronous	15
Discipline	Economie
Program	M1 ABM Raleigh
Prerequisites	-Grands enjeux économiques (L3) ou - RAN economics
Course Description	In VUCA World _ one that is volatile, uncertain, complex, and ambiguous _ as many would characterize today's global economic environment, analytical skills are more important than ever. The challenges companies face in a VUCA world demand a filter to separate opportunities from distractions, and economics helps managers to make good decisions about what to do. This course aims at tackling new challenges corporations and economies face or will face with the rise of a VUCA environment.
Course Open to Exchange	Belo /Fall;#Lille /Fall;#Paris /Fall;#Raleigh /Fall;#Suzhou /Fall
Semester	fall
Campus	Autre / Other, Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

INNOVATION MANAGEMENT & CREATIVITY

Course Code	PGE.FINM1.HRCOR.0344
ECTS Credits	0
Course Leader	ROSSETTO Denny Eduardo
Synchronous	0
Discipline	Autre
Program	M1 ABM Raleigh
Prerequisites	-
Course Description	This course presents innovation management with a theoretical approach associated with managerial perspectives to undertake in a turbulent world with uncertainties and a post-pandemic context. It presents a wide range of innovation management concepts focusing strongly on the context of the ecosystems, also introducing some elements as of the perspective of emerging markets. So, this course aims the development of managerial and entrepreneurial capabilities to exercise strategic leadership in innovation ecosystems, generating proposals of shared value with a corporate social responsibility approach.
Course Open to Exchange	Lille /Fall;#Paris /Fall;#Raleigh /Fall
Semester	fall
Campus	Raleigh, Stellenbosch-Le Cap
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	<p>1. Introduction and theoretical basis of innovation Management Adams, R., Bessant, J. & Phelps, R. (2006). Innovation management measurement: A review. International Journal of Management Reviews 8, 21-47.</p> <p>Chesbrough, H. (2010). Business Model Innovation: Opportunities and Barriers. Long Range Planning 43, 354-363.</p> <p>Christensen, C. M., Raynor, M. E. & McDonald, R. (2015). What is disruptive innovation. Harvard Business Review 93, 44-53.</p> <p>Garcia, R. & Calantone, R. (2002). A critical look at technological innovation typology and innovativeness terminology: a literature review. 19, 110-132.</p> <p>Howells, J. (2005) The management of innovation and technology: the shaping of technology and institutions of the market economy. Thousand Oaks, California: Sage Publications.</p> <p>OECD & Eurostat (2019) Oslo Manual 2018: Guidelines for Collecting, Reporting and Using Data on Innovation (258). Luxembourg: OECD Publishing, Paris/Eurostat.</p> <p>Rossetto, D. E., Bernardes, R. C., Borini, F. M. & Gattaz, C. C. (2018). Structure and evolution of innovation research in the last 60 years: review and future trends in the field of business through the citations and co-citations analysis. Scientometrics 115, 1329-1363.</p> <p>Tidd, J. & Bessant, J. (2013) Managing Innovation: Integrating technological market and organizational change (680). John Wiley & Sons.</p> <p>2. Innovation Challenges for a new world Adams, R., Bessant, J. & Phelps, R. (2006). Innovation management measurement: A review. International Journal of Management Reviews 8,</p>

	<p>21-47.</p> <p>Akpan, I. J., Soopramanien, D. & Kwak, D.-H. (2020). Cutting-edge technologies for small business and innovation in the era of COVID-19 global health pandemic. <i>Journal of Small Business & Entrepreneurship</i>, 1-11.</p> <p>Chesbrough, H. (2020). To recover faster from Covid-19, open up: Managerial implications from an open innovation perspective. <i>Industrial Marketing Management</i> 88, 410-413.</p> <p>Damanpour, F. (2014). Footnotes to Research on Management Innovation. <i>Organization Studies</i> 35, 1265-1285.</p> <p>Damanpour, F. & Aravind, D. (2012). Managerial Innovation: Conceptions, Processes, and Antecedents. <i>Management and Organization Review</i> 8, 423-454.</p> <p>Hamel, G. (2006). The why, what, and how of management innovation. <i>Harvard Business Review</i> 84, 72.</p> <p>Kraus, S., Pohjola, M. & Koponen, A. (2012). Innovation in family firms: an empirical analysis linking organizational and managerial innovation to corporate success. <i>Review of Managerial Science</i> 6, 265-286.</p> <p>McCausland, T. (2020). News and Analysis of the Global Innovation Scene. <i>Research-Technology Management</i> 63, 2-8.</p> <p>Millar, C. C. J. M., Groth, O. & Mahon, J. F. (2018). Management Innovation in a VUCA World: Challenges and Recommendations. 61, 5-14.</p> <p>Pedersen, C. L. & Ritter, T. (2020). Preparing your business for a post-pandemic world. <i>Harvard Business Review</i>, 4.</p> <p>3. Innovation Ecosystems Introduction</p> <p>Adner, R. (2006). Match your innovation strategy to your innovation ecosystem. <i>Harvard Business Review</i> 84, 12.</p> <p>Elias, G. C. & David, F. J. C. (2010). Triple Helix, Quadruple Helix and Quintuple Helix and How Do Knowledge, Innovation and the Environment Relate To Each Other? : A Proposed Framework for a Trans-disciplinary Analysis of Sustainable Development and Social Ecology. <i>International Journal of Social Ecology and Sustainable Development (IJSESD)</i> 1, 41-69.</p> <p>Gomes, L. A. d. V., Facin, A. L. F., Salerno, M. S. & Ikenami, R. K. (2018). Unpacking the innovation ecosystem construct: Evolution, gaps and trends. <i>Technological Forecasting and Social Change</i> 136, 30-48.</p> <p>Granstrand, O. & Holgersson, M. (2020). Innovation ecosystems: A conceptual review and a new definition. <i>Technovation</i> 90-91, 102098.</p> <p>Jucevicius, G. & Grumadait, K. (2014). Smart Development of Innovation Ecosystem. <i>Procedia - Social and Behavioral Sciences</i> 156, 125-129.</p> <p>Pique, J. M., Berbegal-Mirabent, J. & Etzkowitz, H. (2018). Triple Helix and the evolution of ecosystems of innovation: the case of Silicon Valley. <i>Triple Helix</i> 5, 11.</p> <p>Smith, K. R. (2006). Building an Innovation Ecosystem: Process, Culture and Competencies. 20, 219-224.</p> <p>Wang, P. (2009) An integrative framework for understanding the innovation ecosystem. <i>Advancing the Study of Innovation and Globalization in Organizations</i>. (pp. 301-314).</p> <p>Williamson, P. J. & De Meyer, A. (2012). Ecosystem Advantage: How to Successfully Harness the Power of Partners. 55, 24-46.</p> <p>Williamson, P. J. & De Meyer, A. (2020) <i>Ecosystem Edge: Sustaining Competitiveness in the Face of Disruption</i> (216). Stanford, California: Stanford University Press.</p>
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	<p>Dynamic Capabilities: A Review, Model and Research Agenda*. 43, 917-955.</p> <p>6. Leading Innovation in an Ecosystem</p> <p>Acs, Z. J., Stam, E., Audretsch, D. B. & OConnor, A. (2017). The lineages of the entrepreneurial ecosystem approach. <i>Small Business Economics</i> 49, 1-10.</p> <p>Genome, S. (2020) The Global Startup Ecosystem Report. (pp. 221). GSER 2020 edn. San Francisco, CA, Startup Genome - Global Entrepreneurship Network.</p> <p>Godley, A., Morawetz, N. & Soga, L. (2019). The complementarity perspective to the entrepreneurial ecosystem taxonomy. <i>Small Business Economics</i>.</p> <p>Katri, V. (2015). Business, Innovation, and Knowledge Ecosystems: How They Differ and How to Survive and Thrive within Them. <i>Technology Innovation Management Review</i> 5.</p> <p>Lukas, M. P., Andrea, B. & Tina, W. (2020). Conceptual Framework for Collaborative Open Innovation With a Startup Ecosystem. <i>International Journal of Innovation in the Digital Economy (IJIDE)</i> 11, 21-43.</p> <p>Möller, K. & Halinen, A. (2017). Managing business and innovation networksFrom strategic nets to business fields and ecosystems. <i>Industrial Marketing Management</i> 67, 5-22.</p> <p>Moore, J. F. (2006). Business Ecosystems and the View from the Firm. 51, 31-75.</p> <p>Nambisan, S., Lyytinen, K., Majchrzak, A. & Song, M. (2017). Digital Innovation Management: Reinventing innovation management research in a digital world. <i>MIS Quarterly</i> 41.</p> <p>Pitelis, C. (2012). Clusters, entrepreneurial ecosystem co-creation, and appropriability: a conceptual framework. <i>Industrial and Corporate Change</i> 21, 1359-1388.</p> <p>Talmar, M., Walrave, B., Podoynitsyna, K. S., Holmström, J. & Romme, A. G. L. (2020). Mapping, analyzing and designing innovation ecosystems: The Ecosystem Pie Model. <i>Long Range Planning</i> 53, 101850.</p> <p>7. Broadening the view of Ecosystems and multi-ecosystems Coordination</p> <p>Aarikka-Stenroos, L. & Ritala, P. (2017). Network management in the era of ecosystems: Systematic review and management framework. <i>Industrial Marketing Management</i> 67, 23-36.</p> <p>Adner, R. & Kapoor, R. (2010). Value creation in innovation ecosystems: how the structure of technological interdependence affects firm performance in new technology generations. 31, 306-333.</p> <p>Carayannis, E. G., Barth, T. D. & Campbell, D. F. J. (2012). The Quintuple Helix innovation model: global warming as a challenge and driver for innovation. <i>Journal of Innovation and Entrepreneurship</i> 1, 2.</p> <p>Carayannis, E. G., Grigoroudis, E., Stamati, D. & Valvi, T. (2019). Social Business Model Innovation: A Quadruple/Quintuple Helix-Based Social Innovation Ecosystem. <i>IEEE Transactions on Engineering Management</i>, 1-14.</p> <p>Galvao, A., Mascarenhas, C., Marques, C., Ferreira, J. & Ratten, V. (2019). Triple helix and its evolution: a systematic literature review. <i>Journal of Science and Technology Policy Management</i> 10, 812-833.</p> <p>Jarkko, P. & Timo, A.-V. (2016). Managing Innovation Ecosystems to Create and Capture Value in ICT Industries. <i>Technology Innovation Management Review</i> 6.</p> <p>Mantovani, A. & Ruiz-Aliseda, F. (2016). Equilibrium Innovation Ecosystems:</p>
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	<p>The Dark Side of Collaborating with Complementors. 62, 534-549.</p> <p>Oh, D.-S., Phillips, F., Park, S. & Lee, E. (2016). Innovation ecosystems: A critical examination. <i>Technovation</i> 54, 1-6.</p> <p>Roundy, P. T. (2020). Do we Lead Together? Leadership Behavioral Integration and Coordination in Entrepreneurial Ecosystems. 14, 6-25.</p> <p>Russell, M. G. & Smorodinskaya, N. V. (2018). Leveraging complexity for ecosystemic innovation. <i>Technological Forecasting and Social Change</i> 136, 114-131.</p> <p>8. Collaborative, Inclusive, and Sustainable Ecosystems</p> <p>Böhmer, A. I. & Lindemann, U. (2015) Open innovation ecosystem: Towards collaborative innovation. In ICED (Ed., Proceedings of the 20th International Conference on Engineering Design (ICED 15). (pp. 031-040). Milan, Italy, Innovation and Creativity.</p> <p>Bosch-Sijtsema, P. M. & Bosch, J. (2014) Aligning innovation ecosystem strategies with internal R&D. 2014 IEEE International Conference on Management of Innovation and Technology. (pp. 424-430).</p> <p>Chesbrough, H., Kim, S. & Agogino, A. (2014). Chez Panisse: Building an Open Innovation Ecosystem. <i>California Management Review</i> 56, 144-171.</p> <p>Estellés-Arolas, E. & González-Ladrón-de-Guevara, F. (2012). Towards an integrated crowdsourcing definition. <i>Journal of Information Science</i> 38, 189-200.</p> <p>Howe, J. (2006) The rise of crowdsourcing. <i>Wired Magazine</i>. (pp. 1-4).</p> <p>Katri, V., Marko, S., Maria, M. & Simo, J.-O. (2017). Orchestrating Innovation Ecosystems: A Qualitative Analysis of Ecosystem Positioning Strategies. <i>Technology Innovation Management Review</i> 7.</p> <p>Liu, Z. & Stephens, V. (2019). Exploring Innovation Ecosystem from the Perspective of Sustainability: Towards a Conceptual Framework. 5, 48.</p> <p>Luoma-aho, V. & Halonen, S. (2010). Intangibles and innovation: the role of communication in the innovation ecosystem. <i>Innovation Journalism</i> 7, 1-20.</p> <p>Mashelkar, R. A. (2012) On building an inclusive innovation ecosystem. In <i>Development, C. o. I. f. I.</i> (Ed. (pp. 54). Cape Town.</p> <p>Mercier-Laurent, E. (2015) The innovation biosphere: Planet and brains in the digital era. London: John Wiley & Sons.</p> <p>Ramaswamy, V. & Ozcan, K. (2014) The co-creation paradigm. Stanford University Press.</p> <p>Shneor, R., Zhao, L. & Flåten, B.-T. (2020) Introduction: From Fundamentals to Advances in Crowdfunding Research and Practice. In Shneor, R., Zhao, L. & Flåten, B.-T. (Eds.), <i>Advances in Crowdfunding: Research and Practice</i>. (pp. 543). Switzerland, Palgrave Macmillan.</p> <p>Williamson, P. J. & De Meyer, A. (2012). Ecosystem Advantage: How to Successfully Harness the Power of Partners. 55, 24-46.</p> <p>9. Creativity: Thinking beyond boxes</p> <p>Amabile, T. M. (1988). A model of creativity and innovation in organizations. <i>Research in organizational behavior</i> 10, 123-167.</p> <p>Amabile, T. M. (1996) Creativity and Innovation in Organizations: A case study. Harvard Business School. (pp. 15). Boston, HBS Press.</p> <p>Carayannis, E. G. (2013) Encyclopedia of creativity, invention, innovation and entrepreneurship. Washington, DC: Springer Publisher.</p> <p>Cropley, D. H., Kaufman, J. C. & Cropley, A. J. (2011). Measuring Creativity for Innovation Management. <i>Journal of technology management & innovation</i> 6, 13-30.</p> <p>Greer, C. R. & Lei, D. (2012). Collaborative Innovation with Customers: A</p>
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	<p>Review of the Literature and Suggestions for Future Research*. 14, 63-84.</p> <p>Gurteen, D. (1998). Knowledge, Creativity and Innovation. <i>Journal of Knowledge Management</i> 2, 5-13.</p> <p>Legrenzi, P. (2005) Creativity and innovation (75). <i>Icon</i>.</p> <p>Sawyer, R. K. (2011) <i>Explaining Creativity: The Science of Human Innovation</i>. Oxford University Press.</p> <p>Shneor, R., Zhao, L. & Flåten, B.-T. (2020) <i>Advances in Crowdfunding: Research and Practice</i> (543). Switzerland: Palgrave Macmillan.</p> <p>Sternberg, R. J. (2006). The nature of creativity. <i>Creativity Research Journal</i> 18, 87-98.</p> <p>Swink, M. (2006). Building Collaborative Innovation Capability. <i>Research-Technology Management</i> 49, 37-47.</p> <p>Udwadia, F. E. (1990). Creativity and innovation in organizations: Two models and managerial implications. <i>Technological Forecasting and Social Change</i> 38, 65-80.</p> <p>Unsworth, K. (2001). Unpacking Creativity. <i>Academy of Management Review</i> 26, 289-297.</p> <p>10. Digital Transformation in Innovation Ecosystems</p> <p>Andal-Ancion, A., Cartwright, P. A. & Yip, G. S. (2003). The digital transformation of traditional business. <i>MIT Sloan Management Review</i> 44, 10.</p> <p>Andriole, S. J. (2017). Five myths about digital transformation. <i>MIT Sloan Management Review</i> 58.</p> <p>Bharadwaj, A., El Sawy, O. A., Pavlou, P. A. & Venkatraman, N. (2013). Digital Business Strategy: Toward a Next Generation of Insights. <i>MIS Quarterly</i> 37, 471-482.</p> <p>Kane, G. C. (2016). The dark side of the digital revolution. <i>MIT Sloan Management Review</i> 57.</p> <p>Nadkarni, S. & Prügl, R. (2020). Digital transformation: a review, synthesis and opportunities for future research. <i>Management Review Quarterly</i>.</p> <p>Nambisan, S., Wright, M. & Feldman, M. (2019). The digital transformation of innovation and entrepreneurship: Progress, challenges and key themes. <i>Research Policy</i> 48, 103773.</p> <p>Vial, G. (2019). Understanding digital transformation: A review and a research agenda. <i>The Journal of Strategic Information Systems</i> 28, 118-144.</p> <p>Westerman, G., Bonnet, D. & McAfee, A. (2014). The Nine Elements of Digital Transformation. <i>MIT Sloan Management Review</i> 55, 1-6.</p> <p>11. Innovation and Entrepreneurship in Emerging Markets Contexts</p> <p>Arnold, D. J. & Quelch, J. A. (1998). New Strategies in Emerging Markets. <i>Sloan Management Review</i> 40, 7-20.</p> <p>Cavusgil, S. T. (1997). Measuring the potential of emerging markets: An indexing approach. <i>Business Horizons</i> 40, 87-91.</p> <p>Dhanaraj, C. & Khanna, T. (2011). Transforming Mental Models on Emerging Markets. 10, 684-701.</p> <p>Govindarajan, V. & Ramamurti, R. (2011). Reverse innovation, emerging markets, and global strategy. <i>Global Strategy Journal</i> 1, 191-205.</p> <p>Jalonen, H. (2012). The uncertainty of innovation: a systematic review of the literature. <i>Journal of Management Research</i> 4, 47.</p> <p>Jauch, L. R. & Kraft, K. L. (1986). Strategic Management of Uncertainty. 11, 777-790.</p> <p>Khanna, T., Palepu, K. G. & Sinha, J. (2005). Strategies that fit emerging markets. <i>Harvard Business Review</i> 83, 4-19.</p>
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	<p>Liedong, T. A., Peprah, A. A., Amartey, A. O. & Rajwani, T. (2020). Institutional voids and firms' resource commitment in emerging markets: A review and future research agenda. <i>Journal of International Management</i> 26, 100756.</p> <p>Mair, J., Marti Lanuza, I. & Ganly, K. (2007). Institutional voids as spaces of opportunity. <i>European Business Forum Winter</i>, 34-39.</p> <p>Ramamurti, R. & Singh, J. V. (2009) <i>Emerging multinationals in emerging markets</i>. Cambridge University Press.</p> <p>12. Resource-constrained Innovation</p> <p>Agnihotri, A. (2015). Low-cost innovation in emerging markets. <i>Journal of Strategic Marketing</i> 23, 399-411.</p> <p>Ernst, H., Kahle, H. N., Dubiel, A., Prabhu, J. & Subramaniam, M. (2015). The Antecedents and Consequences of Affordable Value Innovations for Emerging Markets. 32, 65-79.</p> <p>Hossain, M. (2016). Grassroots innovation: A systematic review of two decades of research. <i>Journal of Cleaner Production</i> 137, 973-981.</p> <p>Prahalad, C. K. (2012). Bottom of the Pyramid as a Source of Breakthrough Innovations. 29, 6-12.</p> <p>Smith, A., Fressoli, M. & Thomas, H. (2014). Grassroots innovation movements: challenges and contributions. <i>Journal of Cleaner Production</i> 63, 114-124.</p> <p>Tse, E., Ma, K. & Huang, Y. (2009) <i>Shan zhai: A Chinese phenomenon</i>. (pp. 2010). Booz & Company.</p> <p>von Zedtwitz, M., Corsi, S., Sørberg, P. V. & Frega, R. (2015). A Typology of Reverse Innovation. 32, 12-28.</p> <p>Zeschky, M., Widenmayer, B. & Gassmann, O. (2011). Frugal Innovation in Emerging Markets. <i>Research-Technology Management</i> 54, 38-45.</p> <p>Zeschky, M. B., Winterhalter, S. & Gassmann, O. (2014). From Cost to Frugal and Reverse Innovation: Mapping the Field and Implications for Global Competitiveness. <i>Research-Technology Management</i> 57, 20-27.</p>
Websites	

MANAGING HUMAN RESOURCES

Course Code	PGE.FINM1.HRCOR.0343
ECTS Credits	0
Course Leader	BACHA Eliane
Synchronous	0
Discipline	Autre
Program	M1 ABM Raleigh
Prerequisites	No prerequisites
Course Description	<p>This course focuses on some principles and practices used in management and organizations. The aim of the course is to give you the knowledge needed to understand the role of the manager in managing workplace challenges (stress, burnout, sexual harassment) and conflicts.</p> <p>Also, this course gives you an idea about human resources management which is a specialization in the field of management that encompasses several functions including attracting, developing, and maintaining a quality workforce. Furthermore, this course discusses the changes taking place nowadays in the workplace and the role of artificial intelligence (AI) in</p>

	organizations. Finally, this course gives insights on how to manage in a responsible and sustainable way.
Course Open to Exchange	Belo /Fall;#Lille /Fall;#Paris /Fall;#Raleigh /Fall;#Suzhou /Fall
Semester	fall
Campus	Autre / Other, Belo Horizonte, Lille, Paris, Sophia, Suzhou
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	
Websites	

MARKETING STUDIES

Course Code	PGE.FINM1.MKCOR.0411
ECTS Credits	3
Course Leader	ANDRE Paul
Synchronous	20
Discipline	Marketing
Program	M1 ABM Raleigh
Prerequisites	Marketing principles Quantitative methods
Course Description	This course aims at a qualitative and quantitative analysis of existing and emerging markets
Course Open to Exchange	Belo /Fall;#Lille /Fall;#Paris /Fall;#Raleigh /Fall;#Suzhou /Fall
Semester	fall
Campus	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Stellenbosch-Le Cap, Suzhou
Evaluation	
Final Examination (%)	60
Continuous Assessment (%)	40
Academic reference	- Kotler et al. (2015) Principles of Marketing. Pearson. - Kotler, Ph., Keller, K., Brady M., Goodman, M., & Hansen, T. (2019) Marketing Management, Pearson
Websites	

STRATEGY

Course Code	PGE.FINM1.STCOR.0841
ECTS Credits	5
Course Leader	CIRILLO Bruno
Synchronous	27

Discipline	Stratégie, Innovation & Entrepreneuriat
Program	M1 ABM Raleigh
Prerequisites	Industrial organization; Organizational design; Microeconomics
Course Description	<p>Formulating a sound competitive strategy and achieving growth across multiple, different business units to sustain long-term superior performance are two of the critical tasks for general managers to ensure the success of the firms they lead. The objective of this course is to provide students with an opportunity to understand, through analytical approaches and critical thinking, how companies make strategic decisions to support the development of competitive advantages, corporate growth and shareholder value through the simultaneous pursuit of economic as well as social and ecological performance dimensions. We will focus on strategic issues from the viewpoint of senior management in both domestic and international corporations. Through a combination of lectures, readings, case studies, experiential exercises and a consultancy project, this course introduces students to the tools and knowledge required for critical and effective strategic analysis, thinking, and application. Mastery of these tools and knowledge has relevance to everyone seeking a career in strategy as a manager, an entrepreneur, or a consultant.</p> <p>The course will help students develop a general management point of view and provide an appreciation of strategy to the overall growth and welfare of the firm. Students will learn how to analyze the firm, its environment, and then align strategies to the firms revenue and profitability goals.</p> <p>You will work in teams on selected companies to produce a final consultancy project. This course will require hard work and thinking, augmented by your creativity, to produce a fun and enriching experience.</p>
Course Open to Exchange	Belo /Fall;#Lille /Fall;#Paris /Fall;#Raleigh /Fall;#Suzhou /Fall
Semester	fall
Campus	Autre / Other, Belo Horizonte, Lille, Paris, Raleigh, Sophia, Stellenbosch-Le Cap, Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	<p>Rothaermel FT. 2023. Strategic Management, 6th Edition. McGraw-Hill.</p> <p>Thompson et al. 2021. Crafting & Executing Strategy: Concepts & Cases, 23rd Edition. McGraw-Hill.</p> <p>The SmartBooks and case studies are available on the McGraw-Hill CONNECT learning platform.</p>
Websites	https://connect.mheducation.com

US CULTURE & BUSINESS

Course Code	PGE.FINM1.STCOR.0831
ECTS Credits	2
Course Leader	DESOKY Mohamed
Synchronous	13

Discipline	Autre
Program	M1 ABM Raleigh
Prerequisites	-
Course Description	-
Course Open to Exchange	Raleigh /Fall
Semester	fall
Campus	Raleigh
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

EXCEL FALL

Course Code	PGE.FINM1.ISELE.0720
ECTS Credits	2
Course Leader	ANDRE Paul
Synchronous	0
Discipline	Autre
Program	M1 ABM Raleigh
Prerequisites	none
Course Description	Excel is something you can't do without ! This course will introduce all the things the students must know in order to honestly pretend to be mastering Excel. The course will be splitted in two parts a first one online (12 hours) and applications done in the classroom with a teacher who's an expert of Excel.
Course Open to Exchange	Belo /Fall;#Lille /Fall;#Raleigh /Fall;#Suzhou /Fall
Semester	fall
Campus	Autre / Other, Belo Horizonte, Lille, Paris, Raleigh, Sophia, Stellenbosch-Le Cap, Suzhou
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

INTERNATIONAL BUSINESS - RALEIGH

CAREER MANAGEMENT

Course Code	MSC.SFFM2.FICOR.0012
ECTS Credits	1
Course Leader	ANDRE Nathalie
Synchronous	0
Discipline	Autre
Program	International Business - Raleigh
Prerequisites	-
Course Description	All techniques relating to job search and recruitment
Course Open to Exchange	Belo /Fall;#Lille /Fall;#Paris /Fall;#Raleigh /Fall;#Sophia /Fall
Semester	fall
Campus	Paris
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	Talent and careers HUB Création du profil personnel
Websites	

CONSULTING IN INTERNATIONAL BUSINESS DEVELOPMENT

Course Code	MSC.IBNM2.STELE.0030
ECTS Credits	6
Course Leader	DESOKY Mohamed
Synchronous	40
Discipline	Autre
Program	International Business - Raleigh
Prerequisites	none
Course Description	<p>Consulting in International Business Development is intended to be a challenging, rigorous and stimulating course for graduate students. It is generally recognized that a consultant is a person in a position to have some influence over an individual, a group, or an organization, but has no direct power to make changes or implement programs.</p> <p>This course will examine the scholar-practitioner aspects of consulting with small and medium-sized enterprises (SMEs) on global business management, marketing, supply chain management, and trade finance.</p>
Course Open to Exchange	Raleigh /Fall
Semester	fall
Campus	Raleigh
Evaluation	

Final Examination (%)	25
Continuous Assessment (%)	75
Academic reference	<p>Required: Flawless Consulting: a guide to getting your expertise used (3rd Ed), Peter Block (2011). San Francisco, CA: Pfeiffer, ISBN 978-0-470-62074-8 (hbk.).</p> <p>Suggested: Process Consultation: lessons for managers and consultants (Vol. 2), Edgar H. Schein (1987). USA: Addison-Wesley, ISBN 0-201-06744-7 (pbk.). The Consulting Process in Action (2nd Ed), Gordon Lippitt & Ronald Lippitt (1986). San Francisco, CA: Jossey-Bass/Pfeiffer, ISBN 0-88390-201-X (pbk.). The Global Entrepreneur: taking your business international (3rd Ed), James F. Foley (2014). USA: Jamric, ISBN 978-0-9753153-1-6 (pbk.). The Trusted Advisor Fieldbook: a comprehensive toolkit for leading with trust, Charles H. Green & Andrea P. Howe (2012). Hoboken, NJ: Wiley, ISBN 978-1-118-08564-6 (pbk.).</p>
Websites	http://www.sbtcd.org/programs/export/ http://nasbite.org

IMPORTING AND EXPORTING IN A GLOBAL MARKET

Course Code	MSC.IBUM2.STCOR.0061
ECTS Credits	6
Course Leader	COSTE-MANIERE Ivan
Synchronous	0
Discipline	Finance
Program	International Business - Raleigh
Prerequisites	None
Course Description	<p>The conduct of international trade, including Strategy & Management, Global Marketing, Trade Finance and Supply Chain. Specific focus with Harmonized Codes, terms of sale (INCOTERMS), financing arrangements, means of payment, credit insurance, shipping and insurance issues, market research, support services, legal and tax implications, and trade facilitation. Course will cover global trade functions that will be seen daily by an international trade professional, but will be focused through a USA perspective.</p>
Course Open to Exchange	Paris /Fall;#Raleigh /Fall;#Suzhou /Fall
Semester	fall
Campus	Belo Horizonte, Paris, Raleigh, Suzhou
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	<p>- Albaum, G. and E. Duerr (2016), International Marketing and Export Marketing, Printice Hall FT, 7th Edition.</p> <p>- Weiss, Kenneth D. (2010), "Building an Import/Export Business", 4th</p>

	Edition. - ICC Chamber of Commerce (2010), "Incoterms 2010". - Selected case studies to be provided before the beginning of the course.
Websites	

INTERNATIONAL PROJECT MANAGEMENT

Course Code	MSC.IBNM2.PMCOR.0005
ECTS Credits	6
Course Leader	ELTIGANI Adil
Synchronous	0
Discipline	Management des Opérations
Program	International Business - Raleigh
Prerequisites	Have contributed to a project before the session in any field - have a few basics about the project organization (a collective creation, usually managed by a leader, has one or many deliverable(s))
Course Description	<p>This course aims to provide students with the core knowledge of project management in the international context. This interdisciplinary course analyzes the different management areas of strategy, business development, organization, finance, and leadership integrated into project management. The course combines the knowledge available in project management with the PMI Body of Knowledge (PMBOK®). The focus will be on 1) understanding the international context for the project in general, and the growing impact of the project on global economy and management processes (the projectification of the economy, of society); 2) The roles and responsibilities in a project, programme and portfolios (3P) ; 3) the application of project management tools: scope management (work breakdown structure), time management (critical path method,...), stakeholder management, risk management, cost management, communication management, with an openness to agile practices. The course also introduces the potential impact of AI on increasing project schedules resilience. Case studies will be used to support the theoretical constructs and strengthen learning.</p>
Course Open to Exchange	Paris /Fall;#Raleigh /Fall;#Suzhou /Fall
Semester	fall
Campus	Paris, Raleigh, Stellenbosch-Le Cap, Suzhou
Evaluation	
Final Examination (%)	60
Continuous Assessment (%)	40

Academic reference	<p>1. Kerzner, H. 2013. Project Management: A Systems Approach to Planning, Scheduling, and Controlling, 11th Ed. John Wiley & Sons Inc. (available in the library in e-book format)</p> <p>2. Turner, R. 2009 THE HANDBOOK OF PROJECT-BASED MANAGEMENT</p> <p>3. Project Management Institute. 2017. A Guide to the Project Management Body of Knowledge (PMBOK® Guide) Sixth Edition</p> <p>4. Gardiner, P. D. 2005. Project Management: A Strategic Planning Approach, Palgrave Macmillan.</p> <p>5. Serrador and Turner, 2015; The Relationship Between Project Success and Project Efficiency; Project Management Journal</p> <p>dor and Turner, 2015; https://youtu.be/CKcSzH1SvCk https://youtu.be/KfUcXVCjhqM</p>
Websites	www.pmi.org

INTERNATIONALIZATION OF THE FIRM

Course Code	MSC.IBNM2.STCOR.0028
ECTS Credits	3
Course Leader	LINDER Christian
Synchronous	0
Discipline	Stratégie, Innovation & Entrepreneuriat
Program	International Business - Raleigh
Prerequisites	none
Course Description	The course will teach students through academic lectures and tutorials the practice of the process of internationalization of firms, from the decision to internationalize to the organizational structuring of internationalization.
Course Open to Exchange	Paris /Fall;#Raleigh /Fall;#Suzhou /Fall
Semester	fall
Campus	Belo Horizonte, Paris, Raleigh, Stellenbosch-Le Cap, Suzhou
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	<p>Lectures obligatoires / Required readings :</p> <p>Mike Peng and Klaus Meyer (2019) International Business (3rd edition), Cengage. ISBN: 978-1-4737-5843-8.</p> <p>Lectures Recommandées / Recommended readings :</p> <p>-Individual articles (posted)</p>
Websites	

RESEARCH METHOD

Course Code	MSC.IBUM2.STELE.0058
ECTS Credits	3
Course Leader	FERRARA Laurent
Synchronous	20
Discipline	Business Analytics, Data Science & AI
Program	International Business - Raleigh
Prerequisites	n/a
Course Description	<p>This course provides a comprehensive introduction to research proposal writing. It is designed to help students to identify a study topic, critically analyze published research, formulate inquiry questions, organize a literature review, and select appropriate (quantitative or qualitative) data collection method. By the end of the course, students will complete a proposal that includes an introduction, problem statement, literature review, methods section and references. This course will also develop students awareness of the ethical principles of research. After a successful completion of this course, students will convert this proposal into a full research that will include the following sections: findings, discussion, conclusions, and references.</p> <p>THIS ELECTIVE IS MANDATORY FOR THOSE PURSUING A MSc DEGREE.</p>
Course Open to Exchange	Paris /Fall;#Raleigh /Fall;#Suzhou /Fall
Semester	fall
Campus	Belo Horizonte, Paris, Raleigh, Stellenbosch-Le Cap, Suzhou
Evaluation	
Final Examination (%)	0
Continuous Assessment (%)	100
Academic reference	
Websites	

BALANCED SCORECARD FOR STRATEGY EXECUTION

Course Code	MSC.IBUM2.STELE.0059
ECTS Credits	3
Course Leader	DESOKY Mohamed
Synchronous	20
Discipline	Autre
Program	International Business - Raleigh
Prerequisites	NA
Course Description	<p>Most business strategies fail, not because they are poor strategies, but because they are poorly executed! In order to achieve their missions and visions, todays leaders must translate their organizational strategy into a comprehensive set of operational targets and goals. They must develop a scorecard to accurately measure and monitor progress and align the entire organization in pursuit of the strategic objectives.</p> <p>The Balanced Scorecard has become the dominant management approach</p>

	<p>for strategy execution worldwide as business and government organizations have recognized the power of the Balanced Scorecard (BSC) to deliver higher performance and outstanding results. It has been estimated that over 50% of companies in the Europe and the US claim to use some form of balanced scorecard (Bain & Co.). The BSC adds strategic non-financial performance measures to traditional financial metrics to give managers and executives a more 'balanced' view to proactively drive organizational performance. It transforms an organizations strategic plan from a passive document into the "marching orders" for the organization on a daily basis. The BSC and the Strategy Map provide frameworks that develop and communicate key performance measurements (KPIs) enabling management and employees to identify and do what should be done and measured. It enables executives to engage the organization to truly execute the strategy.</p> <p>In this course, you will have the opportunity to work with companies like Uber, H&M, and TripAdvisor to deepen your understanding on how to effectively execute strategy, measure performance and manage change within the organization, with the Balanced Scorecard and Strategy Map through lectures, exercises, case studies, simulations, and group discussions. This will be a highly interactive class.</p>
Course Open to Exchange	Raleigh /Fall
Semester	fall
Campus	Raleigh
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	
Websites	

FINANCIAL MARKETS AND INVESTMENTS RALEIGH

ASSET VALUATION & BEHAVIORAL FINANCE

Course Code	MSC.FMIM2.FICOR.0124
ECTS Credits	3
Course Leader	DESHKOVSKI Alexander
Synchronous	20
Discipline	Autre
Program	Financial Markets and Investments Raleigh
Prerequisites	No prerequisite.
Course Description	This course will introduce the student to "traditional" methods of valuation and stress the role of the "rationality" of investors (and define what this means) as a foundational assumption of the CAPM and APT. We will then examine the ways that investors deviate from this ideal, exploring (the

	Nobel Prize winning) topics in behavioral finance that were advanced by Tversky, Kahneman, and Thaler. We will discuss (and demonstrate with in-class experiments) how tendencies such as "anchoring" and "recency bias" color investors' thinking. We will incorporate all 3 readings on behavioral finance from the CFA Level III, Volume 2, Behavioral Finance, Individual Investors, and Institutional Investors.
Course Open to Exchange	Raleigh /Fall
Semester	fall
Campus	Raleigh
Evaluation	
Final Examination (%)	35
Continuous Assessment (%)	65
Academic reference	CFA Level III, Volume 2
Websites	

BLOOMBERG DATA ANALYSIS & BMC (PRESCHOOLING)

Course Code	MSC.FMIM2.FIPSC.0002
ECTS Credits	0
Course Leader	DESHKOVSKI Alexander
Synchronous	0
Discipline	Autre
Program	Financial Markets and Investments Raleigh
Prerequisites	FMI standing
Course Description	ONLINE course teaches the methodology of accessing, using and working with Bloomberg terminal
Course Open to Exchange	Raleigh /Fall
Semester	fall
Campus	Raleigh
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	Bloomberg Terminal / website

CORPORATE FINANCE II

Course Code	MSC.FMIM2.FICOR.0131
ECTS Credits	2

Course Leader	DESHKOVSKI Alexander
Synchronous	13
Discipline	Autre
Program	Financial Markets and Investments Raleigh
Prerequisites	N/A
Course Description	<p>Intermediate Corporate Finance. The course will cover time value of money, investments, raising capital (equity, debt), instruments (stocks, bonds), capital budgeting, and capital structure. Readings from CFA Program Level II, Volume 3: Corporate Finance" will include:</p> <p>Capital Budgeting (Reading #21 by Stowe)</p> <p>Capital Structure (Reading #22 by Aggarwal)</p> <p>Dividends and Share Repurchases (Reading #23 by Noronha)</p> <p>Corporate Performance, Governance, and Business Ethics (Reading #24 by Hill & Jones and Reading #25 by McEnally & Kim) and Mergers & Acquisitions (Reading #26 by Chang & Moore)</p>
Course Open to Exchange	Raleigh /Fall
Semester	fall
Campus	Raleigh
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	
Websites	

CREDIT RISK MANAGEMENT

Course Code	MSC.FMIM2.FICOR.0149
ECTS Credits	3
Course Leader	DESHKOVSKI Alexander
Synchronous	20
Discipline	Autre
Program	Financial Markets and Investments Raleigh
Prerequisites	<p>- Calculus</p> <p>- Basic statistics</p>
Course Description	<p>The objective of the course is to provide an introduction as well as an in-depth understanding of issues in credit risk, its modelling and analysis of credit related instruments such as default-prone debt underlying credit derivatives.</p> <p>The objective is also to provide an understanding of how and why these products played such a critical role in the ongoing crisis. As with any derivatives model, the idea is to learn it well so that one knows when not to use it! Hence, the objective is to provide a balance between developing, on one hand, a sound conceptual framework and, on the other,</p>

	market understanding and insight, especially with respect to liquidity effects that are often so important in markets from a practitioners standpoint. We regard both as essential to the informed practitioner and academic.
Course Open to Exchange	Raleigh /Fall
Semester	fall
Campus	Raleigh
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Optional text but recommended: Hull, John. Risk Management and Financial Institutions. Vol. 733. John Wiley & Sons, 2012. ISBN: 978-1-118-95594-9 Optional Text Financial Markets and Institutions, by Frederic Mishkin and Stanley Eakens, Pearson Education,
Websites	

DERIVATIVE INSTRUMENTS I (PRESCHOOLING)

Course Code	MSC.FMIM2.FIPSC.0001
ECTS Credits	0
Course Leader	DESHKOVSKI Alexander
Synchronous	27
Discipline	Autre
Program	Financial Markets and Investments Raleigh
Prerequisites	FMI standing
Course Description	The course an introductory course in Derivatives. We will discuss the basics of the Derivatives and build a foundation for the more advanced course Derivatives later in the semester.
Course Open to Exchange	Raleigh /Fall
Semester	fall
Campus	Raleigh
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

DERIVATIVE INSTRUMENTS II

Course Code	MSC.FMIM2.FICOR.0035
ECTS Credits	3
Course Leader	DESHKOVSKI Alexander
Synchronous	20
Discipline	Autre
Program	Financial Markets and Investments Raleigh
Prerequisites	Basic understanding of financial markets, the time value of money, mathematics and statistics.
Course Description	<p>This course presents and analyzes derivatives, such as forwards, futures, swaps, and options. These instruments have become extremely popular investment tools over the past several decades, as they allow one to tailor the amount and kind of risk one takes, be it risk associated with changes in interest rates, exchange rates, stock prices, commodity prices, inflation, weather, etc. They are used by institutions as well as investors, sometimes to hedge (reduce) unwanted risks or even take on additional risk motivated by views regarding future market movements.</p> <p>This course is an introduction to derivative security markets. The goal of the course is to develop a core set of principles that will help us make sense of the diverse ways derivatives are used in practice by using mathematics and statistics for development, critique, evaluation and application of various financial models. These principles are developed through a series of real-world examples with an emphasis on simultaneously developing intuition and familiarity with a broad spectrum of markets and institutions. The valuation and use (e.g., hedging and speculation) of forwards, futures, swaps, and options will be a focal point of the course. Core concepts covered include valuation of forwards and futures, stochastic processes, binomial pricing of options, the Black-Scholes option pricing equation, delta-hedging, and swap pricing. We will use statistical analysis, numerical, computational and simulation methods, stochastic processes in finance. Please remember the Derivatives is highly Mathematical discipline and you should expect to spend most of your time on Financial Mathematics. At the end of the course, we expect the student to be able to understand the concept of derivatives and know how to use the instruments as a part of their practical work.</p>
Course Open to Exchange	Raleigh /Fall
Semester	fall
Campus	Raleigh
Evaluation	
Final Examination (%)	35
Continuous Assessment (%)	65
Academic reference	<p>Options, Futures, and other Derivatives, by John C. Hull, Pearson, latest edition, for example ISBN: 978-0-134-47208-9</p> <p>Risk Management and Financial Institutions, by John C. Hull, Wiley, latest edition, for example ISBN 978-1-118-95594-9</p>
Websites	<p>Students are required to obtain the Investment Foundations certificate (CFA Institute Investment Foundations® Program).</p> <p>The course is free of charge. Students are expected to register for it, take and pass the exam by October 31st. Please take a note that the CFA requires 30</p>

	days after registration to take the certificate test. Students should register at: https://www.cfainstitute.org/en/programs/investment-foundations
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FINANCIAL REPORTING AND ANALYSIS I

Course Code	MSC.FMIM2.FICOR.0173
ECTS Credits	3
Course Leader	DESHKOVSKI Alexander
Synchronous	20
Discipline	Autre
Program	Financial Markets and Investments Raleigh
Prerequisites	Not applicable
Course Description	This course contains topics on what the financial statements convey about the condition and performance of a business firm as well as how the numbers have been derived. This course helps users of financial statement to: (1) understand the complexity of the accounting rules that underlie the preparation and presentation of financial statements; (2) understand the volume of information and accounting rules contained in financial statements; (3) analyse financial statements by calculating and interpreting financial ratios, examining trends over time, comparing a firms condition and performance with its competitors, and assessing the future potential of the firm based on its historical record. By the end of this course students will be able to provide insights into a firms strengths and weaknesses.
Course Open to Exchange	Raleigh /Fall
Semester	fall
Campus	Raleigh
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	
Websites	

FIXED INCOME INVESTMENT I

Course Code	MSC.FMIM2.FICOR.0043
ECTS Credits	3
Course Leader	DESHKOVSKI Alexander
Synchronous	20
Discipline	Autre
Program	Financial Markets and Investments Raleigh
Prerequisites	- Time value of money - Basic calculus

Course Description	<p>The course covers the valuation of a wide variety of fixed income securities including government and corporate bonds, pure discount and coupon bonds, yields and yield curves, bond valuation, valuation models (including binomial trees), etc.</p> <p>The course is designed for CFA II students. It will follow the CFA curriculum very closely.</p> <p>The candidate should be able to estimate the risks and expected returns for fixed-income instruments, analyze the term structure of interest rates and yield spreads, and evaluate fixed-income instruments with embedded options and unique features.</p> <p>The "Fixed Income Investments I" course aims to help student to prepare for CFA Level II examination. The course will cover The Term Structure and Interest Rate Dynamics, The Arbitrage-Free valuation Framework, Valuation and Analysis, Bonds with Embedded Options.</p>
Course Open to Exchange	Raleigh /Fall
Semester	fall
Campus	Raleigh
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

FUNDAMENTALS OF FINANCE

Course Code	MSC.FMIM2.FIPSC.0005
ECTS Credits	0
Course Leader	DESHKOVSKI Alexander
Synchronous	20
Discipline	Finance
Program	Financial Markets and Investments Raleigh
Prerequisites	None
Course Description	<p>The course introduces students to basic financial management topics including the time value of money, and its application to securities valuation, portfolio creation/asset allocation, etc. Students will be computing financial values and characteristics. Mathematically and computationally intense class.</p>
Course Open to Exchange	Raleigh /Fall
Semester	fall
Campus	Raleigh
Evaluation	
Final Examination (%)	50

Continuous Assessment (%)	50
Academic reference	
Websites	

MATHEMATICAL FINANCE: STATISTICS AND ECONOMETRICS

Course Code	MSC.FMIM2.FICOR.0172
ECTS Credits	2
Course Leader	DESHKOVSKI Alexander
Synchronous	13
Discipline	Autre
Program	Financial Markets and Investments Raleigh
Prerequisites	FMI standing
Course Description	Mathematical Finance: Statistics and Econometrics is the intersection of statistical techniques and empirical finance, providing a set of tools that are useful for modeling financial data and testing beliefs about how markets work and prices are formed. Conversely, new techniques in analyzing financial data can lead to empirical facts inconsistent with existing theories, begging for new models or investment strategies. The aim of the course is to train students in financial econometrics using Python. Students will acquire knowledge of applied statistical tools that will enable them to do original empirical research in finance. The course will help student carry out complex technical projects in their future jobs in the financial industry.
Course Open to Exchange	Raleigh /Fall
Semester	fall
Campus	Raleigh
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	
Websites	

CAREER MANAGEMENT 1

Course Code	MSC.FMIM2.FINAP.0002
ECTS Credits	1
Course Leader	DESHKOVSKI Alexander
Synchronous	7
Discipline	Autre
Program	Financial Markets and Investments Raleigh
Prerequisites	None

Course Description	TBD
Course Open to Exchange	Raleigh /Fall
Semester	fall
Campus	Raleigh
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

FINANCE AND TECHNICAL QUESTIONS ON JOB INTERVIEWS

Course Code	MSC.FMIM2.FIELE.0195
ECTS Credits	2
Course Leader	DESHKOVSKI Alexander
Synchronous	13
Discipline	Autre
Program	Financial Markets and Investments Raleigh
Prerequisites	None
Course Description	During the course we will discuss general strategies of answering technical questions on Finance job interviews. We will talk about Mathematics, Statistics, Finance and Computational questions. We will practice and do several mock-interviews.
Course Open to Exchange	Raleigh /Fall
Semester	fall
Campus	Raleigh
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	
Websites	

FINANCIAL MODELING WITH BLOOMBERG

Course Code	MSC.FMIM2.FIELE.0205
ECTS Credits	2
Course Leader	DESHKOVSKI Alexander
Synchronous	13

Discipline	Finance
Program	Financial Markets and Investments Raleigh
Prerequisites	Earned BMC certificate
Course Description	This course will initially help students understand the nature and availability of financial data provided by Bloomberg API (i.e., real-time data, historical data, and bulk data). Then, it will teach students on how to utilize such data for financial reporting, security evaluation, and quantitative modeling in MS Excel. Supplementally, this course will also help students better utilize MS Excel formulas as these are necessary for one's data organization and outcome display. Lastly, the course will briefly touch on designing and coloring to maximize the visualization effect
Course Open to Exchange	Raleigh /Fall
Semester	fall
Campus	Raleigh
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

INTRODUCTION TO DATA SCIENCE FOR FINANCE

Course Code	MSC.FMIM2.ISELE.0001
ECTS Credits	1
Course Leader	DESHKOVSKI Alexander
Synchronous	7
Discipline	Finance
Program	Financial Markets and Investments Raleigh
Prerequisites	First-year courses that cover the fundamentals of mathematics and statistics applied to business.
Course Description	<p>This introductory data science course is ideal for graduate business majors interested in utilizing data to improve their decision-making and communication skills. The course aims to equip students with a fresh perspective on data to use it productively to solve business problems and generate value.</p> <p>Students will appreciate the untapped potential of data in business through this course's hands-on, practical approach, which demystifies data science and equips them to become more discerning information users. This course will teach you the fundamentals of data-driven decision-making, from framing questions to analyzing data and evaluating results.</p>
Course Open to Exchange	Raleigh /Fall
Semester	fall
Campus	Raleigh
Evaluation	

Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	1.Data Analysis for Business, Economics, and Policy. Gábor Békés, Gábor Kézdi. Cambridge University Press. 2. Applied Statistics and Multivariate Data Analysis for Business and Economics. Publisher: Springer Nature Switzerland AG (2019-07-19) 3. Analysis of Financial Data by Gary Koop 4. Introduction to Linear Regression Analysis Hardcover April 9 2012 5. Data Analysis and Regression: A Second Course in Statistics by Frederick Mosteller and John W Tukey 6. Regression Analysis. Rudolf Freund, William Wilson, Ping Sa
Websites	Tool: Orange - Getting started: https://orangedatamining.com/getting-started/ - Youtube tutorials: https://www.youtube.com/channel/UCIKKWBe2SCAEyv7ZNGhle4g

PYTHON FOUNDATIONS FOR FINANCE I

Course Code	MSC.FMIM2.FIELE.0147
ECTS Credits	3
Course Leader	DESHKOVSKI Alexander
Synchronous	20
Discipline	Autre
Program	Financial Markets and Investments Raleigh
Prerequisites	N/A
Course Description	This course is an introduction to computation in Finance. We will learn basic operations in a computing language named PYTHON: input, mathematical operations, functions, simple statistical analysis, graphing, and output. Everybody should have access to / install Python (free software available for download at https://www.python.org/downloads)
Course Open to Exchange	Raleigh /Fall
Semester	fall
Campus	Raleigh
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	
Websites	https://www.python.org https://www.python.org/downloads

QUANTITATIVE METHODS APPLIED TO FINANCE

Course Code	MSC.FMIM2.FICOR.0172
ECTS Credits	0
Course Leader	DESHKOVSKI Alexander
Synchronous	13
Discipline	Autre
Program	Financial Markets and Investments Raleigh
Prerequisites	FMI standing Pre-schooling course
Course Description	This course on financial econometrics covers the application of mathematical statistics and probability theory to the field of finance, providing a set of tools that are useful for modeling financial data and testing beliefs about how markets work and interest rates are formed. The aim of the course is to train students in financial econometrics using statistical analysis. Students will acquire knowledge of applied statistical tools, computation and simulation methods that will enable them to do original empirical research in finance related to investments and securities. In particular, the course will cover estimation of linear and non-linear models using different numerical methods techniques such as Ordinary Least Squares (OLS) and Maximum Likelihood (ML). We will study cross-sectional, time series, and panel data (including fixed and random effects) models. We will discuss common econometric issues such as heteroscedasticity and serial correlation - how to detect them and to implement existing fixes. The course will teach students to carry out complex technical projects in their future jobs in finance and financial management services.
Course Open to Exchange	Raleigh /Fall
Semester	fall
Campus	Raleigh
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

TOPICS IN FINANCE

Course Code	MSC.FMIM2.FIELE.0196
ECTS Credits	2
Course Leader	DESHKOVSKI Alexander
Synchronous	13
Discipline	Autre
Program	Financial Markets and Investments Raleigh
Prerequisites	none
Course Description	Different topics in Finance will be discussed at a discretion of a professor.

Course Open to Exchange	Raleigh /Fall;#Raleigh /Spring
Semester	fall, spring
Campus	Raleigh
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	
Websites	

VBA FOUNDATIONS FOR FINANCE I

Course Code	MSC.FMIM2.FICOR.0154
ECTS Credits	3
Course Leader	DESHKOVSKI Alexander
Synchronous	20
Discipline	Autre
Program	Financial Markets and Investments Raleigh
Prerequisites	NONE
Course Description	This course is designed to increase your daily productivity by learning VBA (Visual Basic for Applications). Create custom functions and automate repetitive tasks. Learn how to write code to develop new macros and update existing macros to improve their functionality. Master the VBA programming language to accelerate your workflow and reduce your daily workload by several hours.
Course Open to Exchange	Raleigh /Fall
Semester	fall
Campus	Raleigh
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	