



**Course Catalogue**  
**Master Programmes**  
**Incoming Exchange Students**  
**Suzhou Campus (China)**  
**Fall 2023**

Dear Exchange IN Students,

Welcome to SKEMA Business School!

Here are a few key instructions on how to consult properly the **Suzhou 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) Courses within the catalogue are subject to slight changes.
- 4) There is a maximum number of seats available per specialization program.

<b>M1 ABM SUZHOU .....</b>	<b>5</b>
AI FOR MANAGEMENT .....	5
CAREER MANAGEMENT (FALL).....	6
CHINA TODAY AND TOMORROW (FIRST TIME IN HISTORY) .....	6
CORPORATE FINANCE.....	7
GLOBAL ECONOMIC ISSUES : CORPORATE ECONOMICS IN A VUCA WORLD .....	8
MANAGING HUMAN RESOURCES .....	8
MARKETING STUDIES .....	9
STRATEGY .....	10
CHINA / FRANCE INTERCULTURE.....	11
EXCEL FALL.....	11
<b>INTERNATIONAL BUSINESS.....</b>	<b>12</b>
AI FOR INTERNATIONAL BUSINESS.....	12
CAREER MANAGEMENT 1 .....	13
CHINESE - ADVANCED.....	13
CHINESE - BEGINNER 1 .....	14
CHINESE - BEGINNER 2 .....	15
CHINESE - ELEMENTARY .....	15
CHINESE - INTERMEDIATE .....	16
CHINESE - POST BEGINNER 1.....	16
CHINESE - POST BEGINNER 2.....	17
GLOBAL SUPPLY CHAIN MANAGEMENT.....	17
IMPORTING AND EXPORTING IN A GLOBAL MARKET .....	18
INTERNATIONAL ENTREPRENEURSHIP .....	19
INTERNATIONAL PROJECT MANAGEMENT .....	19
INTERNATIONALIZATION OF THE FIRM .....	21
CULTURAL ASPECTS OF BUSINESS.....	21
GEOPOLITICS OF WORLD BUSINESS .....	22
MARKETING TO CHINESE CUSTOMERS .....	22
RESEARCH METHOD .....	24
<b>INTERNATIONAL MARKETING AND BUSINESS DEVELOPMENT SUZHOU.....</b>	<b>24</b>
CAREER MANAGEMENT 1 .....	24
CHINESE - ADVANCED.....	25
CHINESE - BEGINNER 1 .....	26
CHINESE - BEGINNER 2 .....	26
CHINESE - ELEMENTARY .....	27
CHINESE - INTERMEDIATE .....	27
CHINESE - POST BEGINNER 1.....	28
CHINESE - POST BEGINNER 2.....	28
DIGITAL MARKETING IN CHINA .....	29
INTERNATIONAL BUSINESS DEVELOPMENT .....	30
MARKETING RESEARCH .....	31
NEW BUSINESS DEVELOPMENT: FROM IDEA TO MARKET .....	32
PRICING STRATEGIES FOR A DIGITAL WORLD .....	33
STRATEGIC BRAND MANAGEMENT .....	34
BUSINESS NEGOTIATION .....	35

MANAGING AN EXPORT PROJECT (ELECTIVE) .....	35
RESEARCH METHODS .....	36
<b>CORPORATE FINANCIAL MANAGEMENT .....</b>	<b>37</b>
APPLIED RESEARCH IN FINANCE .....	37
CAPITAL BUDGETING .....	38
CAPITAL STRUCTURE AND DIVIDEND POLICY .....	39
CAREER MANAGEMENT 1 .....	39
CHINESE - ADVANCED .....	40
CHINESE - BEGINNER 1 .....	41
CHINESE - BEGINNER 2 .....	41
CHINESE - ELEMENTARY .....	42
CHINESE - INTERMEDIATE .....	42
CHINESE - POST BEGINNER 1 .....	43
CHINESE - POST BEGINNER 2 .....	43
CORPORATE TREASURY MANAGEMENT .....	44
CORPORATE VALUATION METHODS .....	44
FINANCIAL MODELING I SUZHOU .....	45
FINANCIAL REPORTING AND ANALYSIS .....	46
MONEY, BANKING AND INTERNATIONAL FINANCE .....	47
OPERATIONAL RISKS MANAGEMENT .....	49
POWER BI AND AI .....	50
PROGRAMMING WITH PYTHON I .....	51
VBA I .....	52

## M1 ABM SUZHOU

### 2TONNES

<b>Course Code</b>	PGE.FINM1.OTCOR.0017
<b>ECTS Credits</b>	2
<b>Course Leader</b>	BOISSIN Denis
<b>Synchronous</b>	0
<b>Discipline</b>	Autre
<b>Program</b>	M1 ABM Suzhou
<b>Prerequisites</b>	Climate collage
<b>Course Description</b>	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.
<b>Course Open to Exchange</b>	Belo /Fall;#Lille /Fall;#Paris /Fall;#Raleigh /Fall;#Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Autre / Other, Belo Horizonte, Lille, Paris, Sophia
<b>Evaluation</b>	
Final Examination (%)	0
Continuous Assessment (%)	100
<b>Academic reference</b>	
<b>Websites</b>	<a href="https://www.2tonnes.org/">https://www.2tonnes.org/</a>

### AI FOR MANAGEMENT

<b>Course Code</b>	PGE.FINM1.ISCOR.0712
<b>ECTS Credits</b>	2
<b>Course Leader</b>	ANDRE Paul
<b>Synchronous</b>	15
<b>Discipline</b>	Management des Opérations
<b>Program</b>	M1 ABM Suzhou
<b>Prerequisites</b>	None
<b>Course Description</b>	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.
<b>Course Open to Exchange</b>	Belo /Fall;#Lille /Fall;#Paris /Fall;#Raleigh /Fall;#Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Autre / Other, Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
<b>Evaluation</b>	

Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	
<b>Websites</b>	

#### CAREER MANAGEMENT (FALL)

<b>Course Code</b>	PGE.FINM1.CRCOR.1003
<b>ECTS Credits</b>	1
<b>Course Leader</b>	ANDRE Nathalie
<b>Synchronous</b>	9
<b>Discipline</b>	Autre
<b>Program</b>	M1 ABM Suzhou
<b>Prerequisites</b>	No
<b>Course Description</b>	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
<b>Course Open to Exchange</b>	Belo /Fall;#Lille /Fall;#Paris /Fall;#Raleigh /Fall;#Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Autre / Other, Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
<b>Evaluation</b>	
Final Examination (%)	50
Continuous Assessment (%)	50
<b>Academic reference</b>	
<b>Websites</b>	

#### CHINA TODAY AND TOMORROW (FIRST TIME IN HISTORY)

<b>Course Code</b>	PGE.FINM1.OTCOR.0018
<b>ECTS Credits</b>	2
<b>Course Leader</b>	ANDRE Paul
<b>Synchronous</b>	18
<b>Discipline</b>	Autre
<b>Program</b>	M1 ABM Suzhou
<b>Prerequisites</b>	
<b>Course Description</b>	

<b>Course Open to Exchange</b>	Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Suzhou
<b>Evaluation</b>	
Final Examination (%)	100
Continuous Assessment (%)	0
<b>Academic reference</b>	
<b>Websites</b>	

## CORPORATE FINANCE

<b>Course Code</b>	PGE.FINM1.FICOR.0503
<b>ECTS Credits</b>	4
<b>Course Leader</b>	GROSLAMBERT Bertrand
<b>Synchronous</b>	30
<b>Discipline</b>	Finance
<b>Program</b>	M1 ABM Suzhou
<b>Prerequisites</b>	None
<b>Course Description</b>	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.
<b>Course Open to Exchange</b>	Belo /Fall;#Lille /Fall;#Paris /Fall;#Raleigh /Fall;#Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Autre / Other, Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
<b>Evaluation</b>	
Final Examination (%)	60
Continuous Assessment (%)	40
<b>Academic reference</b>	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 <a href="http://mediatheque.skema.edu/index.php?id=408">http://mediatheque.skema.edu/index.php?id=408</a>

<b>Websites</b>	<a href="http://skema.lms.crossknowledge.com/data/modules/crossknowledge/interfaces/index.php">Http://skema.lms.crossknowledge.com/data/modules/crossknowledge/interfaces/index.php</a> <a href="http://www.vernimmen.com/">http://www.vernimmen.com/</a> <a href="http://mediatheque.skema.edu/index.php?id=408">http://mediatheque.skema.edu/index.php?id=408</a> <a href="http://knowledge.skema.edu/">http://knowledge.skema.edu/</a>
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#### GLOBAL ECONOMIC ISSUES : CORPORATE ECONOMICS IN A VUCA WORLD

<b>Course Code</b>	PGE.FINM1.ECCOR.0904
<b>ECTS Credits</b>	2
<b>Course Leader</b>	COMBE Emmanuel
<b>Synchronous</b>	15
<b>Discipline</b>	Economie
<b>Program</b>	M1 ABM Suzhou
<b>Prerequisites</b>	-Grands enjeux économiques (L3) ou - RAN economics
<b>Course Description</b>	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.
<b>Course Open to Exchange</b>	Belo /Fall;#Lille /Fall;#Paris /Fall;#Raleigh /Fall;#Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Autre / Other, Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	
<b>Websites</b>	

#### MANAGING HUMAN RESOURCES

<b>Course Code</b>	PGE.FINM1.HRCOR.0343
<b>ECTS Credits</b>	3
<b>Course Leader</b>	BACHA Eliane
<b>Synchronous</b>	15
<b>Discipline</b>	Autre
<b>Program</b>	M1 ABM Suzhou
<b>Prerequisites</b>	No prerequisites



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

## MARKETING STUDIES

<b>Course Code</b>	PGE.FINM1.MKCOR.0411
<b>ECTS Credits</b>	3
<b>Course Leader</b>	ANDRE Paul
<b>Synchronous</b>	18
<b>Discipline</b>	Marketing
<b>Program</b>	M1 ABM Suzhou
<b>Prerequisites</b>	Marketing principles Quantitative methods
<b>Course Description</b>	This course aims at a qualitative and quantitative analysis of existing and emerging markets
<b>Course Open to Exchange</b>	Belo /Fall;#Lille /Fall;#Paris /Fall;#Raleigh /Fall;#Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Stellenbosch-Le Cap, Suzhou
<b>Evaluation</b>	
Final Examination (%)	60
Continuous Assessment (%)	40
<b>Academic reference</b>	- Kotler et al. (2015) Principles of Marketing. Pearson. - Kotler, Ph., Keller, K., Brady M., Goodman, M., & Hansen, T. (2019) Marketing Management, Pearson
<b>Websites</b>	

## STRATEGY

<b>Course Code</b>	PGE.FINM1.STCOR.0841
<b>ECTS Credits</b>	5
<b>Course Leader</b>	CIRILLO Bruno
<b>Synchronous</b>	27
<b>Discipline</b>	Stratégie, Innovation & Entrepreneuriat
<b>Program</b>	M1 ABM Suzhou
<b>Prerequisites</b>	Industrial organization; Organizational design; Microeconomics
<b>Course Description</b>	<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. 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>
<b>Course Open to Exchange</b>	Belo /Fall;#Lille /Fall;#Paris /Fall;#Raleigh /Fall;#Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Autre / Other, Belo Horizonte, Lille, Paris, Raleigh, Sophia, Stellenbosch-Le Cap, Suzhou
<b>Evaluation</b>	
Final Examination (%)	30
Continuous Assessment (%)	70
<b>Academic reference</b>	<p>Rothaermel FT. 2023. Strategic Management, 6th Edition. McGraw-Hill.</p> <p>Thompson et al. 2021. Crafting &amp; Executing Strategy: Concepts &amp; Cases, 23rd Edition. McGraw-Hill.</p> <p>The SmartBooks and case studies are available on the McGraw-Hill CONNECT learning platform.</p>
<b>Websites</b>	<a href="https://connect.mheducation.com">https://connect.mheducation.com</a>

## CHINA / FRANCE INTERCULTURE

<b>Course Code</b>	PGE.FINM1.LGELE.2227
<b>ECTS Credits</b>	2
<b>Course Leader</b>	ANDRE Paul
<b>Synchronous</b>	12
<b>Discipline</b>	Autre
<b>Program</b>	M1 ABM Suzhou
<b>Prerequisites</b>	-
<b>Course Description</b>	-
<b>Course Open to Exchange</b>	Suzhou /Fall;#Suzhou /Spring
<b>Semester</b>	fall, spring
<b>Campus</b>	Suzhou
<b>Evaluation</b>	
Final Examination (%)	100
Continuous Assessment (%)	0
<b>Academic reference</b>	
<b>Websites</b>	

## EXCEL FALL

<b>Course Code</b>	PGE.FINM1.ISELE.0720
<b>ECTS Credits</b>	2
<b>Course Leader</b>	ANDRE Paul
<b>Synchronous</b>	0
<b>Discipline</b>	Autre
<b>Program</b>	M1 ABM Suzhou
<b>Prerequisites</b>	none
<b>Course Description</b>	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.
<b>Course Open to Exchange</b>	Belo /Fall;#Lille /Fall;#Raleigh /Fall;#Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Autre / Other, Belo Horizonte, Lille, Paris, Raleigh, Sophia, Stellenbosch-Le Cap, Suzhou
<b>Evaluation</b>	
Final Examination (%)	40

Continuous Assessment (%)	60
<b>Academic reference</b>	
<b>Websites</b>	

## INTERNATIONAL BUSINESS

### AI FOR INTERNATIONAL BUSINESS

<b>Course Code</b>	MSC.IBRM2.STCOR.0034
<b>ECTS Credits</b>	<b>3</b>
<b>Course Leader</b>	EZZEROUALI Amine
<b>Synchronous</b>	18
<b>Discipline</b>	Business Analytics, Data Science & AI
<b>Program</b>	International Business
<b>Prerequisites</b>	None
<b>Course Description</b>	<p>Artificial Intelligence, or AI, is a very trendy word and a subject of multiple interpretations, some of which may converge or diverge. There is one fact however that is common for all actors- researchers, politicians, and practitioners alike: AI is transforming our societies, our businesses, our lives. This transformative impact is at the core of this course.</p> <p>Indeed, the purpose of the course is to help future International Business professionals deal with AI and use it as a tool to help improve the performance of their teams and their organizations.</p> <p>From a theoretical perspective, we will start by breaking down the meaning behind AI terminology (Machine Learning, Data Science, Neural Networks, etc.). We will then explore how International Trade and Global Businesses react to and deal with AI development and spread.</p> <p>From a practical perspective, we will be exploring and testing one of the most used zero/low code platforms for AI: the Microsoft PowerApps Platform. The core philosophy of the course being the "Citizen Developer" approach to AI.</p>
<b>Course Open to Exchange</b>	Paris /Fall;#Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Belo Horizonte, Paris, Raleigh, Stellenbosch-Le Cap, Suzhou
<b>Evaluation</b>	
Final Examination (%)	50
Continuous Assessment (%)	50
<b>Academic reference</b>	<p>Stuart, R., &amp; Peter, N. (2016). Artificial intelligence-a modern approach 3rd ed.</p> <p>Akerkar, R. (2018). Artificial intelligence for business. Springer.</p> <p>Yao, M., Zhou, A., &amp; Jia, M. (2018). Applied artificial intelligence: A handbook for business leaders. Topbots Inc..</p>

<b>Websites</b>	<a href="https://skemagloballab.io/">https://skemagloballab.io/</a> <a href="https://sloanreview.mit.edu/tag/artificial-intelligence/">https://sloanreview.mit.edu/tag/artificial-intelligence/</a> <a href="https://www.csail.mit.edu/">https://www.csail.mit.edu/</a> <a href="http://news.mit.edu/topic/artificial-intelligence2">http://news.mit.edu/topic/artificial-intelligence2</a>
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## CAREER MANAGEMENT 1

<b>Course Code</b>	MSC.TRCM2.OTCOR.0037
<b>ECTS Credits</b>	0,5
<b>Course Leader</b>	BIANCHI Stéphanie
<b>Synchronous</b>	6
<b>Discipline</b>	Stratégie, Innovation & Entrepreneuriat
<b>Program</b>	International Business
<b>Prerequisites</b>	No
<b>Course Description</b>	<p>This course is managed by the Career Center. In order to validate this course, students have to:</p> <p>1 MANDATORY : Attend two workshops (1h30 each) on specific themes (1st workshop : the visibility of my profile according to my specialization &amp; 2nd workshop : How to pass the selection tests during recruitment ?) + EVALUATION</p> <p>2 NOT MANDATORY : Attend Career Events during the semester (date to be determined) organized by the career center of your campus</p> <p>MAIN CONTACTS FOR YOUR PROGRAM:</p> <p>LILLE: Audrey BEAUGRAND &amp; Feryel HOUSSEIN</p> <p>PARIS: Laura SINDONINO, Sophie Ripoche &amp; Janice M'BENGO (for International students)</p> <p>SOPHIA: Sylvie MARTINAUD, Anne DUFLOS (for International students)</p> <p>SUZHOU : April YANG</p> <p>RALEIGH : Laura SCLAFANI</p> <p>BELO HORIZONTE : Geneviève POULINGUE</p>
<b>Course Open to Exchange</b>	Belo /Fall;#Sophia /Fall;#Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Lille
<b>Evaluation</b>	
Final Examination (%)	100
Continuous Assessment (%)	0
<b>Academic reference</b>	<p>Lectures obligatoires / Required readings :</p> <p>Lectures Recommandées / Recommended readings :</p>
<b>Websites</b>	under the YEP go and click on: Career Center -> Jobteaser -> SKEMA TOOLS

## CHINESE - ADVANCED

<b>Course Code</b>	MSC.TRCM2.OTCOR.0035
<b>ECTS Credits</b>	0,5

<b>Course Leader</b>	DURANTON Hélène
<b>Synchronous</b>	30
<b>Discipline</b>	Langues
<b>Program</b>	International Business
<b>Prerequisites</b>	Having attended intermediate level 2/ Pre-advanced in Suzhou campus. Or having attended the intermediate level (210 hours) at other campus.
<b>Course Description</b>	This course is an Advanced level course of Mandarin Chinese designed for students who want to keep learning after Intermediate level 3/ Pre-Advanced level.
<b>Course Open to Exchange</b>	Suzhou /Fall;#Suzhou /Spring
<b>Semester</b>	fall, spring
<b>Campus</b>	Suzhou
<b>Evaluation</b>	
Final Examination (%)	30
Continuous Assessment (%)	70
<b>Academic reference</b>	Ji Jin, Winning in China Business Chinese (Intermediate). Jiang Liping, HSK4 or HSK5, will be combined with business Chinese.
<b>Websites</b>	

#### CHINESE - BEGINNER 1

<b>Course Code</b>	MSC.TRCM2.LGCOR.0105
<b>ECTS Credits</b>	0,5
<b>Course Leader</b>	DURANTON Hélène
<b>Synchronous</b>	30
<b>Discipline</b>	Langues
<b>Program</b>	International Business
<b>Prerequisites</b>	No
<b>Course Description</b>	This course is a beginning level course of Mandarin Chinese designed for students without any Chinese Language background.
<b>Course Open to Exchange</b>	Suzhou /Fall;#Suzhou /Spring
<b>Semester</b>	fall, spring
<b>Campus</b>	Suzhou
<b>Evaluation</b>	
Final Examination (%)	30
Continuous Assessment (%)	70
<b>Academic reference</b>	Jiang Liping, HSK Standard Course (Book 1).
<b>Websites</b>	

## CHINESE - BEGINNER 2

<b>Course Code</b>	MSC.TRCM2.LGCOR.0106
<b>ECTS Credits</b>	0,5
<b>Course Leader</b>	DURANTON Hélène
<b>Synchronous</b>	30
<b>Discipline</b>	Langues
<b>Program</b>	International Business
<b>Prerequisites</b>	About 30h Chinese learning experience
<b>Course Description</b>	This course is an beginner level course of Mandarin Chinese designed for students wanting to keep learning after beginner level 1. And new students coming from other campus who have studied Chinese for 30 hours.
<b>Course Open to Exchange</b>	Suzhou /Fall;#Suzhou /Spring
<b>Semester</b>	fall, spring
<b>Campus</b>	Suzhou
<b>Evaluation</b>	
Final Examination (%)	30
Continuous Assessment (%)	70
<b>Academic reference</b>	Jiang Liping, HSK Standard Course (Book 1)
<b>Websites</b>	

## CHINESE - ELEMENTARY

<b>Course Code</b>	MSC.TRCM2.OTCOR.0033
<b>ECTS Credits</b>	0,5
<b>Course Leader</b>	DURANTON Hélène
<b>Synchronous</b>	30
<b>Discipline</b>	Langues
<b>Program</b>	International Business
<b>Prerequisites</b>	Students who have studied Chinese for 120 hours.
<b>Course Description</b>	This course is an elementary level course of Mandarin Chinese designed for students want to keep learning after post-beginner2.
<b>Course Open to Exchange</b>	Suzhou /Fall;#Suzhou /Spring
<b>Semester</b>	fall, spring
<b>Campus</b>	Suzhou
<b>Evaluation</b>	
Final Examination (%)	30
Continuous Assessment (%)	70
<b>Academic reference</b>	Jiang Liping, HSK Standard Course (Book 3).
<b>Websites</b>	

## CHINESE - INTERMEDIATE

<b>Course Code</b>	MSC.TRCM2.OTCOR.0034
<b>ECTS Credits</b>	0,5
<b>Course Leader</b>	DURANTON Hélène
<b>Synchronous</b>	30
<b>Discipline</b>	Langues
<b>Program</b>	International Business
<b>Prerequisites</b>	Having attended beginner Pre Intermediate in Suzhou campus. Or having attended the Elementary level (180 hours) at other campus.
<b>Course Description</b>	This course is an intermediate level course of Mandarin Chinese designed for students who want to keep learning after Pre Intermediate.
<b>Course Open to Exchange</b>	Suzhou /Fall;#Suzhou /Spring
<b>Semester</b>	fall, spring
<b>Campus</b>	Suzhou
<b>Evaluation</b>	
Final Examination (%)	30
Continuous Assessment (%)	70
<b>Academic reference</b>	Jiang Liping, HSK Standard Course (Book 3). The books will be bought by students, and Soochow University recommended for the students to use.
<b>Websites</b>	

## CHINESE - POST BEGINNER 1

<b>Course Code</b>	MSC.TRCM2.LGCOR.0107
<b>ECTS Credits</b>	0,5
<b>Course Leader</b>	DURANTON Hélène
<b>Synchronous</b>	30
<b>Discipline</b>	Langues
<b>Program</b>	International Business
<b>Prerequisites</b>	About 60h Chinese learning experience.
<b>Course Description</b>	This course is a post beginner1 level course of Mandarin Chinese designed for students wanting to keep learning after Beginner 2. And new students coming from other campus who has studied Chinese for 60 hours.
<b>Course Open to Exchange</b>	Suzhou /Fall;#Suzhou /Spring
<b>Semester</b>	fall, spring
<b>Campus</b>	Suzhou
<b>Evaluation</b>	
Final Examination (%)	30
Continuous Assessment (%)	70
<b>Academic reference</b>	Jiang Liping, HSK Standard Course (Book 2).



<b>Websites</b>	
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## CHINESE - POST BEGINNER 2

<b>Course Code</b>	MSC.TRCM2.LGCOR.0108
<b>ECTS Credits</b>	0,5
<b>Course Leader</b>	DURANTON Hélène
<b>Synchronous</b>	30
<b>Discipline</b>	Langues
<b>Program</b>	International Business
<b>Prerequisites</b>	About 90h Chinese learning experience.
<b>Course Description</b>	This course is a PB2 level course of Mandarin Chinese designed for students wanting to keep learning after PB1 level. And new students coming from other campus who has studied Chinese for 90 hours.
<b>Course Open to Exchange</b>	Suzhou /Fall;#Suzhou /Spring
<b>Semester</b>	fall, spring
<b>Campus</b>	Suzhou
<b>Evaluation</b>	
Final Examination (%)	30
Continuous Assessment (%)	70
<b>Academic reference</b>	Jiang Liping, HSK Standard Course (Book 2).
<b>Websites</b>	

## GLOBAL SUPPLY CHAIN MANAGEMENT

<b>Course Code</b>	MSC.IBSM2.PMCOR.0007
<b>ECTS Credits</b>	4
<b>Course Leader</b>	DESBORDES Rodolphe
<b>Synchronous</b>	24
<b>Discipline</b>	Management des Opérations
<b>Program</b>	International Business
<b>Prerequisites</b>	n/a
<b>Course Description</b>	Key objective of the course is to introduce students into the business challenges and solutions of supply chain management in a global environment. Students should learn to identify and analyze specific basic and global supply chain management problems and relate it to theories, methods, and adaptable solutions. For the application and discussion of solutions they should acquire knowledge on concepts, structures, tools and processes, which are necessary for the management of global supply chains as well as on their application context of global supply chain management issues. Finally, the students should learn to demonstrate the use of Total Cost Mind and SCM terminology that is central to this course.

<b>Course Open to Exchange</b>	Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Belo Horizonte, Suzhou
<b>Evaluation</b>	
Final Examination (%)	60
Continuous Assessment (%)	40
<b>Academic reference</b>	A variety of white papers, articles, blogs, websites, news stories, etc. will be added to required readings.
<b>Websites</b>	

#### IMPORTING AND EXPORTING IN A GLOBAL MARKET

<b>Course Code</b>	MSC.IBUM2.STCOR.0061
<b>ECTS Credits</b>	5
<b>Course Leader</b>	COSTE-MANIERE Ivan
<b>Synchronous</b>	24
<b>Discipline</b>	Finance
<b>Program</b>	International Business
<b>Prerequisites</b>	None
<b>Course Description</b>	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.
<b>Course Open to Exchange</b>	Paris /Fall;#Raleigh /Fall;#Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Belo Horizonte, Paris, Raleigh, Suzhou
<b>Evaluation</b>	
Final Examination (%)	50
Continuous Assessment (%)	50
<b>Academic reference</b>	<ul style="list-style-type: none"> <li>- Albaum, G. and E. Duerr (2016), International Marketing and Export Marketing, Printice Hall FT, 7th Edition.</li> <li>- Weiss, Kenneth D. (2010), "Building an Import/Export Business", 4th Edition.</li> <li>- ICC Chamber of Commerce (2010), "Incoterms 2010".</li> <li>- Selected case studies to be provided before the begining of the course.</li> </ul>
<b>Websites</b>	

## INTERNATIONAL ENTREPRENEURSHIP

<b>Course Code</b>	MSC.IBUM2.STCOR.0062
<b>ECTS Credits</b>	<b>3</b>
<b>Course Leader</b>	DESBORDES Rodolphe
<b>Synchronous</b>	18
<b>Discipline</b>	Stratégie, Innovation & Entrepreneuriat
<b>Program</b>	International Business
<b>Prerequisites</b>	Basic knowledge, or personal interest in entrepreneurial project and / or experiences and / or practices on entrepreneurship, acquired through internship or learned courses.
<b>Course Description</b>	International Entrepreneurship (IE) is a course targeted towards students who plan to become involved with entrepreneurial ventures across the world either right after graduation, or at some future point in their careers. The course is meant to help students evaluate and analyze international opportunities, particularly in emerging and innovative countries like China.
<b>Course Open to Exchange</b>	Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Suzhou
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	<p>Recommended Books:</p> <ul style="list-style-type: none"> <li>- Doing Business with China - Fourth Edition (by Jonathan Reuvid and Li Yong)</li> <li>- Entrepreneurship, starting, developing, and managing a new enterprise Third Edition (by Hisrich, Peter)</li> <li>- Emerging Paradigms in International Entrepreneurship (Marian V Jones, Pavlos Dimitratos)</li> <li>- Born Global Firms, A new International Enterprise (Gary Knight)</li> </ul> <p>Recommended Journals:</p> <ul style="list-style-type: none"> <li>- Entrepreneurship Theory and Practice Journal (ETP)</li> <li>- Entrepreneurship and Regional Development Journal (ERD)</li> <li>- Journal of Small Business management (JSBM)</li> </ul>
<b>Websites</b>	

## INTERNATIONAL PROJECT MANAGEMENT

<b>Course Code</b>	MSC.IBNM2.PMCOR.0005
<b>ECTS Credits</b>	<b>5</b>
<b>Course Leader</b>	ELTIGANI Adil
<b>Synchronous</b>	30
<b>Discipline</b>	Management des Opérations
<b>Program</b>	International Business
<b>Prerequisites</b>	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))

<b>Course Description</b>	<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>
<b>Course Open to Exchange</b>	Paris /Fall;#Raleigh /Fall;#Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Paris, Raleigh, Stellenbosch-Le Cap, Suzhou
<b>Evaluation</b>	
Final Examination (%)	60
Continuous Assessment (%)	40
<b>Academic reference</b>	<p>1. Kerzner, H. 2013. Project Management: A Systems Approach to Planning, Scheduling, and Controlling, 11th Ed. John Wiley &amp; 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;  <a href="https://youtu.be/CKcSzH1SvCk">https://youtu.be/CKcSzH1SvCk</a>  <a href="https://youtu.be/KfUcXVCjhqM">https://youtu.be/KfUcXVCjhqM</a></p>
<b>Websites</b>	<a href="http://www.pmi.org">www.pmi.org</a>

## INTERNATIONALIZATION OF THE FIRM

<b>Course Code</b>	MSC.IBNM2.STCOR.0028
<b>ECTS Credits</b>	4
<b>Course Leader</b>	LINDER Christian
<b>Synchronous</b>	27
<b>Discipline</b>	Stratégie, Innovation & Entrepreneuriat
<b>Program</b>	International Business
<b>Prerequisites</b>	none
<b>Course Description</b>	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.
<b>Course Open to Exchange</b>	Paris /Fall;#Raleigh /Fall;#Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Belo Horizonte, Paris, Raleigh, Stellenbosch-Le Cap, Suzhou
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	Lectures obligatoires / Required readings : Mike Peng and Klaus Meyer (2019) International Business (3rd edition), Cengage. ISBN: 978-1-4737-5843-8. Lectures Recommandées / Recommended readings : -Individual articles (posted)
<b>Websites</b>	

## CULTURAL ASPECTS OF BUSINESS

<b>Course Code</b>	MSC.IBSM2.STCOR.0046
<b>ECTS Credits</b>	2
<b>Course Leader</b>	DESBORDES Rodolphe
<b>Synchronous</b>	18
<b>Discipline</b>	Management & Organisation
<b>Program</b>	International Business
<b>Prerequisites</b>	knowledge of basic functions
<b>Course Description</b>	Cross-cultural communication is a critical challenge for businesses that operate internationally. The course provides a fundamental understanding of how culture affects business behavior, as well as practical tips and tools for enhancing cultural sensitivity and communication efficiency in international organizations, specifically for those operating in China.
<b>Course Open to Exchange</b>	Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Suzhou
<b>Evaluation</b>	

Final Examination (%)	70
Continuous Assessment (%)	30
<b>Academic reference</b>	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings : Page Scott E. (2007), The Difference: How the Power of Diversity Creates Better Groups, Firms, Schools, and Societies, Princeton University Press. Trompenaars, F (1993) Riding the Waves of Culture: Understanding cultural diversity in business, Economist Books, London
<b>Websites</b>	

#### GEOPOLITICS OF WORLD BUSINESS

<b>Course Code</b>	MSC.IBRM2.STELE.0056
<b>ECTS Credits</b>	2
<b>Course Leader</b>	COSTE-MANIERE Ivan
<b>Synchronous</b>	18
<b>Discipline</b>	Economie
<b>Program</b>	International Business
<b>Prerequisites</b>	n/a
<b>Course Description</b>	This course is designed to prepare students to understand how geography and politics intersect with and influence international business and multinational firms. Upon successful completion of the course, students should possess an awareness of important geopolitical facts and should be able to demonstrate the analytical and strategic thinking skills that reflect an understanding of how these facts interact with and affect international business competition. In particular, the course will examine how geographic location, natural resource endowments, historical relationships, and national and institutional political factors influence global companies.
<b>Course Open to Exchange</b>	Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Suzhou
<b>Evaluation</b>	
Final Examination (%)	50
Continuous Assessment (%)	50
<b>Academic reference</b>	
<b>Websites</b>	

#### MARKETING TO CHINESE CUSTOMERS

<b>Course Code</b>	MSC.IBUM2.MLELE.0031
<b>ECTS Credits</b>	2

<b>Course Leader</b>	DESBORDES Rodolphe
<b>Synchronous</b>	18
<b>Discipline</b>	Marketing
<b>Program</b>	International Business
<b>Prerequisites</b>	none
<b>Course Description</b>	<p>Today's business world is often presented as globalised and uniform - at the expense of a deep understanding of local markets. In many respects, the Asian and Chinese market are unique in today's global economy. Underestimating this uniqueness is a key reason why businesses fail in Asia / China.</p> <p>This course is designed for students to appreciate the specifics of doing business in Asia / China and open doors for success. The course will cover key topics (see below) with a balance between describing market situations and offering relevant keys for businesses to succeed. The course material will largely draw from market facts and observations and real cases of companies.</p> <p>The focus is clearly Chinese market / consumers, although regional cases and situations will be discussed.</p>
<b>Course Open to Exchange</b>	Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Suzhou
<b>Evaluation</b>	
Final Examination (%)	50
Continuous Assessment (%)	50
<b>Academic reference</b>	<ol style="list-style-type: none"> <li>1. Lisa Peñaloza, Nil Toulouse , Luca Massimiliano Visconti, Marketing Management: A Cultural Perspective, ISBN: 0415606837</li> <li>2. O. C. Ferrell, Michael Hartline, Marketing Strategy, ISBN: 1285084799</li> <li>3. Philip Kotler Kevin Lane Keller Marketing Management, Global Edition ISBN: 1119341205</li> <li>4. Michael G. Solomon, Consumer Behavior: Buying, Having, and Being, Global Edition, Pearson Education Limited; 12th edition, 21st March 2017, ISBN: 1292153105</li> <li>5. Michael B. Griffiths, Consumers and Individuals in China: Standing Out, Fitting In, ISBN-13: 978-0415535724, ISBN-10: 0415535727</li> <li>6. Philip Kotler Hermawan Kartajaya, Iwan Setiawan, Marketing 4.0: Moving from Traditional to Digital, ISBN: 1119341205</li> <li>7. Brian Solis , Travis Wright , Chris J. Snook, Digital Sense: The Common Sense Approach to Effectively Blending Social Business Strategy, Marketing Technology, and Customer Experience (2016) 2016, ISBN: 1119291704</li> <li>8. Laura Ries, Visual Hammer: positioning in the Visual Era, China Machine Press K, ISBN: 7111404556, 9787111404552</li> <li>9. Andrew Macarthy, 500 Social Media Marketing Tips: Essential Advice, Hints and Strategy for Business: Facebook, Twitter, Pinterest, Google+, Youtube, Instagram, LinkedIn, and More! Createspace Independent Publishing Platform (2013), ISBN: 1482014092</li> <li>10. Theodore Levitt, HBR's 10 Must Reads on Strategic Marketing (with featured article "Marketing Myopia," Harvard Business Review, Clayton M.</li> </ol>

	Christensen, Theodore Levitt, Philip Kotler, Fred Reichheld, (2013), ISBN: 1422189880
<b>Websites</b>	none

## RESEARCH METHOD

<b>Course Code</b>	MSC.IBUM2.STELE.0058
<b>ECTS Credits</b>	3
<b>Course Leader</b>	FERRARA Laurent
<b>Synchronous</b>	18
<b>Discipline</b>	Business Analytics, Data Science & AI
<b>Program</b>	International Business
<b>Prerequisites</b>	n/a
<b>Course Description</b>	<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>
<b>Course Open to Exchange</b>	Paris /Fall;#Raleigh /Fall;#Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Belo Horizonte, Paris, Raleigh, Stellenbosch-Le Cap, Suzhou
<b>Evaluation</b>	
Final Examination (%)	0
Continuous Assessment (%)	100
<b>Academic reference</b>	
<b>Websites</b>	

## INTERNATIONAL MARKETING AND BUSINESS DEVELOPMENT SUZHOU

### CAREER MANAGEMENT 1

<b>Course Code</b>	MSC.TRCM2.OTCOR.0037
<b>ECTS Credits</b>	0,5
<b>Course Leader</b>	BIANCHI Stéphanie
<b>Synchronous</b>	6



<b>Discipline</b>	Stratégie, Innovation & Entrepreneuriat
<b>Program</b>	International Marketing and Business Development Suzhou
<b>Prerequisites</b>	No
<b>Course Description</b>	<p>This course is managed by the Career Center. In order to validate this course, students have to:</p> <p>1 MANDATORY : Attend two workshops (1h30 each) on specific themes (1st workshop : the visibility of my profile according to my specialization &amp; 2nd workshop : How to pass the selection tests during recruitment ?) + EVALUATION</p> <p>2 NOT MANDATORY : Attend Career Events during the semester (date to be determined) organized by the career center of your campus</p> <p>MAIN CONTACTS FOR YOUR PROGRAM:</p> <p>LILLE: Audrey BEAUGRAND &amp; Feryel HOUSSEIN</p> <p>PARIS: Laura SINDONINO, Sophie Ripoche &amp; Janice M'BENGO (for International students)</p> <p>SOPHIA: Sylvie MARTINAUD, Anne DUFLOS (for International students)</p> <p>SUZHOU : April YANG</p> <p>RALEIGH : Laura SCLAFANI</p> <p>BELO HORIZONTE : Geneviève POULINGUE</p>
<b>Course Open to Exchange</b>	Belo /Fall;#Sophia /Fall;#Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Lille
<b>Evaluation</b>	
Final Examination (%)	100
Continuous Assessment (%)	0
<b>Academic reference</b>	<p>Lectures obligatoires / Required readings :</p> <p>Lectures Recommandées / Recommended readings :</p>
<b>Websites</b>	under the YEP go and click on: Career Center -> Jobteaser -> SKEMA TOOLS

#### CHINESE - ADVANCED

<b>Course Code</b>	MSC.TRCM2.OTCOR.0035
<b>ECTS Credits</b>	0,5
<b>Course Leader</b>	DURANTON Hélène
<b>Synchronous</b>	30
<b>Discipline</b>	Langues
<b>Program</b>	International Marketing and Business Development Suzhou
<b>Prerequisites</b>	Having attended intermediate level 2/ Pre-advanced in Suzhou campus. Or having attended the intermediate level (210 hours) at other campus.
<b>Course Description</b>	This course is an Advanced level course of Mandarin Chinese designed for students who want to keep learning after Intermediate level 3/ Pre-Advanced level.
<b>Course Open to Exchange</b>	Suzhou /Fall;#Suzhou /Spring
<b>Semester</b>	fall, spring
<b>Campus</b>	Suzhou

<b>Evaluation</b>	
Final Examination (%)	30
Continuous Assessment (%)	70
<b>Academic reference</b>	Ji Jin, Winning in China Business Chinese (Intermediate). Jiang Liping, HSK4 or HSK5, will be combined with business Chinese.
<b>Websites</b>	

#### CHINESE - BEGINNER 1

<b>Course Code</b>	MSC.TRCM2.LGCOR.0105
<b>ECTS Credits</b>	0,5
<b>Course Leader</b>	DURANTON Hélène
<b>Synchronous</b>	0
<b>Discipline</b>	Langues
<b>Program</b>	International Marketing and Business Development Suzhou
<b>Prerequisites</b>	No
<b>Course Description</b>	This course is a beginning level course of Mandarin Chinese designed for students without any Chinese Language background.
<b>Course Open to Exchange</b>	Suzhou /Fall;#Suzhou /Spring
<b>Semester</b>	fall, spring
<b>Campus</b>	Suzhou
<b>Evaluation</b>	
Final Examination (%)	30
Continuous Assessment (%)	70
<b>Academic reference</b>	Jiang Liping, HSK Standard Course (Book 1).
<b>Websites</b>	

#### CHINESE - BEGINNER 2

<b>Course Code</b>	MSC.TRCM2.LGCOR.0106
<b>ECTS Credits</b>	0,5
<b>Course Leader</b>	DURANTON Hélène
<b>Synchronous</b>	0
<b>Discipline</b>	Langues
<b>Program</b>	International Marketing and Business Development Suzhou
<b>Prerequisites</b>	About 30h Chinese learning experience
<b>Course Description</b>	This course is an beginner level course of Mandarin Chinese designed for students wanting to keep learning after beginner level 1. And new students coming from other campus who have studied Chinese for 30 hours.
<b>Course Open to Exchange</b>	Suzhou /Fall;#Suzhou /Spring

<b>Semester</b>	fall, spring
<b>Campus</b>	Suzhou
<b>Evaluation</b>	
Final Examination (%)	30
Continuous Assessment (%)	70
<b>Academic reference</b>	Jiang Liping, HSK Standard Course (Book 1)
<b>Websites</b>	

#### CHINESE - ELEMENTARY

<b>Course Code</b>	MSC.TRCM2.OTCOR.0033
<b>ECTS Credits</b>	0,5
<b>Course Leader</b>	DURANTON Hélène
<b>Synchronous</b>	30
<b>Discipline</b>	Langues
<b>Program</b>	International Marketing and Business Development Suzhou
<b>Prerequisites</b>	Students who have studied Chinese for 120 hours.
<b>Course Description</b>	This course is an elementary level course of Mandarin Chinese designed for students want to keep learning after post-beginner2.
<b>Course Open to Exchange</b>	Suzhou /Fall;#Suzhou /Spring
<b>Semester</b>	fall, spring
<b>Campus</b>	Suzhou
<b>Evaluation</b>	
Final Examination (%)	30
Continuous Assessment (%)	70
<b>Academic reference</b>	Jiang Liping, HSK Standard Course (Book 3).
<b>Websites</b>	

#### CHINESE - INTERMEDIATE

<b>Course Code</b>	MSC.TRCM2.OTCOR.0034
<b>ECTS Credits</b>	0,5
<b>Course Leader</b>	DURANTON Hélène
<b>Synchronous</b>	30
<b>Discipline</b>	Langues
<b>Program</b>	International Marketing and Business Development Suzhou
<b>Prerequisites</b>	Having attended beginner Pre Intermediate in Suzhou campus. Or having attended the Elementary level (180 hours) at other campus.
<b>Course Description</b>	This course is an intermediate level course of Mandarin Chinese designed for students who want to keep learning after Pre Intermediate.

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

#### CHINESE - POST BEGINNER 1

<b>Course Code</b>	MSC.TRCM2.LGCOR.0107
<b>ECTS Credits</b>	0,5
<b>Course Leader</b>	DURANTON Hélène
<b>Synchronous</b>	0
<b>Discipline</b>	Langues
<b>Program</b>	International Marketing and Business Development Suzhou
<b>Prerequisites</b>	About 60h Chinese learning experience.
<b>Course Description</b>	This course is a post beginner1 level course of Mandarin Chinese designed for students wanting to keep learning after Beginner 2. And new students coming from other campus who has studied Chinese for 60 hours.
<b>Course Open to Exchange</b>	Suzhou /Fall;#Suzhou /Spring
<b>Semester</b>	fall, spring
<b>Campus</b>	Suzhou
<b>Evaluation</b>	
Final Examination (%)	30
Continuous Assessment (%)	70
<b>Academic reference</b>	Jiang Liping, HSK Standard Course (Book 2).
<b>Websites</b>	

#### CHINESE - POST BEGINNER 2

<b>Course Code</b>	MSC.TRCM2.LGCOR.0108
<b>ECTS Credits</b>	0,5
<b>Course Leader</b>	DURANTON Hélène
<b>Synchronous</b>	0
<b>Discipline</b>	Langues
<b>Program</b>	International Marketing and Business Development Suzhou
<b>Prerequisites</b>	About 90h Chinese learning experience.

<b>Course Description</b>	This course is a PB2 level course of Mandarin Chinese designed for students wanting to keep learning after PB1 level. And new students coming from other campus who has studied Chinese for 90 hours.
<b>Course Open to Exchange</b>	Suzhou /Fall;#Suzhou /Spring
<b>Semester</b>	fall, spring
<b>Campus</b>	Suzhou
<b>Evaluation</b>	
Final Examination (%)	30
Continuous Assessment (%)	70
<b>Academic reference</b>	Jiang Liping, HSK Standard Course (Book 2).
<b>Websites</b>	

#### DIGITAL MARKETING IN CHINA

<b>Course Code</b>	MSC.IMBM2.MKCOR.0081
<b>ECTS Credits</b>	<b>3</b>
<b>Course Leader</b>	SPIER Peter
<b>Synchronous</b>	18
<b>Discipline</b>	Marketing
<b>Program</b>	International Marketing and Business Development Suzhou
<b>Prerequisites</b>	-
<b>Course Description</b>	<p>Digital marketing is a relatively new field everywhere, but in most countries has gained strength due to the presence of companies with far-ranging international use such as Google, Facebook, Youtube, and Twitter. These four, among others, have set standards for digital marketing and its capabilities around the world. As a result, digital marketing has grown up as a business based on their hegemony.</p> <p>In China, however, these four players are not available to marketers. Instead, local search engines and social media, such as Baidu, WeChat, Youku/Tudou, and Weibo. The Chinese digital landscape includes hundreds of sites, with a great emphasis on e-commerce.</p> <p>This class will highlight major trends in digital marketing in China, differences and similarities with Western markets, and examine case studies of effective use of digital in China.</p> <p>The three key objectives of this 18-hour course are: 1) to provide students with a global awareness of the digital landscape in China, 2) to understand their functions in marketing and their impact, and 3) to be able to conceive rudimentary digital marketing strategies for use in China.</p>
<b>Course Open to Exchange</b>	Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Suzhou
<b>Evaluation</b>	
Final Examination (%)	60

Continuous Assessment (%)	40
<b>Academic reference</b>	<p>Readings have been selected to provide additional information on particular concepts and topics.</p> <p>Digital in Asia</p> <p>Thomas Crampton: SOCIAL MEDIA, CHINESE LOVE TO ENGAGE</p> <p>Guide to Baidu SEO &amp; Content Marketing: Increase Your Brand Visibility in ChinaBy Owain Lloyd-Williams</p> <p>The Most Important WeChat Features for Digital Marketers Targeting Chinese Consumers By Jeff Bullas</p> <p>Renren Asset Sale by Tom Braithwaite (Financial Times)</p> <p>The 6 Major Disruptions to Chinese Digital Marketing in 2017 by Lauren Hallanan, JingDaily</p> <p>The Ultimate Beginners Guide to WeChat for Business, DragonSocial</p> <p>Additional prescribed articles and readings will be presented in class</p>
<b>Websites</b>	

#### INTERNATIONAL BUSINESS DEVELOPMENT

<b>Course Code</b>	MSC.IMBM2.MKCOR.0077
<b>ECTS Credits</b>	<b>4</b>
<b>Course Leader</b>	MADUREIRA, Luis-EXT
<b>Synchronous</b>	24
<b>Discipline</b>	Stratégie, Innovation & Entrepreneuriat
<b>Program</b>	International Marketing and Business Development Suzhou
<b>Prerequisites</b>	No prerequisites needed. Overall understanding of Marketing and Management will help students excel in the course.
<b>Course Description</b>	<p>The course is organized as a sequence of lectures and case studies providing students with their first approach to internationalization. The course has four pillars. First, to challenge the paradigm of competition by emphasizing the need for cooperation in international settings. The second pillar is understanding the modes of internationalization; the different paths undertaken by companies that want to expand their businesses beyond the national frontier. The third element is an overview of how the organizational structure of a company must be adapted for handling international business. The last element is how to deal with local sensibilities and the importance of culture in the process of internationalization. This course will look closely at these four aspects of internationalization through concrete examples and case studies with a wide range of companies, sectors, and countries.</p>
<b>Course Open to Exchange</b>	Belo /Fall;#Lille /Fall;#Sophia /Fall;#Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
<b>Evaluation</b>	
Final Examination (%)	40

Continuous Assessment (%)	60
<b>Academic reference</b>	<p>List of some references:</p> <p>1. Introduction to IBD and Ecosystems Collinson, S., Narula, R., &amp; Rugman, A. M. (2016). International business. Pearson. (Chapter 1) Brandenburger, A.M. and Nalebuff, B.J., 2002. Use game theory to shape strategy. Strategy: critical perspectives on business and management, 4, p.260. Jacobides, M.G., Cennamo, C. and Gawer, A., 2018. Towards a theory of ecosystems. Strategic Management Journal. Moore, J.F., 1993. Predators and prey: a new ecology of competition. Harvard business review, 71(3), pp.75-86. Teece, D.J., 2007. Explicating dynamic capabilities: the nature and microfoundations of (sustainable) enterprise performance. Strategic management journal, 28(13), pp.1319-1350.</p> <p>2. Internationalization modes Collinson, S., Narula, R., &amp; Rugman, A. M. (2016). International business. Pearson. (Chapter 2) Ghemawat, P., 2001. Distance still matters. Harvard business review, 79(8), pp.137-147.</p> <p>3. Internationalization &amp; Culture: Collinson, S., Narula, R., &amp; Rugman, A. M. (2016). International business. Pearson. (Chapter 5)</p>
<b>Websites</b>	The links will be available on K2 (SKEMA's knowledge platform)

## MARKETING RESEARCH

<b>Course Code</b>	MSC.IMBM2.MKCOR.0057
<b>ECTS Credits</b>	<b>4</b>
<b>Course Leader</b>	SOSCIA Isabella
<b>Synchronous</b>	24
<b>Discipline</b>	Marketing
<b>Program</b>	International Marketing and Business Development Suzhou
<b>Prerequisites</b>	<b>Basic Marketing Course</b>
<b>Course Description</b>	<p>The purpose of marketing research is to provide information for making better business decisions relevant for both international companies and small business (i.e. start up). In this course you will be introduced to different stages of the marketing research process. We will focus on qualitative and quantitative aspects of marketing research as it relates to business problems such as market segmentation, positioning, the definition of the communication mix, etc.</p> <p>To get straight to the point, the goals of the course are to:</p> <p>1) Understand the concepts and techniques required to conduct marketing research</p> <p>2) Apply this knowledge in real-world marketing research problems.</p>
<b>Course Open to Exchange</b>	Belo /Fall;#Lille /Fall;#Sophia /Fall;#Suzhou /Fall

<b>Semester</b>	fall
<b>Campus</b>	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
<b>Evaluation</b>	
Final Examination (%)	50
Continuous Assessment (%)	50
<b>Academic reference</b>	Textbooks and References: Malhotra(2007). Marketing research: An applied orientation. Pearson Education Australia. Ryan, G. W., & Bernard, H. R. (2003). Techniques to identify themes. Field methods, 15(1), 85-109.
<b>Websites</b>	

#### NEW BUSINESS DEVELOPMENT: FROM IDEA TO MARKET

<b>Course Code</b>	MSC.IMBM2.MKCOR.0055
<b>ECTS Credits</b>	<b>4</b>
<b>Course Leader</b>	LIMA Marcos
<b>Synchronous</b>	24
<b>Discipline</b>	Stratégie, Innovation & Entrepreneuriat
<b>Program</b>	International Marketing and Business Development Suzhou
<b>Prerequisites</b>	<b>M1 Marketing</b>
<b>Course Description</b>	<p>This courses will apply business model strategy and design-thinking as complementary approaches to developing an idea and taking it to market. While moving through the different stages, it will address issues of creativity, ideation, prototyping, seeking proof of concept and pitching ideas to potential investors. It will also explore ideas, models and frameworks relevant to developing creative and innovative learning environments using Knowledge Management principles.</p> <p>This kind of approach may be familiar to some, but as final-year master students, the teams involved will be expected to raise their game and show mastery and understanding of the various stages. There are a range of methods and tools available that must become an integral part of each student's 'toolbox'. And for that, it is not enough to know they are there - skilful application is key.</p> <p>In practical terms, the course will develop the skills needed to generate innovative ideas, test them and then present them with conviction. It will also use real-world innovation tools in the process.</p> <p>These are precisely the skills needed to thrive in an innovation economy.</p>
<b>Course Open to Exchange</b>	Belo /Fall;#Lille /Fall;#Sophia /Fall;#Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
<b>Evaluation</b>	
Final Examination (%)	50
Continuous Assessment (%)	50



<b>Academic reference</b>	<p>Osterwalder, A. and Pigneur, Y. (2010) Business Model Generation.</p> <p>Knapp, J et al. (2016). SPRINT: How to generate ideas and solve problems in just five days by Google Ventures.</p> <p>Liedtka, Jeanne (2013) Solving Problems with Design Thinking : Ten Stories of What Works. Columbia University Press.</p> <p>MIT Sloan Management Review (2019) When Innovation Moves at Digital Speed : Strategies and Tactics to Provoke, Sustain, and Defend Innovation in Today's Unsettled Markets.</p>
<b>Websites</b>	

#### PRICING STRATEGIES FOR A DIGITAL WORLD

<b>Course Code</b>	MSC.IMBM2.MKCOR.0082
<b>ECTS Credits</b>	<b>3</b>
<b>Course Leader</b>	SPIER Peter
<b>Synchronous</b>	15
<b>Discipline</b>	Marketing
<b>Program</b>	International Marketing and Business Development Suzhou
<b>Prerequisites</b>	None
<b>Course Description</b>	<p>This course describes the numerous challenges for companies to determine prices due to the evolution of traditional products and content to the digital world, particularly in China, with examples of the fashion industry (with companies such as Cartier performing price optimization to better match the local Chinese customer) and e-commerce industry (with example of Alibaba enabling a more mature O2O customer experience).</p> <p>As the Internet and other digital mediums continue to expand at a blinding pace, many are asking the question How the price is determined in the digital world? where the tech-savvy customers are actively comparing prices in-store vs. online becoming at the same time price aware, price sensitive and price influencers.</p>
<b>Course Open to Exchange</b>	Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Suzhou
<b>Evaluation</b>	
Final Examination (%)	65
Continuous Assessment (%)	35
<b>Academic reference</b>	<p>The readings have been selected to provide additional information on particular concepts and topics.</p> <p>Textbooks and References</p> <p>Atsushi Aoki, Marketing Strategies for Pricing and Customer Value, Diamond, 1999;</p> <p>Hal R. Varian, The Industry Standard, 2000;</p> <p>Nagle, Hogan, Zale, The Strategy and Tactics of Pricing: A Guide to Growing More Profitably, Routledge, 2010;</p>

	<p>Fisher, Raman, The new science of retailing, Harvard Business Press, 2010</p> <p>Abhijit Mitra, Beyond CRM: Rethinking customer service in a connected, digital age, Harvard Business Review Analytic Services Report, 2017</p> <p>iResearchChina, 2018 China's New Retail Species Report,</p> <p>Deloitte Consulting GmbH, Digital CRM Report, June 2015;</p> <p>Harvard Business Review, Customer Relationship Automation Is the New CRM, <a href="https://hbr.org/2016/10/customer-relationship-automation-is-the-new-crm">https://hbr.org/2016/10/customer-relationship-automation-is-the-new-crm</a></p> <p>Infosys Limited, Digital and CRM: Evolution to Revolution, 2017;</p> <p>McKinsey&amp;Company, McKinsey Global Institute, Digital Globalization: the new era of global flows, March 2016;</p> <p>Harvard Business Review, A quick guide to value-based pricing, <a href="https://hbr.org/2016/08/a-quick-guide-to-value-based-pricing">https://hbr.org/2016/08/a-quick-guide-to-value-based-pricing</a></p> <p>iResearchChina, 2016 Chinas O2O Sector Report, <a href="http://www.iresearchchina.com/Upload/201607/20160713043023_0264.pdf">http://www.iresearchchina.com/Upload/201607/20160713043023_0264.pdf</a></p> <p>Harvard Business Review, Use pricing strategy to boost sales, <a href="https://hbr.org/2012/07/use-pricing-strategy-to-boost">https://hbr.org/2012/07/use-pricing-strategy-to-boost</a></p> <p>Neil Bendle, Xin Shane Wang, Xiaoqian Vivian Chen, The Alibaba Group and Online to Offline (O2O) Sales, Harvard Business Review, July 2015</p>
<b>Websites</b>	

## STRATEGIC BRAND MANAGEMENT

<b>Course Code</b>	MSC.IMBM2.MKCOR.0058
<b>ECTS Credits</b>	5
<b>Course Leader</b>	SPIER Peter
<b>Synchronous</b>	30
<b>Discipline</b>	Marketing
<b>Program</b>	International Marketing and Business Development Suzhou
<b>Prerequisites</b>	Intermediate marketing is essential Limits may apply to group sizes
<b>Course Description</b>	<p>Few would deny the importance of brands as valuable assets and a potential source of sustainable competitive advantage. Nestlé bought Rowntree (KitKat, After Eight) for almost three times its stock market value and 26 times its earnings. BMW bought the Mini not for the technology, but for the history and the associations. This value is created by the place occupied by the brands in the minds of customers: brand awareness, image, trust and reputation - all built up over many years - are the best guarantee of future cash flows. As one commentator puts it: products are created in the factory. Brands are created in the mind'. Brands provide a short cut for customers when making a purchasing decision, seeking to avoid risk and obtain value for money. Brands provide a relevant, exciting experience. Brands connote a certain life style, values or attitude. Brands can become objects of affection: Lovemarks, even. Buying a brand is an integral part of an individuals quest for identity and meaning.</p> <p>The course will balance theory and practical application, with considerable use of case studies and student project work.</p> <p>Students will learn how companies manage brand equity, clearly a major strategic issue. This course provides a comprehensive introduction to strategic brand management, covering such areas as the building of brand equity, brand identity, brand extension, brand portfolios etc. in national,</p>

	regional and global markets. It will also address issues such as brand personality, emotional branding, brand communities and purpose-driven branding.
<b>Course Open to Exchange</b>	Belo /Fall;#Lille /Fall;#Sophia /Fall;#Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
<b>Evaluation</b>	
Final Examination (%)	50
Continuous Assessment (%)	50
<b>Academic reference</b>	A full reading list will be provided on K2 learning platform along with a selection of reports, cases, and articles
<b>Websites</b>	The links will be available on K2 (SKEMA's knowledge platform)

#### BUSINESS NEGOTIATION

<b>Course Code</b>	MSC.IMBM2.MKELE.0187
<b>ECTS Credits</b>	<b>3</b>
<b>Course Leader</b>	SPIER Peter
<b>Synchronous</b>	18
<b>Discipline</b>	Management & Organisation
<b>Program</b>	International Marketing and Business Development Suzhou
<b>Prerequisites</b>	-
<b>Course Description</b>	The essence of the subject is to introduce students to the world of negotiation and explain its structure and detail. Whilst centred in business negotiation theory, the subject also draws on other areas such as ethics, conflict resolution and learning styles theory. There is a particular emphasis on negotiation in a Chinese environment.
<b>Course Open to Exchange</b>	Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Suzhou
<b>Evaluation</b>	
Final Examination (%)	30
Continuous Assessment (%)	70
<b>Academic reference</b>	
<b>Websites</b>	

#### MANAGING AN EXPORT PROJECT (ELECTIVE)

<b>Course Code</b>	MSC.IMBM2.MKELE.0078
<b>ECTS Credits</b>	<b>3</b>

<b>Course Leader</b>	FELIX Michel
<b>Synchronous</b>	18
<b>Discipline</b>	Management des Opérations
<b>Program</b>	International Marketing and Business Development Suzhou
<b>Prerequisites</b>	<b>M1 marketing</b>
<b>Course Description</b>	This course describes the numerous challenges for companies to manage the export. What is exporting? What are the different steps to success in it. The conduct of this course is linked to international trade, including Strategy & Management, Global Marketing, Trade Finance and Supply Chain. Specific focus with Harmonized Codes, terms of sales (INCOTERMS), financing arrangements, means of payment, shipping and insurance issues, market research, support services, legal and tax implications, and trade facilitation. The course will cover global trade functions with a worldwide scope.
<b>Course Open to Exchange</b>	Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Suzhou
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	Lectures obligatoires / Required readings : Students are expected to come to class having read as mandatory readings: - The entitled document Managing an Export project: Methodology of an export project Part One-- - The course book required by the module International Marketing of MSc International Business: Hollensen.S, (2011), Global Marketing, 5th edition, Pearson, Prentice Hall Lectures Recommandées / Recommended readings : NA
<b>Websites</b>	These sites will be proposed in the document Managing an Export Project: Methodology of an export Project

## RESEARCH METHODS

<b>Course Code</b>	MSC.IMBM2.MKELE.0143
<b>ECTS Credits</b>	<b>3</b>
<b>Course Leader</b>	LIMA Marcos
<b>Synchronous</b>	18
<b>Discipline</b>	Management & Organisation
<b>Program</b>	International Marketing and Business Development Suzhou
<b>Prerequisites</b>	<b>Market Research, or courses delivery research methodologies (i.e., qualitative vs. quantitative methods). These courses can take place simultaneously with the Research Writing and Critical Thinking.</b>
<b>Course Description</b>	1. Building connections between academic research and practical business activities by getting to know more about how we can use research to make better sense to business; 2. Helping you prepare your upcoming Master Thesis in terms of developing

	thesis topics and research questions, and better understand research methods; 3. Helping you master the essential skills useful for not only thesis writing, but also marketing consulting/research firms; 4. Helping you better understand marketing practices in a structured and logical way, and major areas of marketing research and/or marketing practices; 5. Helping you dramatically improve your skills in reading, writing, thinking, and public speech/presentation. 6. Helping you strategise your thesis design in order to use your thesis to better position yourself in the job market you are interested in
<b>Course Open to Exchange</b>	Lille /Fall;#Sophia /Fall;#Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Lille, Paris, Sophia, Suzhou
<b>Evaluation</b>	
Final Examination (%)	0
Continuous Assessment (%)	100
<b>Academic reference</b>	Saunders M., Lewis P., Thornhill A. (2016), "Research methods for business students", Pearson.
<b>Websites</b>	On research topics and questions: <a href="http://www.msi.org">www.msi.org</a> On writing a literature review: <a href="http://www.lib.ncsu.edu/tutorials/litreview/">http://www.lib.ncsu.edu/tutorials/litreview/</a> On citing your references: <a href="http://fr.slideshare.net/coma-hovadak/harvard-referencing-2011">http://fr.slideshare.net/coma-hovadak/harvard-referencing-2011</a> On quoting and paraphrasing: <a href="http://owl.english.purdue.edu/owl/resource/563/1/">http://owl.english.purdue.edu/owl/resource/563/1/</a> Paraphrasing guidelines : <a href="http://owl.english.purdue.edu/owl/resource/619/1/">http://owl.english.purdue.edu/owl/resource/619/1/</a> Paraphrasing exercise: <a href="http://owl.english.purdue.edu/owl/resource/619/02/">http://owl.english.purdue.edu/owl/resource/619/02/</a>

## CORPORATE FINANCIAL MANAGEMENT

### APPLIED RESEARCH IN FINANCE

<b>Course Code</b>	MSC.CFMM2.FIELE.0148
<b>ECTS Credits</b>	<b>3</b>
<b>Course Leader</b>	SAIDANE Dhafer
<b>Synchronous</b>	18
<b>Discipline</b>	Autre
<b>Program</b>	Corporate Financial Management
<b>Prerequisites</b>	Mandatory for the MSc candidates
<b>Course Description</b>	The aim of the course is to train students to benchmark existing discipline-based knowledge and develop strategies for keeping up to date with new techniques or issues in both an academic research and a practitioner environment.

<b>Course Open to Exchange</b>	Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Suzhou
<b>Evaluation</b>	
Final Examination (%)	60
Continuous Assessment (%)	40
<b>Academic reference</b>	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings : Biggam, J., 2008. Succeeding with Your Master's Dissertation : A step-by-step handbook, McGraw-Hill. Available online on La Fusée website in Cyberlibris / Scholarvox: <a href="http://ezp.skema.edu:2057/bookshelf/list/folderid/62679">http://ezp.skema.edu:2057/bookshelf/list/folderid/62679</a> Additional references will be provided by the instructor during the class.
<b>Websites</b>	

#### CAPITAL BUDGETING

<b>Course Code</b>	MSC.CFMM2.FICOR.0140
<b>ECTS Credits</b>	<b>3</b>
<b>Course Leader</b>	LAI Wan Ni
<b>Synchronous</b>	18
<b>Discipline</b>	Finance
<b>Program</b>	Corporate Financial Management
<b>Prerequisites</b>	<b>Master1</b> <b>Accounting prerequisites</b> <b>corporate finance prerequisites</b>
<b>Course Description</b>	The main objective of this course is to teach students how to make effective capital budgeting decisions as financial managers. Focusing on asset valuation, this course emphasis on the evaluation of cash flows that is fundamental to the capital budgeting decision. Starting with a general introduction to the framework of corporate finance, students will learn (i) methods to evaluate projects and investment rules, (ii) skills to analyze risk and return of various projects, and finally (iii) the different ways of raising capital in a corporation.
<b>Course Open to Exchange</b>	Belo /Fall;#Sophia /Fall;#Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Belo Horizonte, Paris, Sophia, Suzhou
<b>Evaluation</b>	
Final Examination (%)	60
Continuous Assessment (%)	40
<b>Academic reference</b>	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings :
<b>Websites</b>	

## CAPITAL STRUCTURE AND DIVIDEND POLICY

<b>Course Code</b>	MSC.CFMM2.FICOR.0141
<b>ECTS Credits</b>	2
<b>Course Leader</b>	RENUCCI Céline
<b>Synchronous</b>	18
<b>Discipline</b>	Finance
<b>Program</b>	Corporate Financial Management
<b>Prerequisites</b>	Basics on Financial Markets
<b>Course Description</b>	The main objective of this course is to teach students the fundamentals of capital structure in a company and how to make effective dividend policies as financial managers. Focusing on the nature of debt and equity, this course emphasis on the effects of financing the company through debt and equity. Starting with a general introduction to the framework of debt and equity valuation, students will learn (i) importance of capital structure and limits to the use of debt, (ii) the cost of capital in a leveraged firm, and finally (iii) the principles of setting dividend policy in a company.
<b>Course Open to Exchange</b>	Belo /Fall;#Sophia /Fall;#Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Belo Horizonte, Paris, Sophia, Suzhou
<b>Evaluation</b>	
Final Examination (%)	100
Continuous Assessment (%)	0
<b>Academic reference</b>	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings :
<b>Websites</b>	

## CAREER MANAGEMENT 1

<b>Course Code</b>	MSC.TRCM2.OTCOR.0037
<b>ECTS Credits</b>	0,5
<b>Course Leader</b>	BIANCHI Stéphanie
<b>Synchronous</b>	2
<b>Discipline</b>	Stratégie, Innovation & Entrepreneuriat
<b>Program</b>	Corporate Financial Management
<b>Prerequisites</b>	No
<b>Course Description</b>	This course is managed by the Career Center. In order to validate this course, students have to: 1 MANDATORY : Attend two workshops (1h30 each) on specific themes (1st workshop : the visibility of my profile according to my specialization & 2nd workshop : How to pass the selection tests during recruitment ?) + EVALUATION 2 NOT MANDATORY : Attend Career Events during the semester (date to be

	determined) organized by the career center of your campus MAIN CONTACTS FOR YOUR PROGRAM: LILLE: Audrey BEAUGRAND & Feryel HOUSSEIN PARIS: Laura SINDONINO, Sophie Ripoche & Janice M'BENGO (for International students) SOPHIA: Sylvie MARTINAUD, Anne DUFLOS (for International students) SUZHOU : April YANG RALEIGH : Laura SCLAFANI BELO HORIZONTE : Geneviève POULINGUE
<b>Course Open to Exchange</b>	Belo /Fall;#Sophia /Fall;#Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Lille
<b>Evaluation</b>	
Final Examination (%)	100
Continuous Assessment (%)	0
<b>Academic reference</b>	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings :
<b>Websites</b>	under the YEP go and click on: Career Center -> Jobteaser -> SKEMA TOOLS

#### CHINESE - ADVANCED

<b>Course Code</b>	MSC.TRCM2.OTCOR.0035
<b>ECTS Credits</b>	0,5
<b>Course Leader</b>	DURANTON Hélène
<b>Synchronous</b>	30
<b>Discipline</b>	Langues
<b>Program</b>	Corporate Financial Management
<b>Prerequisites</b>	Having attended intermediate level 2/ Pre-advanced in Suzhou campus. Or having attended the intermediate level (210 hours) at other campus.
<b>Course Description</b>	This course is an Advanced level course of Mandarin Chinese designed for students who want to keep learning after Intermediate level 3/ Pre-Advanced level.
<b>Course Open to Exchange</b>	Suzhou /Fall;#Suzhou /Spring
<b>Semester</b>	fall, spring
<b>Campus</b>	Suzhou
<b>Evaluation</b>	
Final Examination (%)	30
Continuous Assessment (%)	70
<b>Academic reference</b>	Ji Jin, Winning in China Business Chinese (Intermediate). Jiang Liping, HSK4 or HSK5, will be combined with business Chinese.
<b>Websites</b>	



## CHINESE - BEGINNER 1

<b>Course Code</b>	MSC.TRCM2.LGCOR.0105
<b>ECTS Credits</b>	0,5
<b>Course Leader</b>	DURANTON Hélène
<b>Synchronous</b>	0
<b>Discipline</b>	Langues
<b>Program</b>	Corporate Financial Management
<b>Prerequisites</b>	No
<b>Course Description</b>	This course is a beginning level course of Mandarin Chinese designed for students without any Chinese Language background.
<b>Course Open to Exchange</b>	Suzhou /Fall;#Suzhou /Spring
<b>Semester</b>	fall, spring
<b>Campus</b>	Suzhou
<b>Evaluation</b>	
Final Examination (%)	30
Continuous Assessment (%)	70
<b>Academic reference</b>	Jiang Liping, HSK Standard Course (Book 1).
<b>Websites</b>	

## CHINESE - BEGINNER 2

<b>Course Code</b>	MSC.TRCM2.LGCOR.0106
<b>ECTS Credits</b>	0,5
<b>Course Leader</b>	DURANTON Hélène
<b>Synchronous</b>	30
<b>Discipline</b>	Langues
<b>Program</b>	Corporate Financial Management
<b>Prerequisites</b>	About 30h Chinese learning experience
<b>Course Description</b>	This course is an beginner level course of Mandarin Chinese designed for students wanting to keep learning after beginner level 1. And new students coming from other campus who have studied Chinese for 30 hours.
<b>Course Open to Exchange</b>	Suzhou /Fall;#Suzhou /Spring
<b>Semester</b>	fall, spring
<b>Campus</b>	Suzhou
<b>Evaluation</b>	
Final Examination (%)	30
Continuous Assessment (%)	70
<b>Academic reference</b>	Jiang Liping, HSK Standard Course (Book 1)
<b>Websites</b>	

## CHINESE - ELEMENTARY

<b>Course Code</b>	MSC.TRCM2.OTCOR.0033
<b>ECTS Credits</b>	0,5
<b>Course Leader</b>	DURANTON Hélène
<b>Synchronous</b>	30
<b>Discipline</b>	Langues
<b>Program</b>	Corporate Financial Management
<b>Prerequisites</b>	Students who have studied Chinese for 120 hours.
<b>Course Description</b>	This course is an elementary level course of Mandarin Chinese designed for students want to keep learning after post-beginner2.
<b>Course Open to Exchange</b>	Suzhou /Fall;#Suzhou /Spring
<b>Semester</b>	fall, spring
<b>Campus</b>	Suzhou
<b>Evaluation</b>	
Final Examination (%)	30
Continuous Assessment (%)	70
<b>Academic reference</b>	Jiang Liping, HSK Standard Course (Book 3).
<b>Websites</b>	

## CHINESE - INTERMEDIATE

<b>Course Code</b>	MSC.TRCM2.OTCOR.0034
<b>ECTS Credits</b>	0,5
<b>Course Leader</b>	DURANTON Hélène
<b>Synchronous</b>	30
<b>Discipline</b>	Langues
<b>Program</b>	Corporate Financial Management
<b>Prerequisites</b>	Having attended beginner Pre Intermediate in Suzhou campus. Or having attended the Elementary level (180 hours) at other campus.
<b>Course Description</b>	This course is an intermediate level course of Mandarin Chinese designed for students who want to keep learning after Pre Intermediate.
<b>Course Open to Exchange</b>	Suzhou /Fall;#Suzhou /Spring
<b>Semester</b>	fall, spring
<b>Campus</b>	Suzhou
<b>Evaluation</b>	
Final Examination (%)	30
Continuous Assessment (%)	70

<b>Academic reference</b>	Jiang Liping, HSK Standard Course (Book 3). The books will be bought by students, and Soochow University recommended for the students to use.
<b>Websites</b>	

#### CHINESE - POST BEGINNER 1

<b>Course Code</b>	MSC.TRCM2.LGCOR.0107
<b>ECTS Credits</b>	0,5
<b>Course Leader</b>	DURANTON Hélène
<b>Synchronous</b>	30
<b>Discipline</b>	Langues
<b>Program</b>	Corporate Financial Management
<b>Prerequisites</b>	About 60h Chinese learning experience.
<b>Course Description</b>	This course is a post beginner1 level course of Mandarin Chinese designed for students wanting to keep learning after Beginner 2. And new students coming from other campus who has studied Chinese for 60 hours.
<b>Course Open to Exchange</b>	Suzhou /Fall;#Suzhou /Spring
<b>Semester</b>	fall, spring
<b>Campus</b>	Suzhou
<b>Evaluation</b>	
Final Examination (%)	30
Continuous Assessment (%)	70
<b>Academic reference</b>	Jiang Liping, HSK Standard Course (Book 2).
<b>Websites</b>	

#### CHINESE - POST BEGINNER 2

<b>Course Code</b>	MSC.TRCM2.LGCOR.0108
<b>ECTS Credits</b>	0,5
<b>Course Leader</b>	DURANTON Hélène
<b>Synchronous</b>	30
<b>Discipline</b>	Langues
<b>Program</b>	Corporate Financial Management
<b>Prerequisites</b>	About 90h Chinese learning experience.
<b>Course Description</b>	This course is a PB2 level course of Mandarin Chinese designed for students wanting to keep learning after PB1 level. And new students coming from other campus who has studied Chinese for 90 hours.
<b>Course Open to Exchange</b>	Suzhou /Fall;#Suzhou /Spring
<b>Semester</b>	fall, spring
<b>Campus</b>	Suzhou
<b>Evaluation</b>	

Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 2).
Websites	

#### CORPORATE TREASURY MANAGEMENT

Course Code	MSC.CFMM2.FICOR.0142
ECTS Credits	3
Course Leader	LAI Wan Ni
Synchronous	18
Discipline	Finance
Program	Corporate Financial Management
Prerequisites	None
Course Description	<p>The main objective of this course is to introduce students to the different financial instruments used for treasury management in a company. It prepares students to make treasury management decisions as financial managers.</p> <p>The first part of the course focus on the financial markets, this course introduces the various financial instruments and the mechanism of financial markets. Starting with a general introduction to the financial markets, students will learn (i) how each market functions, (ii) the specifics of various financial instruments, and finally (iii) the foundations of investment management.</p> <p>The second part of the course focus on the banking system, and evaluation of credit risks, as students learn how financial managers work with the corporate banks in the treasury management process.</p>
Course Open to Exchange	Belo /Fall;#Sophia /Fall;#Suzhou /Fall
Semester	fall
Campus	Belo Horizonte, Paris, Sophia, Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

#### CORPORATE VALUATION METHODS

Course Code	MSC.CFMM2.FICOR.0138
ECTS Credits	3

<b>Course Leader</b>	CHIKH Sabrina
<b>Synchronous</b>	18
<b>Discipline</b>	Finance
<b>Program</b>	Corporate Financial Management
<b>Prerequisites</b>	Advanced understanding of Corporate Finance acquired through intensive reading of Vernimmen (Pascal Quiry) or any advanced corporate finance book. A paper version is often the best format for learning. Daily reading of Financial Times or Wall Street Journal is a non-negotiable daily routine of any financial professional hence including you as a new member of tomorrow's financial expert.
<b>Course Description</b>	Analysing financial statements and valuing firms is an integrated process in which the student must understand industry competitive dynamics, firm strategy, accounting information content and quality, profitability and risk assessment, forecasting, and valuation models. This course strives to integrate these six components of the process. Interpreting profitability and risk ratios requires an understanding of the economic characteristics of the industries in which a firm competes and the business strategies a firm has selected to compete in those industries. The student should not naively accept reported financial statement information when performing profitability and risk analysis but should first assess its quality and make appropriate adjustments. Forecasts of future earnings, cash flows, and dividends provide the bases for valuing a firm. The students will analyse a listed company applying the theories of the course terminating with individual report of approximately 10 pages and a fully integrated excel model.
<b>Course Open to Exchange</b>	Belo /Fall;#Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Belo Horizonte, Paris, Suzhou
<b>Evaluation</b>	
Final Examination (%)	100
Continuous Assessment (%)	0
<b>Academic reference</b>	James M. WAHLEN, Stephen BAGINSKI, Mark BRADSHAW, Financial Reporting, Financial Statement Analysis and Valuation, A Strategic Perspective, 8th Edition, 2015, Cengage,
<b>Websites</b>	www.ft.com www.wsj.com www.vernimmen.net Damodaran Stern University

#### FINANCIAL MODELING I SUZHOU

<b>Course Code</b>	MSC.CFMM2.FICOR.0024
<b>ECTS Credits</b>	1
<b>Course Leader</b>	WOO, Jack-EXT
<b>Synchronous</b>	12
<b>Discipline</b>	Finance

<b>Program</b>	Corporate Financial Management
<b>Prerequisites</b>	NO
<b>Course Description</b>	Our objective is to provide learning which to incorporate templates, implement formulas, create pivot tables, analyze data, and much more. The key objective is to equip students with the skills and knowledge of building financial models using Excel. The student shall able to apply Excels advanced features such as Goal-seek and Solver to modelling problems that require an iterative method for their solution.
<b>Course Open to Exchange</b>	Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Suzhou
<b>Evaluation</b>	
Final Examination (%)	100
Continuous Assessment (%)	0
<b>Academic reference</b>	John Walkenbach, Excel 2016, Wiley Publisher.
<b>Websites</b>	

#### FINANCIAL REPORTING AND ANALYSIS

<b>Course Code</b>	MSC.CFMM2.FICOR.0139
<b>ECTS Credits</b>	<b>3</b>
<b>Course Leader</b>	CHIKH Sabrina
<b>Synchronous</b>	18
<b>Discipline</b>	Finance
<b>Program</b>	Corporate Financial Management
<b>Prerequisites</b>	<b>Fundamentals of Accounting,</b>
<b>Course Description</b>	<p>This module aims to prepare students for an in-depth examination and comprehensive analysis of various financial accounting topics. It introduces the students to the basic framework of international financial reporting standards (IFRS). Nowadays, financial reporting objectives are much broader than just crunching or generating numbers.</p> <p>This course will illustrate that reporting involves a comprehensive knowledge of businesses in order to provide the information required by the many stakeholders. The main objective of this course is to develop students analytical skills and critical assessment of individual financial statements, and/or consolidated integrated annual reports in an international environment.</p>
<b>Course Open to Exchange</b>	Belo /Fall;#Sophia /Fall;#Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Belo Horizonte, Paris, Sophia, Suzhou
<b>Evaluation</b>	
Final Examination (%)	60

Continuous Assessment (%)	40
<b>Academic reference</b>	<p>Lectures obligatoires / Required readings :</p> <p>Lectures Recommandées / Recommended readings :</p> <p>1. Robinson Alexander D., Britton A., Jorissen A., Hoogendoorn M. &amp; Van Mourik C. (2017), International Financial Reporting and Analysis, 7th Edition, Cengage Learning EMEA.</p> <p>2. Th., Henry E. Pirie W. &amp; Broihahn M. (2015), International Financial Statement Analysis, 3rd Edition, CFA Institute Investment Series, John Wiley &amp; Sons,</p>
<b>Websites</b>	

#### MONEY, BANKING AND INTERNATIONAL FINANCE

<b>Course Code</b>	MSC.CFMM2.FICOR.0143
<b>ECTS Credits</b>	3
<b>Course Leader</b>	SAIDANE Dhafer
<b>Synchronous</b>	18
<b>Discipline</b>	Finance
<b>Program</b>	Corporate Financial Management
<b>Prerequisites</b>	Principles of micro-economics
<b>Course Description</b>	<p>The main objective of this course is to teach students how to be a global financial expert in banking and finance. With the rapid globalization of the world economy, all finance is becoming international even in China. The managers of a firm have to understand that their decisions will be increasingly influenced by international financial environment. Starting with a general introduction to the framework of international finance comparatively to the Chinese financial system, students will learn (i) knowledge of international financial market activities, (ii) how different exchange rate systems work and (iii) understand the relation between exchange rate, interest rate and growth and the of FinTech and digital finance in this new financial world.</p> <p>The courses key objective is to provide students with a personalized academic environment to obtain a solid understanding of Multinational Finance and Banking activities. The course aims at analyzing and assessing the Globalized Banking Strategies. It is opened to no-specialists and gives a clear understanding between international banking forces, the global economy, regulation and financial instability in globalized economy. The course will assess the impact of financial deregulation as well as structural reforms upon the banking business models.</p> <p>The target students might want to work in the financial department of corporates, to join Investments Banks or international financial institutions, or to hold responsibility positions in a company working with international banks. Accordingly, these students need a deeper understanding of international banking issues.</p>
<b>Course Open to Exchange</b>	Sophia /Fall;#Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Paris, Sophia, Suzhou

<b>Evaluation</b>	
Final Examination (%)	60
Continuous Assessment (%)	40
<b>Academic reference</b>	<p>Academic and scientific papers</p> <p>Allen F. et A.M. Santomero, 2001, What do financial intermediaries do?, Journal of Banking and Finance, 25, 271-294.</p> <p>Battacharya S., Thakor A.V., 1993, « Contemporary Banking Theory », Journal of Financial Intermediation, 3.</p> <p>Geoffron P. et Saïdane D. (1996) "Du réseau aux réseaux : concurrence et surcapacités dans l'industrie bancaire", Revue d'Economie Industrielle, pp. 81-95, n° 78, 4e trimestre.</p> <p>Geoffron P. et Saïdane D. (1999), "La concurrence bancaire spatiale : enseignements et nouvelles perspectives", rédaction du Chapitre 8, dans Emploi, localisation et économie spatiale, Economica in M. Catin, J-Y Lesueur et Y Zenou, 1999, pp. 193-216.</p> <p>La Porta, Lopez-de-Silanes, Shleifer et Vishny (1997), « Legal Determinants of External Finance », Journal of Finance, 52(3).</p> <p>Lewis M. K., 1992, « Modern Banking in Theory and Practice », Revue économique, n°2, Mars.</p> <p>Saidane D. (2010), "How to Identify the Best Target in the M&amp;A Banking Operations? Case of Cross-Border Strategies in Europe by Line of Activity", Review of Quantitative Finance and Accounting.</p> <p>Saidane D. (2010), " Banking transparency: a good idea but difficult to implement", Bankers Markets &amp; Investors.</p> <p>Saidane D; and Grandin P. 2010), « What are the main causes of Bank Merger and Acquisition? » Bankers Markets &amp; Investors, n°104, January-February 2010.</p> <p>Academic Books</p> <p>Allen F., D. Gale, (2000), Comparing Financial Systems, MIT Press, Cambridge, Massachusetts.</p> <p>Bain K., Howells P. (2005), The Economics of Money, Banking and Finance: A European Text, Financial Times Prentice Hall, 2005.</p> <p>Mishkin F. (2010), The Economics of Money, Banking, and Financial Markets, Business School Edition</p> <p>Saidane D. (forthcoming 2011), La finance durable, Editions de la Revue Banque, with P. GRANDIN.</p> <p>Saidane D. (2009 and 2011), La finance islamique à l'heure de la mondialisation, preface of Arnaud de BRESSON, Editions de la Revue Banque.</p> <p>Saidane D. (2007), L'industrie bancaire mondiale, preface of Daniel LEBEGUE, Editions de la Revue Banque.</p> <p>Saidane D. (2006), La nouvelle banque : métiers et stratégies bancaires, preface of Christian de BOISSIEU, Editions de la Revue Banque, second edition 2009.</p> <p>Saidane D. (2006), Les banques, acteurs de la globalisation financière, La documentation française.</p> <p>Reports</p> <p>Annual Report of the Bank for International Settlements (BIS)</p> <p>Annual Report of the European Central Bank (ECB)</p> <p>Bank for International Settlements, « Report on Consolidation in The</p>



	Financial Sector ». Group of Ten, 2001. Banking Annual Reports (see banks Website). European Central Bank, « Structural Analysis of the EU Banking Sector », BCE.
<b>Websites</b>	Website Fédération Bancaire Française : <a href="http://www.fbf.fr/">http://www.fbf.fr/</a> Banque de France : <a href="http://www.banque-france.fr/">http://www.banque-france.fr/</a> European Central Bank: <a href="http://www.ecb.int/">http://www.ecb.int/</a> China Banking Regulatory Commission : <a href="http://www.cbrc.gov.cn">http://www.cbrc.gov.cn</a> Bank for International Settlements: <a href="http://www.bis.org/">http://www.bis.org/</a> ePaynews : <a href="http://www.epaynews.com/statistics/bankstats.html">http://www.epaynews.com/statistics/bankstats.html</a> Datamonitor : <a href="http://www.datamonitor.com">http://www.datamonitor.com</a> International Data Corporation (IDC) : <a href="http://www.idc.com/">http://www.idc.com/</a> Federal Deposit Insurance Corporation : <a href="http://www.fdic.gov">http://www.fdic.gov</a> The Bond Market Association : <a href="http://www.bondmarkets.com">http://www.bondmarkets.com</a> Federal Reserve System, <a href="http://www.federalreserve.gov">http://www.federalreserve.gov</a> Forbes, Global 2000 Leading Compagnie, <a href="http://www.forbes.com">http://www.forbes.com</a>

#### OPERATIONAL RISKS MANAGEMENT

<b>Course Code</b>	MSC.CFMM2.FICOR.0153
<b>ECTS Credits</b>	2
<b>Course Leader</b>	SAIDANE Dhafer
<b>Synchronous</b>	12
<b>Discipline</b>	Finance
<b>Program</b>	Corporate Financial Management
<b>Prerequisites</b>	Financial risk management
<b>Course Description</b>	<p>The course offers an introduction into the evolving and expanding practice of operational financial risk management analyzing and discussing the various sources of risk.</p> <p>The course describes the operational risks that the companies have to deal with. It also provides a deep approach the organization of a modern corporation and ethics matter in Business.</p> <p>Some not limited topics:</p> <ul style="list-style-type: none"> <li>Best practices in operational risk management</li> <li>Risk culture change</li> <li>How integrate human errors</li> <li>How to use root cause analysis most effectively</li> <li>Influencing behaviours for better control</li> <li>Emerging risks</li> <li>Vendor risk management</li> <li>Cyber security and threats</li> <li>Risk networks</li> </ul>
<b>Course Open to Exchange</b>	Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Suzhou
<b>Evaluation</b>	
Final Examination (%)	60

Continuous Assessment (%)	40
<b>Academic reference</b>	<ul style="list-style-type: none"> <li>- Basel Committee on Banking Supervision. Principles for Effective Risk Data Aggregation and Risk Reporting. January 2013. <a href="http://www.bis.org/publ/bcbs239.pdf">http://www.bis.org/publ/bcbs239.pdf</a></li> <li>Cermeño, Javier Sebastián.</li> <li>- Blockchain in Financial Services: Regulatory Landscape and Future Challenges for its Commercial Application. BVA Research Working Paper 16/20. December 2016. <a href="https://www.bbvaresearch.com/wp-content/uploads/2016/12/WP_16-20.pdf">https://www.bbvaresearch.com/wp-content/uploads/2016/12/WP_16-20.pdf</a></li> <li>Dias,</li> <li>- Denise and Staschen, Stefan. Data Collection for DFS Supervisors. CGAP Working Paper. 2017. (forthcoming)</li> <li>Annual Report of the Bank for International Settlements (BIS)</li> <li>Annual Report of the European Central Bank (ECB)</li> <li>Bank for International Settlements, « Report on Consolidation in The Financial Sector ». Group of Ten, 2001.</li> <li>European Central Bank, « Structural Analysis of the EU Banking Sector », BCE.</li> <li>- Bank for International Settlements. Committee on Payments and Market Infrastructures. Distributed Ledger Technology in Payment, Clearing and Settlement: An Analytical Framework. February 2017. <a href="http://www.bis.org/cpmi/publ/d157.pdf">http://www.bis.org/cpmi/publ/d157.pdf</a></li> <li>Financial Stability Board. Financial Stability Implications from FinTech: Supervisory and Regulatory Issues that Merit Authorities Attention. June 2017. <a href="http://www.fsb.org/wp-content/uploads/R270617.pdf">http://www.fsb.org/wp-content/uploads/R270617.pdf</a> (Referenced in the text as 2017a.)</li> <li>- Financial Stability Board. FinTech Credit: Market Structure, Business Models and Financial Stability Implications. May 2017. <a href="http://www.fsb.org/017/05/fintech-credit-market-structure-business-models-and-financial-stability-implications/">http://www.fsb.org/017/05/fintech-credit-market-structure-business-models-and-financial-stability-implications/</a> (Referenced in the text as 2017b.)</li> <li>- Institute of International Finance. RegTech in Financial Services: Technology Solutions for Compliance and Reporting. March 2016. <a href="https://www.iif.com/system/files/regtech_in_financial_services_-_solutions_for_compliance_and_reporting.pdf">https://www.iif.com/system/files/regtech_in_financial_services_-_solutions_for_compliance_and_reporting.pdf</a></li> </ul>
<b>Websites</b>	Banking Annual Reports (see banks Website).

## POWER BI AND AI

<b>Course Code</b>	MSC.CFMM2.FICOR.0200
<b>ECTS Credits</b>	2
<b>Course Leader</b>	SAIDANE Dhafer
<b>Synchronous</b>	12
<b>Discipline</b>	Business Analytics, Data Science & AI
<b>Program</b>	Corporate Financial Management
<b>Prerequisites</b>	NO
<b>Course Description</b>	<p>Introduction (Finance IA Business analysis Business Intelligence-modification in the market)</p> <p>Importing data from an excel, from the web, heterogenous data, sources</p> <p>Pre-treatments and transforming data (adding, deleting, appending data),</p>

	<p>why?? Practical cases</p> <p>Visualisation (axe, extraction information from the graphs</p> <p>Still missing the information: What to do =&gt; to enrich the data</p> <p>Introduction to IA, model, machine learning, supervised/unsupervised model</p> <p>Use the Dataflows (inputs) =&gt; with the appropriate learning algorithm</p> <p>Reporting</p> <p>Advantages of using Power BI:</p> <ul style="list-style-type: none"> <li>- no need to get well the ML skills (prediction/ regression/ classifications, )</li> <li>- updating data and reports automatically</li> <li>-</li> </ul> <p>disadvantage/ limitation:</p> <ul style="list-style-type: none"> <li>- Visual configuration</li> <li>- Not the easiest to deal with</li> <li>- Slow when dealing with Big Data</li> <li>-</li> </ul> <p>Example with Financial Data</p> <ul style="list-style-type: none"> <li>- Selecting data</li> <li>- Fields, outputs type</li> <li>- Using automatic ML <ul style="list-style-type: none"> <li>o Binary Prediction</li> <li>o Classification model</li> <li>o Prediction model</li> </ul> </li> </ul>
<b>Course Open to Exchange</b>	Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Paris, Suzhou
<b>Evaluation</b>	
Final Examination (%)	100
Continuous Assessment (%)	0
<b>Academic reference</b>	
<b>Websites</b>	

#### PROGRAMMING WITH PYTHON I

<b>Course Code</b>	MSC.CFMM2.FICOR.0207
<b>ECTS Credits</b>	2
<b>Course Leader</b>	SAIDANE Dhafer
<b>Synchronous</b>	18
<b>Discipline</b>	Finance
<b>Program</b>	Corporate Financial Management
<b>Prerequisites</b>	-
<b>Course Description</b>	This programming module introduces some basic topics including procedures and functions, iteration, lists, strings, dictionaries, object-oriented programming and classes. We will provide guided practice on the computer. Furthermore, we will introduce some packages for data analysis.

<b>Course Open to Exchange</b>	Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Suzhou
<b>Evaluation</b>	
Final Examination (%)	50
Continuous Assessment (%)	50
<b>Academic reference</b>	Wes McKinney, Python for Data Analysis: Data Wrangling with Pandas, Numpy and IPython.
<b>Websites</b>	

#### VBA I

<b>Course Code</b>	MSC.CFMM2.FICOR.0161
<b>ECTS Credits</b>	1
<b>Course Leader</b>	MILLELIRI André
<b>Synchronous</b>	12
<b>Discipline</b>	Autre
<b>Program</b>	Corporate Financial Management
<b>Prerequisites</b>	Financial modeling with Excel
<b>Course Description</b>	Macro VBA applied to corporate financial management
<b>Course Open to Exchange</b>	Suzhou /Fall
<b>Semester</b>	fall
<b>Campus</b>	Suzhou
<b>Evaluation</b>	
Final Examination (%)	60
Continuous Assessment (%)	40
<b>Academic reference</b>	<p>MANDATORY RESOURCES (textbooks, references apps)</p> <p>REES MICHAEL. (2012) FINANCIAL MODELLING IN PRACTICE: A CONCISE GUIDE FOR INTERMEDIATE AND ADVANCED LEVEL, JOHN WILEY &amp; SON.</p> <p>RECOMMENDED READINGS</p> <p>The readings have been selected to provide additional information on particular concepts and topics.</p> <p>1) REES MICHAEL. (2018) PRINCIPLES OF FINANCIAL MODELING. JOHN WILEY &amp; SONS</p> <p>2) ALBRIGHT C. (2006) VBA FOR MODELLER. PALISADE.</p> <p>3) JOHN C. HULL. (2014) OPTIONS, FUTURES, AND OTHER DERIVATIVES, 9TH 3ED. PRENTICE HALL.</p> <p>4) JOHN C. HULL. (2015) RISK MANAGEMENT AND FINANCIAL INSTITUTIONS, 4TH ED. JOHN WILEY &amp; SONS.</p> <p>5) ZVI BODIE, ALEX KANE, ALAN MARCUS. (2014) INVESTMENTS 10TH ED. IRWIN MCGRAW-HILL.</p>
<b>Websites</b>	

