



Course Catalogue
Master Programmes
Incoming Exchange Students
Suzhou Campus (China)
Spring 2024

Dear Exchange IN Students,

Welcome to SKEMA Business School !

Here are a few key instructions on how to consult properly the **Suzhou Course Catalogue Spring 2024**.

Please read these instructions carefully:

- 1) Students are required to choose **one program** and follow the courses within that one program. It is not possible to mix and match courses from different programs due to frequent scheduling clashes.
- 2) **Pay attention to the pre-requisites!** We have highlighted the pre-requisites for courses **in red**. It is the student's responsibility to ensure he/she has the required academic background to follow the courses successfully.
- 3) **Special Note for Corporate Financial Management:** This specialization is only open to students with the required pre-requisites for each course. Be sure to consult the catalogue carefully and all of the pre-requisites highlighted in red.
- 4) Courses within the catalogue are subject to slight changes.
- 5) There is a maximum number of seats available per specialization program.

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CAREER MANAGEMENT (SPRING)

Course Code	PGE.FINM1.CRCOR.1004
ECTS Credits	1
Course Leader	ANDRE Nathalie
Synchronous	6
Discipline	Autre
Program	M1 GBE Suzhou
Prerequisites	no
Course Description	Online workshops Pitching your personal brand : how to master your elevator pitch ? Get prepared for the upcoming Career Fair in February The Definitive LinkedIn Bootcamp Land the perfect job with LinkedIn! : a comprehensive e-learning course + quizz Pitch yourself by using new recrutement method: video pitch
Course Open to Exchange	Belo /Spring;#Paris /Spring;#Raleigh /Spring;#Suzhou /Spring
Semester	spring
Campus	Autre / Other, Belo Horizonte, Paris, Raleigh, Sophia, Suzhou
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	
Websites	

CORPORATE SOCIAL RESPONSIBILITY

Course Code	PGE.FINM1.HRCOR.0345
ECTS Credits	2
Course Leader	BARRAQUIER Anne
Synchronous	12
Discipline	Autre
Program	M1 GBE Suzhou
Prerequisites	Students should master fundamental knowledge on strategic management and financial markets.
Course Description	the course is intended to provide the necessary knowledge to understand how a firm can become socially responsible and integrate sustainability practices.
Course Open to Exchange	Belo /Spring;#Paris /Spring;#Raleigh /Spring;#Suzhou /Spring
Semester	spring

Campus	Autre / Other, Belo Horizonte, Paris, Raleigh, Sophia, Stellenbosch-Le Cap, Suzhou
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	Provided on K2
Websites	Provided on K2

DESIGN THINKING SEMINAR

Course Code	PGE.FINM1.STCOR.0814
ECTS Credits	2
Course Leader	MELILLO Francesca
Synchronous	12
Discipline	Autre
Program	M1 GBE Suzhou
Prerequisites	-none
Course Description	A multi campus workshop based course to highlight why Design Thinking is so relevant for business today. The Design thinking process is an iterative process which means you constantly revise you thinking, changing your vision and ideas according to feedback received. A powerful creative tool that can drive a brand, business or an individual forward positively with innovative solutions
Course Open to Exchange	Belo /Spring;#Paris /Spring;#Raleigh /Spring;#Suzhou /Spring
Semester	spring
Campus	Autre / Other, Belo Horizonte, Paris, Raleigh, Sophia, Stellenbosch-Le Cap, Suzhou
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	
Websites	<p>The deep dive (IDEO) (22min) https://www.youtube.com/watch?v=2Dtrkrz0yoU Lucky Iron Fish (3min43) https://www.youtube.com/watch?v=iY0D-PlcgB4 d.school Paris and the aging simulator (1min25) https://www.youtube.com/watch?v=jD5XwdgAq_s How it works : Design Thinking (5min51) https://www.youtube.com/watch?v=pXtN4y3O35M Design Thinking - Tim Brown, CEO and President of IDEO (26min42) https://www.youtube.com/watch?v=U-hzefHdAMk</p>

ENTREPRENEURSHIP

Course Code	PGE.FINM1.STCOR.0843
ECTS Credits	3
Course Leader	MARINO Marianna
Synchronous	18
Discipline	Stratégie, Innovation & Entrepreneuriat
Program	M1 GBE Suzhou
Prerequisites	
Course Description	
Course Open to Exchange	Belo /Spring;#Paris /Spring;#Raleigh /Spring;#Suzhou /Spring
Semester	spring
Campus	Autre / Other, Belo Horizonte, Paris, Raleigh, Sophia, Stellenbosch-Le Cap, Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

INTERNATIONAL FINANCE

Course Code	PGE.FINM1.FICOR.0514
ECTS Credits	4
Course Leader	GROSLAMBERT Bertrand
Synchronous	24
Discipline	Autre
Program	M1 GBE Suzhou
Prerequisites	-none
Course Description	-This course provides an overview of the nature and operation of global capital markets and traded financial instruments. Students are exposed to the organisation of the international financial system and the markets for stocks, bonds, commodities and foreign exchange
Course Open to Exchange	Belo /Spring;#Paris /Spring;#Raleigh /Spring;#Suzhou /Spring
Semester	spring
Campus	Autre / Other, Belo Horizonte, Lille, Paris, Raleigh, Sophia, Stellenbosch-Le Cap, Suzhou
Evaluation	
Final Examination (%)	60
Continuous Assessment (%)	40

Academic reference	Principles of Corporate Finance, 12/e.Brealey, Myers and Allen. McGraw-Hill ed.
Websites	

INTERNATIONAL MARKETING

Course Code	PGE.FINM1.MKCOR.0413
ECTS Credits	3
Course Leader	CASTILHOS Rodrigo
Synchronous	18
Discipline	Autre
Program	M1 GBE Suzhou
Prerequisites	none
Course Description	Today's highly globalized economy imposes several challenges for firms. Cultural, economic, competitive, regulatory, and infrastructural particularities of regions and countries fundamentally affect the ways in which companies conceive and implement their international presence worldwide. This course provides state-of-art foundations and tools to (1) critically analyze the globalized marketplace and international consumers, (2) identify country-specific opportunities for doing business internationally, (3) devise marketing strategies for successfully competing in international markets, (4) critically understand how firms can leverage Artificial Intelligence in International Marketing, and (5) critically understand the role of transnational firms as drivers of sustainable development
Course Open to Exchange	Belo /Spring;#Paris /Spring;#Raleigh /Spring;#Suzhou /Spring
Semester	spring
Campus	Autre / Other, Belo Horizonte, Lille, Paris, Raleigh, Sophia, Stellenbosch-Le Cap, Suzhou
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

MANAGEMENT OF INFORMATION SYSTEMS IN THE DIGITAL AGE

Course Code	PGE.FINM1.ISCOR.0703
ECTS Credits	3
Course Leader	MOLA Lapo
Synchronous	18
Discipline	Autre
Program	M1 GBE Suzhou

Prerequisites	You need to have basic knowledge about management and economics, including understanding the general structure and functioning of organizations.
Course Description	<p>Advances in information technology (IT) have transformed business models, organizational structures and processes, and the methods for sustaining innovation and firm performance. IT has impacted business activities such as product design, production, purchasing, marketing, customer and supplier relationships, and human resource management, and has contributed significantly to productivity growth. Most firms have realized that IT-based innovation is a strategic imperative. The Internet and associated technological innovations have helped in restructuring the global economy into a networked economy characterized by unprecedented levels of electronically-mediated communication, collaboration, and commerce.</p> <p>With information technologies becoming an important force that shapes entire industries and creates value in firms, it is important that you as future business leaders understand the potential role of IT in creating value and competitive advantage. The objective of this course is to help you develop the critical thinking to assess how IT and systems shape business strategy, innovation, and operations in firms, with the key goal of helping you be better prepared to analyse and evaluate business challenges for maximizing the impact of IT on products, processes and services in different settings. This course will help you develop sophisticated understanding of the links between IT, business strategy and business process. You will also gain an appreciation of the organizational and management practices that complement IT investments and that are needed to extracting the appropriate return on IT investments.</p>
Course Open to Exchange	Belo /Spring;#Paris /Spring;#Raleigh /Spring;#Suzhou /Spring
Semester	spring
Campus	Autre / Other, Belo Horizonte, Paris, Raleigh, Sophia, Stellenbosch-Le Cap, Suzhou
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Required readings will be provided to you.
Websites	We will use K2 as the course website.

OPERATION MANAGEMENT

Course Code	PGE.FINM1.ISCOR.0714
ECTS Credits	4
Course Leader	JEBALI Aida
Synchronous	27
Discipline	Management des Opérations
Program	M1 GBE Suzhou

Prerequisites	
Course Description	
Course Open to Exchange	Belo /Spring;#Paris /Spring;#Raleigh /Spring;#Suzhou /Spring
Semester	spring
Campus	Autre / Other, Belo Horizonte, Paris, Raleigh, Sophia, Stellenbosch-Le Cap, Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

STRATEGY

Course Code	PGE.FINM1.STCOR.0801
ECTS Credits	4
Course Leader	CIRILLO Bruno
Synchronous	30
Discipline	Stratégie, Innovation & Entrepreneuriat
Program	M1 GBE Suzhou
Prerequisites	Industrial organization; Organizational design; Microeconomics
Course Description	<p>Formulating a sound competitive strategy and achieving growth across multiple, different business units to sustain long-term superior performance are two of the critical tasks for general managers to ensure the success of the firms they lead. The objective of this course is to provide students with an opportunity to understand, through analytical approaches and critical thinking, how companies make strategic decisions to support the development of competitive advantages, corporate growth and shareholder value through the simultaneous pursuit of economic as well as social and ecological performance dimensions. We will focus on strategic issues from the viewpoint of senior management in both domestic and international corporations. Through a combination of lectures, readings, case studies, experiential exercises and a consultancy project, this course introduces students to the tools and knowledge required for critical and effective strategic analysis, thinking, and application. Mastery of these tools and knowledge has relevance to everyone seeking a career in strategy as a manager, an entrepreneur, or a consultant.</p> <p>The course will help students develop a general management point of view and provide an appreciation of strategy to the overall growth and welfare of the firm. Students will learn how to analyze the firm, its environment, and then align strategies to the firms revenue and profitability goals.</p> <p>You will work in teams on selected companies to produce a final consultancy project. This course will require hard work and thinking, augmented by your creativity, to produce a fun and enriching experience.</p>

Course Open to Exchange	Belo /Spring;#Paris /Spring;#Raleigh /Spring;#Suzhou /Spring
Semester	spring
Campus	Autre / Other, Belo Horizonte, Lille, Paris, Raleigh, Sophia, Stellenbosch-Le Cap, Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Rothaermel FT. 2023. Strategic Management, 6th Edition. McGraw-Hill. Thompson et al. 2021. Crafting & Executing Strategy: Concepts & Cases, 23rd Edition. McGraw-Hill. The SmartBooks and case studies are available on the McGraw-Hill CONNECT learning platform.
Websites	https://connect.mheducation.com

CHINA / FRANCE INTERCULTURE

Course Code	PGE.FINM1.LGELE.2227
ECTS Credits	2
Course Leader	ANDRE Paul
Synchronous	18
Discipline	Autre
Program	M1 GBE Suzhou
Prerequisites	-
Course Description	-
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	spring
Campus	Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

EXCEL SPRING

Course Code	PGE.FINM1.ISELE.0724
ECTS Credits	1
Course Leader	ANDRE Paul
Synchronous	0
Discipline	Autre

Program	M1 GBE Suzhou
Prerequisites	none
Course Description	The goal of the course is to introduce the students to a programming language which is embedded in Excel. This language will make them able to automatize processes within Excel. It is also a skill which is required in many fields and specifically for Corporate Finance, Market finance and consulting and many more. Coding is a trending activity in our Data Science Era and this course will be a comprehensive introduction.
Course Open to Exchange	Belo /Spring;#Paris /Spring;#Raleigh /Spring;#Suzhou /Spring
Semester	spring
Campus	Autre / Other, Belo Horizonte, Paris, Raleigh, Sophia, Stellenbosch-Le Cap, Suzhou
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	
Websites	

INTERNATIONAL BUSINESS

ADVANCED STRATEGIC MANAGEMENT

Course Code	MSC.IBCM2.STCOR.0003
ECTS Credits	3
Course Leader	DESBORDES Rodolphe
Synchronous	18
Discipline	Stratégie, Innovation & Entrepreneuriat
Program	International Business
Prerequisites	This module assumes that students have at least completed a first course in Strategic Management.
Course Description	This module does not assume a particular approach to Strategic Management, nor does it prescribe to a single strategic orientation. Rather, the module seeks to critically review various approaches and aspects of Strategic Management with the aim to: Promote the development of strategic thinking skills. Enhances the ability of students to critically comment on Strategic Management literature and demonstrate its relevance to practice. Improve the application practical skills of learners in the formulation and implementation of strategy.
Course Open to Exchange	Suzhou /Spring

Semester	spring
Campus	Stellenbosch-Le Cap
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	https://learn.sun.ac.za/course/view.php?id=78308

CAREER MANAGEMENT 1

Course Code	MSC.TRCM2.OTCOR.0038
ECTS Credits	0,5
Course Leader	BIANCHI Stéphanie
Synchronous	6
Discipline	Stratégie, Innovation & Entrepreneuriat
Program	International Business
Prerequisites	No prerequisites.
Course Description	<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 : Wage Negotiation & 2nd workshop : How to succeed in the first position (Risks/Leadership/Corporate Codes) ?) + 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 & Feryel HOUSSEIN</p> <p>PARIS: Laura SINDONINO, Sophie Ripoche & 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>
Course Open to Exchange	Suzhou /Spring
Semester	spring
Campus	Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

CAREER MANAGEMENT 2

Course Code	MSC.SFFM2.FICOR.0023
ECTS Credits	1
Course Leader	ANDRE Nathalie
Synchronous	6
Discipline	Autre
Program	International Business
Prerequisites	No prerequisites.
Course Description	Career management, focusing on job search and first professional experiences.
Course Open to Exchange	Belo /Spring;#Lille /Spring;#Paris /Spring;#Raleigh /Spring;#Sophia /Spring;#Suzhou /Spring
Semester	spring
Campus	Lille, Paris, Sophia
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	Accès Talent and careers HUB
Websites	None.

CHINA LEGAL ISSUES FOR BUSINESS

Course Code	MSC.IBSM2.MLCOR.0003
ECTS Credits	3
Course Leader	DALLOZ Marc
Synchronous	18
Discipline	Droit & Humanités
Program	International Business
Prerequisites	n/a
Course Description	The aim of the course is to give students a comprehensive look at China legal issues arising in business. It is key for future managers to understand the legal implications of certain business activities and the potential risks they may imply. This course focuses on Chinese law, students will be aware of how Chinese law operates in a business environment. The case study approach will be used to enhance learning.
Course Open to Exchange	Suzhou /Spring
Semester	spring
Campus	Suzhou
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50

Academic reference	Textbooks: Ewan McKendrick, Contract Law, Palgrave Macmillan, 2000 Janet Dine, Company Law, MacMillan, 2005 Yikun Zhu, Concise Chinese Law, China Law Press, 2007
Websites	http://www.npc.gov.cn/englishnpc/index.shtml https://www.lawinfochina.com https://guides.library.harvard.edu/ChineseLegalResearch https://harrisbricken.com/chinalawblog/

CHINESE - ADVANCED

Course Code	MSC.TRCM2.OTCOR.0035
ECTS Credits	0,5
Course Leader	DURANTON Hélène
Synchronous	30
Discipline	Langues
Program	International Business
Prerequisites	Having attended intermediate level 2/ Pre-advanced in Suzhou campus. Or having attended the intermediate level (210 hours) at other campus.
Course Description	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.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Ji Jin, Winning in China Business Chinese (Intermediate). Jiang Liping, HSK4 or HSK5, will be combined with business Chinese.
Websites	

CHINESE - BEGINNER 1

Course Code	MSC.TRCM2.LGCOR.0105
ECTS Credits	0,5
Course Leader	DURANTON Hélène
Synchronous	30
Discipline	Langues
Program	International Business
Prerequisites	No
Course Description	This course is a beginning level course of Mandarin Chinese designed for students without any Chinese Language background.

Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 1).
Websites	

CHINESE - BEGINNER 2

Course Code	MSC.TRCM2.LGCOR.0106
ECTS Credits	0,5
Course Leader	DURANTON Hélène
Synchronous	30
Discipline	Langues
Program	International Business
Prerequisites	About 30h Chinese learning experience
Course Description	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.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 1)
Websites	

CHINESE - ELEMENTARY

Course Code	MSC.TRCM2.OTCOR.0033
ECTS Credits	0,5
Course Leader	DURANTON Hélène
Synchronous	30
Discipline	Langues
Program	International Business
Prerequisites	Students who have studied Chinese for 120 hours.

Course Description	This course is an elementary level course of Mandarin Chinese designed for students want to keep learning after post-beginner2.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 3).
Websites	

CHINESE - INTERMEDIATE

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

CHINESE - POST BEGINNER 1

Course Code	MSC.TRCM2.LGCOR.0107
ECTS Credits	0,5
Course Leader	DURANTON Hélène
Synchronous	30
Discipline	Langues

Program	International Business
Prerequisites	About 60h Chinese learning experience.
Course Description	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.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 2).
Websites	

CHINESE - POST BEGINNER 2

Course Code	MSC.TRCM2.LGCOR.0108
ECTS Credits	0,5
Course Leader	DURANTON Hélène
Synchronous	30
Discipline	Langues
Program	International Business
Prerequisites	About 90h Chinese learning experience.
Course Description	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.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 2).
Websites	

INTERNATIONAL BUSINESS GAME: SKEMASIM

Course Code	MSC.IBNM2.STCOR.0032
ECTS Credits	3

Course Leader	MESCHI Pierre Xavier
Synchronous	18
Discipline	Stratégie, Innovation & Entrepreneuriat
Program	International Business
Prerequisites	Strategy
Course Description	<p>The « SKEMA Multicampus Business Simulation » (otherwise known as SKEMASIM) course is a 5-day seminar organized simultaneously in the different SKEMA campuses across the world (France, Brazil, China and USA). It is made up of the business simulation itself, some tutorial conferences, and the writing of an annual activity report. The « SKEMA Multicampus Business Simulation » is a business game simulating the general management of mid-sized fictitious firms located in different countries (France, Brazil, China and USA, for further information, see Participants Guide). Some tutorial conferences will be arranged in order to present the rules of the game, the simulation scenarios, the features of the different countries environment, the quarterly (strategic, partnership, managerial, financial, marketing, human) decisions that will have to be made by each team of students. A comprehensive analysis presenting the corporate strengths and weaknesses of these fictitious firms will be provided to each team. To this aim, a particular attention will be paid to the comparative economic advantage of each country (especially in terms of labour cost, R&D cost, long-term interest rate, tax rate) and to the different growth options that available in this simulation (local and international alliances, subcontracting,). Throughout the seminar, the tutorial conferences will also allow the simulation administrators to inform the different teams about the changes in their respective countrys environment as well as their quarterly firm performance. At the end of the seminar, each team will be asked to send over an annual activity report to simulation administrators. The teams will be assessed according to 1/ the performance of their company (measured by the ROI and ROE evolution) and 2/ the relevance and accuracy of their activity report.</p>
Course Open to Exchange	Paris /Spring;#Raleigh /Spring;#Suzhou /Spring
Semester	spring
Campus	Paris, Raleigh, Suzhou
Evaluation	
Final Examination (%)	25
Continuous Assessment (%)	75
Academic reference	<p>Lectures obligatoires / Required readings :</p> <p>Lectures Recommandées / Recommended readings :</p> <p>(1) BRULHART F., GUIEU, G. & MESCHI P.-X., La Croissance de l'Entreprise avec la Méthode des Cas, Eyrolles et Centrale des Cas et des Médias Pédagogiques, 2011.</p> <p>(2) RUGMAN A. & HODGETTS R., International Business, Prentice Hall, 2003.</p>
Websites	www.webtolearn.com/skemasim

INTERNATIONAL FINANCE

Course Code	MSC.IBNM2.FICOR.0061
ECTS Credits	5
Course Leader	FERRARA Laurent
Synchronous	33
Discipline	Finance
Program	International Business
Prerequisites	None
Course Description	This course is designed to train business leaders of tomorrows multinational enterprises to recognize and capitalize on the unique characteristics of global markets. We will discuss exchange rate determination, the international monetary system and global financial markets, and gain firmer understanding of FX markets that underpin the rapid evolution of our global marketplace. Further, we will consider financing options for the global firm and study the intricacies of foreign investment, including cross-border mergers and acquisitions. Throughout the course we will work on a number of real-world cases to help is gain hands-on experience and understanding of international finance.
Course Open to Exchange	Paris /Spring;#Raleigh /Spring;#Suzhou /Spring
Semester	spring
Campus	Paris, Raleigh, Stellenbosch-Le Cap, Suzhou
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Available on Cyberlibris at www.scholarvox.com : 1) Economics for Investment Decision Makers Workbook : Micro, Macro, and International Economics, Piros and Pinto, John Wiley & Sons, 2013, Chapters 5, 8, 9 and 10. 2) International Economics 6th edition, Dunn and Mutti, Taylor & Francis, 2003, Chapters 12 to 20 Lectures Recommandées / Recommended readings : Ephraim CLARK, INTERNATIONAL FINANCE, (London: Thomson Learning, 2002)
Websites	http://databank.worldbank.org/data/home.aspx http://stats.oecd.org/

MANAGEMENT IN INTERNATIONAL ENVIRONMENT FROM A CHINESE PERSPECTIVE

Course Code	MSC.IBUM2.STCOR.0060
ECTS Credits	5
Course Leader	DESBORDES Rodolphe
Synchronous	33
Discipline	Management & Organisation
Program	International Business
Prerequisites	n/a

Course Description	<p>In recent years, more and more scholars are showing their interest on the management practices of Chinese companies. Although China has yet to produce a world-class company, China offers more management lessons today than do most other countries. Successful Chinese companies are leveraging their unique management practices to get standing in the world market.</p> <p>Considering this background, this course, by combining theoretical discussion and case study, will open the window for students to deepen their understanding of Chinese companies management philosophy and practices in the world market. The contents included in the course will cover broad issues in management, from strategic management to organizational design and development, from new product development to innovation, from leadership to marketing.</p> <p>The study of this course provides a good opportunity for students to reflexively thinking and discussing some management theories and practices through the Chinese perspective.</p>
Course Open to Exchange	Suzhou /Spring
Semester	spring
Campus	Suzhou
Evaluation	
Final Examination (%)	60
Continuous Assessment (%)	40
Academic reference	<ol style="list-style-type: none"> 1. China: To Get Rich Is Glorious 2. China Myths, China Facts 3. West meets East: Toward an Ambicultural approach to management 4. A Chinese Approach to Management. Harvard Business Review, 2014.9 5. https://hbr.org/2014/09/a-chinese-approach-to-management 6. China's Miracle Economy: Causes, Consequences, and Current Status 7. What Chinas five-year plan means for business 8. Guanxi as a complex adaptive system: definition, description and underlying principals 9. Does Managerial Ties in China Always Produce Value 10. The High Cost of Cheap Chinese Labor 11. Business in China-Innovation: Fast and furious 12. Why Western Digital Firms Have Failed in China 13. What Western Marketers Can Learn from China 14. How Chinas Government Helps and Hinders Innovation 15. Business in China: Entrepreneurship and technology 16. Inside the Mind of Chinese Consumers 17. What Panasonic Learned in China 18. Chinese Negotiation 19. In China: The Right Political Ties Count 20. Business Leadership in the Chinese Context: Trends, Findings and Implications 21. Leading Huawei: Lessons from China's Most Successful Executive 22. Chinese companies non-market strategy in exploring opportunities (Case. TONGWEI) (This would be provided later) 23. Harvard Business Case: Yili Group: China's Pioneering Dairy Brand (This

	would be provided later) 24. Harvard Business Case: Xiaomi, Inc.: The Rise of a Chinese Indigenous Competitor (This would be provided later)
Websites	25. https://www.worldbank.org/en/news/press-release/2019/10/24/doing-business-2020-chinas-strong-reform-agenda-places-it-in-the-top-10-improver-list-for-the-second-consecutive-year 26. Chinas 40 Years of Reform and Development: 19782018. https://www.jstor.org/stable/j.ctv5cgbnk

COMPANY FAILURE AND RENEWAL IN CHINA

Course Code	MSC.IBUM2.STELE.0059
ECTS Credits	2
Course Leader	DESBORDES Rodolphe
Synchronous	18
Discipline	Stratégie, Innovation & Entrepreneuriat
Program	International Business
Prerequisites	n/a
Course Description	This course aims to equip students with the knowledge and skills to diagnose why organizations experience crises and what might be done to identify problems, to avoid potential failure, and to transform the organization to enable it to succeed in the future. Particular focus will be placed on Chinese companies many of which have attracted world-wide attention for adopting new business models and innovative operations. The course will also examine symptoms as well as the causes of company failure by introducing to students the techniques that may be used to identify the onset of difficulties as early as possible, based on the assumption that successful turnaround strategies will more likely be achieved if problems are recognized early. The experiences of Chinese companies will form the backdrop against which the universality of such a phenomenon will be tested.
Course Open to Exchange	Suzhou /Spring
Semester	spring
Campus	Suzhou
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	
Websites	

CROSS CULTURAL COMMUNICATION AND LEADERSHIP

Course Code	MSC.IBUM2.STELE.0061
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ECTS Credits	3
Course Leader	DESBORDES Rodolphe
Synchronous	18
Discipline	Management & Organisation
Program	International Business
Prerequisites	The participants should have read the reference and texts in CSI (Course Study Information).
Course Description	<p>In today's professional life, everyone is dealing with leadership at all levels. But the understanding, the process, as well as the outcome are different. Leadership is not, in today's fast moving business environment, just motivating yourself and your team to perform as well as your KPIs require. Further considerations on new elements and factors, such as CSR, and corporate governance, legal compliance and cross cultural factors come into account.</p> <p>Execution is the implementation of management and shareholders strategy. Why are there so many conflicts between bosses and the executives? Why the execution is often so difficult and even painful? How shall we do to succeed our leadership?</p>
Course Open to Exchange	Suzhou /Spring
Semester	spring
Campus	Suzhou
Evaluation	
Final Examination (%)	70
Continuous Assessment (%)	30
Academic reference	<ul style="list-style-type: none"> - Michael Watkins (2003), The first 90 days, Critical success strategies for new leaders at all levels, Harvard Business School Press, Boston, Massachusetts, USA - Hofstede, Geert (2010), Cultures and Organizations, Software of the mind (3rd edition), New York, NY, McGraw Hill - House et al (2005), Culture, leadership and organizations: the GLOBAL study of 62 societies. New York, NY, Sage Publications - Hampden-Turner & Trompenaars (2000), Building cross cultural competence, New York, Wiley - Lewis, Richard D (1999), When cultures collide: managing successfully across cultures. London, Nicolas Brealey Publishing - Lewis, Richard D (2003), The culture imperative: global trends in 21st century, Yarmouth, ME - Walter Isaacson (2011), Steve Jobs, Simon & Schuster, New York - David R. Hawkins (2014), Power vs. Force. Hay House, Inc. Publications
Websites	

NEGOTIATION PRACTICE

Course Code	MSC.IBCM2.STELE.0002
ECTS Credits	3
Course Leader	DESBORDES Rodolphe

Synchronous	18
Discipline	Stratégie, Innovation & Entrepreneuriat
Program	International Business
Prerequisites	
Course Description	
Course Open to Exchange	Paris /Spring;#Suzhou /Spring
Semester	spring
Campus	Stellenbosch-Le Cap
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

INTERNATIONAL MARKETING AND BUSINESS DEVELOPMENT SUZHOU

BUSINESS DEVELOPMENT & SALES

Course Code	MSC.IMBM2.MKCOR.0065
ECTS Credits	5
Course Leader	SPIER Peter
Synchronous	30
Discipline	Marketing
Program	International Marketing and Business Development Suzhou
Prerequisites	Business models, negotiation, sales
Course Description	<p>This course covers two strongly related areas: business development and sales.</p> <p>Sales and business development are an essential component of the MSc in International Marketing and Business Development. Companies are seeking to recruit candidates with good potential for sales and a good number of students will begin their careers in the sales function, either moving up into sales management or across into marketing.</p> <p>Two other courses: international business development and new business development focus on these aspects of business development. This course is more concerned with areas such as key account management, sales methods and developing business in existing markets with existing customers.</p> <p>SALES:</p> <p>The sales component of the course provides will help to develop selling techniques and discover the different kinds of positions available in sales and business development. The course will look at different types of sales situation and reveal how very different sales can be in different sectors. We will look at transactional bargaining situations moving through to more complex situations involving consultative- and solution-selling approaches.</p>

	<p>Throughout, the emphasis will be on developing students' ability to 'connect' with the other person, to use enquiry to better understand their point of view, to put forward their own position and to communicate and defend value.</p> <p>This course is a 'must' for students who wish to follow a career or spend their first years in sales or marketing. It will help to build confidence and cover the kind of techniques used in companies. The course will be interactive, and students will be expected to participate fully with live simulation.</p> <p>The skills developed in the course will certainly be useful elsewhere: selling ideas, pitching for resources, job interviews, internal selling...</p> <p>This part of the course goes hand in hand with the business development part that looks more specifically at Key account management and negotiation.</p> <p>BUSINESS DEVELOPMENT</p> <p>Business development involves identifying, analyzing and qualifying opportunities for growth that are both profitable and consistent with a company's strategy, and then making things happen. It is this combination of analysis and strategic vision with a concern for the practical side of things that make the activity so satisfying.</p> <p>This course will look at how companies in a range of sectors grow - whether in new or existing markets, with new or existing clients -, how decisions about which options to pursue can be formulated and evaluated, and how growth strategies can be put in place. There will be a natural focus on the role of key account managers, who are key players in developing business. In Sophia, Lille, Belo and Suzhou, the course will culminate in the annual Sales Challenge, where students will meet and sell to companies. In Paris students will be able to opt for this event as an elective.</p>
Course Open to Exchange	Belo /Spring;#Lille /Spring;#Sophia /Spring;#Suzhou /Spring
Semester	spring
Campus	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	Full reading list will be available on K2 (SKEMA's knowledge platform)
Websites	The links will be available on K2 (SKEMA's knowledge platform)

CAREER MANAGEMENT 1

Course Code	MSC.TRCM2.OTCOR.0038
ECTS Credits	0,5
Course Leader	BIANCHI Stéphanie
Synchronous	0
Discipline	Stratégie, Innovation & Entrepreneuriat
Program	International Marketing and Business Development Suzhou

Prerequisites	No prerequisites.
Course Description	<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 : Wage Negotiation & 2nd workshop : How to succeed in the first position (Risks/Leadership/Corporate Codes) ?) + 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 & Feryel HOUSSEIN</p> <p>PARIS: Laura SINDONINO, Sophie Ripoche & 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>
Course Open to Exchange	Suzhou /Spring
Semester	spring
Campus	Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

CHINESE - ADVANCED

Course Code	MSC.TRCM2.OTCOR.0035
ECTS Credits	0,5
Course Leader	DURANTON Hélène
Synchronous	30
Discipline	Langues
Program	International Marketing and Business Development Suzhou
Prerequisites	Having attended intermediate level 2/ Pre-advanced in Suzhou campus. Or having attended the intermediate level (210 hours) at other campus.
Course Description	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.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	
Final Examination (%)	30

Continuous Assessment (%)	70
Academic reference	Ji Jin, Winning in China Business Chinese (Intermediate). Jiang Liping, HSK4 or HSK5, will be combined with business Chinese.
Websites	

CHINESE - BEGINNER 1

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

CHINESE - BEGINNER 2

Course Code	MSC.TRCM2.LGCOR.0106
ECTS Credits	0,5
Course Leader	DURANTON Hélène
Synchronous	0
Discipline	Langues
Program	International Marketing and Business Development Suzhou
Prerequisites	About 30h Chinese learning experience
Course Description	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.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	

Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 1)
Websites	

CHINESE - ELEMENTARY

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

CHINESE - INTERMEDIATE

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

Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 3). The books will be bought by students, and Soochow University recommended for the students to use.
Websites	

CHINESE - POST BEGINNER 1

Course Code	MSC.TRCM2.LGCOR.0107
ECTS Credits	0,5
Course Leader	DURANTON Hélène
Synchronous	0
Discipline	Langues
Program	International Marketing and Business Development Suzhou
Prerequisites	About 60h Chinese learning experience.
Course Description	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.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 2).
Websites	

CHINESE - POST BEGINNER 2

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

Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 2).
Websites	

DIGITAL GROWTH

Course Code	MSC.IMBM2.MKCOR.0061
ECTS Credits	3
Course Leader	FAURE Camille
Synchronous	18
Discipline	Marketing
Program	International Marketing and Business Development Suzhou
Prerequisites	No prerequisite. Bringing a personal laptop at every single class is compulsory.
Course Description	To seize the immense potential presented by the digital ecosystem, modern companies must continuously optimize their digital offerings. Product Managers play a pivotal role in winning digital organizations: they combine creativity with data analytics to develop the product. Whether it is a website or an application, they are expected to constantly innovate at the very heart of the products features and customer journey. On top of that, students will be learning how to create innovative marketing channels such as chatbots and Augmented Reality.
Course Open to Exchange	Lille /Fall;#Suzhou /Spring
Semester	spring
Campus	Lille, Paris, Sophia, Suzhou
Evaluation	
Final Examination (%)	60
Continuous Assessment (%)	40
Academic reference	Ellis, Sean, and Morgan Brown. Hacking Growth: How Today's Fastest-Growing Companies Drive Breakout Success. Crown Business, 2017.
Websites	See Official website for Google Analytics: https://analytics.google.com/analytics/academy/ Wordpress: A Step-by-Step Beginners Guide to Build Your Own WordPress Website from Scratch. 2016 https://www.amazon.cn/gp/product/1539991849/ref=oh_aui_detailpage_o00_s00?ie=UTF8&psc=1 See also official website https://wordpress.org/ for more references.

MANAGING SOCIAL NETWORKS, COMMUNITIES AND CRISIS COMMUNICATION

Course Code	MSC.IMBM2.MKELE.0137
ECTS Credits	3
Course Leader	SPIER Peter
Synchronous	18
Discipline	Marketing
Program	International Marketing and Business Development Suzhou
Prerequisites	None
Course Description	<p>In today's world, two vital skills of business professionals are: the ability to manage social networks and communities and the ability to effectively manage handle crisis communications. This course will focus on interdisciplinary activities to cover the fundamentals of creating and implementing two key documents: an effective corporate social media strategy and a successful crisis management and communications plan. During the first 2/3 of the course, students will learn to tackle one of the most difficult tasks facing corporate communicators today: how to create and oversee all the internal and external communications initiatives needed for effective social media management. Sessions will cover the creation and curating of an individual professional social media presence, as well as analyzing case studies of successful and unsuccessful corporate social media campaigns, culminating in written analysis and oral presentation regarding a chosen business as case study for the Group Final Project. During the final 1/3 of the course, students will learn international best practices in crisis management and crisis communications, including the principles of crisis identification, problem solving, control and containment, and resolution. This section of the course will detail the formation of Crisis Management and Crisis Communications teams, as well as participation in crisis management drills, spokesperson training, role play with media, and mock press conference</p>
Course Open to Exchange	Suzhou /Spring
Semester	spring
Campus	Suzhou
Evaluation	
Final Examination (%)	25
Continuous Assessment (%)	75
Academic reference	<p>TEXTBOOKS (to be excerpted)</p> <p>Reputation Management: The Key to Successful Public Relations and Corporate Communication, 4th Edition (2020) by John Doorley and Helio Fred Garcia, ISBN:9780815376972</p> <p>The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases and Viral Marketing to Reach Buyer Directly</p> <p>7th Edition (2020) by David Meerman Scott, ISBN: 1119651603</p> <p>CASE STUDIES & ARTICLES</p>

	<p>Begin with Trust, by Francis Frei & Anne Morris. Harvard Business Review, May-June 2020 issue</p> <p>Subwaythe Worlds Largest Fast Food Chain on a Downward Spiral, by KBS Kumar and Indu Perepu, IBS Center for Management Research, 2020.</p> <p>After CVS Stopped Cigarette Sales, Smokers Stopped Buying Elsewhere, FORBES, Feb 20, 2017.</p> <p>Ubers problem with Trust, On the Mark, 2019.</p>
Websites	

MOBILE MARKETING

Course Code	MSC.IMBD2.MKELE.0098
ECTS Credits	3
Course Leader	LIMA Marcos
Synchronous	18
Discipline	Marketing
Program	International Marketing and Business Development Suzhou
Prerequisites	M1 marketing
Course Description	With the development of digital solutions and the development of mobile services, mobile phones, tablets and Smartphone are communication tools that are used by more and more companies. The objective of this elective is to acquire knowledge both globally and in details on what are the various areas and solutions of mobile marketing, including mobile advertising, mobile CRM, mobile direct marketing, M-Commerce ...
Course Open to Exchange	Suzhou /Spring
Semester	spring
Campus	Lille, Suzhou
Evaluation	
Final Examination (%)	70
Continuous Assessment (%)	30
Academic reference	
Websites	

PRODUCT MANAGEMENT AND OPERATIONAL MARKETING

Course Code	MSC.IMBM2.MKCOR.0063
ECTS Credits	4
Course Leader	SPIER Peter
Synchronous	24
Discipline	Marketing
Program	International Marketing and Business Development Suzhou
Prerequisites	Having a marketing background in strategic marketing and some basic knowledge about the marketing mix.

Course Description	After introducing the concepts of product management and then reviewing all the steps of the product development process, from market research to releasing a product range onto the market, the final part of this course will focus on the interactions between all the company departments during the product development process. This course will give for the student a clear vision about how the most innovative companies around the world are developing new products and services, managing products and services, and implementing a competitive marketing plan for all of them.
Course Open to Exchange	Belo /Spring;#Lille /Spring;#Sophia /Spring;#Suzhou /Spring
Semester	spring
Campus	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
Evaluation	
Final Examination (%)	0
Continuous Assessment (%)	100
Academic reference	Mastering Product Management A step-by-step guide Kevin Brennan (facultative reading)
Websites	

UNDERSTANDING THE ELUSIVE CONSUMER

Course Code	MSC.IMBM2.MKCOR.0031
ECTS Credits	5
Course Leader	MECIT Aican
Synchronous	30
Discipline	Marketing
Program	International Marketing and Business Development Suzhou
Prerequisites	Market research notion, Introduction to Marketing, Research Methods
Course Description	Contemporary approaches to business emphasize the importance of adopting a customer focus. Marketing begins and ends with the consumer from determining consumer needs to ensuring customer satisfaction. Today's marketing manager has to possess an in-depth, scientific understanding of consumer judgment and decision-making but also of the way consumption functions in People's lives. The primary goal of this course is to provide a strong foundation for critical thinking in the area of consumer behavior through: - focusing on the transition from a traditional economics-driven to a subtler understanding of consumers, - discussing the recent developments in the area with special emphasis on the psychological and socio-cultural advances.
Course Open to Exchange	Belo /Spring;#Lille /Spring;#Sophia /Spring;#Suzhou /Spring
Semester	spring
Campus	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
Evaluation	

Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	<p>Blackwell, R.; Miniard, P; Engel, J. (2001). Consumer behavior (9th ed.). Orlando: Harcourt Publishers</p> <p>Khaneman , Daniel (2011). Thinking, fast and slow. New York: Farrar, Straus and Giroux, 2011.</p> <p>Arnould, Eric J., Thompson, Craig J. (2018). Consumer culture theory. London: Sage</p> <p>The list of weekly mandatory readings is provided below.</p> <p>- Recommended textbook: Solomon, Michael R. (2015). Consumer Behavior, Global Edition, 11th Edition, London: Pearson.</p> <p>Cass R. Sunstein, Nudging: A Very Short Guide, 37 J. Consumer Pol'y 583 (2014).</p> <p>Schau, Hope J. (2018) Identity Projects and the Marketplace, Consumer Culture Theory. London: Sage, pp. 19-39.</p> <p>Siebert, Anton, Ahir Gopaldas, Andrew Lindridge, and Cláudia Simões (2020), Customer Experience Journeys: Loyalty Loops Versus Involvement Spirals, JM, 45-66.</p> <p>Iyengar, Sheena S., and Mark R. Lepper. When choice is demotivating: Can one desire too much of a good thing? JPSP, 79.6 (2000): 995-1006.</p> <p>Simonson, Itamar (1989), Choice Based on Reasons: The Case of Attraction and Compromise Effects, JCR, 16, 158-174.</p> <p>Nedungadi, Prakesh. (1990), Recall and Consideration Sets: Influencing Choice Without Altering Brand Evaluations. JCR, 17, 263-276.</p> <p>Lee, A. Y., & Labroo, A. A. (2004). The effect of conceptual and perceptual fluency on brand evaluation. JMR, 41(2), 151-165.</p> <p>Gráinne M. Fitzsimons, Tanya L. Chartrand, and Gavan J. Fitzsimons (2008), Automatic Effects of Brand Exposure on Motivated Behavior: How Apple Makes You Think Different JCR, 35, 21-35.</p> <p>Kupor, D. M. & Z. L. Tormala. (2015) Persuasion, interrupted: The effects of momentary interruptions on message processing and persuasion, JCR, 300-15</p> <p>Lowrey, Tina M., and Larry J. Shrum. (2007) Phonetic symbolism and brand name preference, JCR, 34(3), 406-414.</p> <p>Fishbach, A., & Zhang, Y. (2008) Together or apart: When goals and temptations complement versus compete. JPSP, 94(4), 547.</p> <p>Sundie, J. M., Kenrick, D. T., Griskevicius, V., Tybur, J. M., Vohs, K. D., & Beal, D. J. (2011) Peacocks, Porsches, and Thorstein Veblen: Conspicuous Consumption as a Sexual Signaling System, JPSP, 100 (4), 664-680.</p> <p>Albert M. Muniz, Jr., and Thomas C. O'Guinn. (2001). Brand Community, JCR, 27(4), pp. 412-32.</p> <p>HEDIN, Hans, Hirvensalo, Irmeli, Vaarnas, Markko (2014) The Handbook of Market Intelligence : Understand, Compete and Grow in Global Markets Ed. 2. John Wiley & Sons.</p> <p>KOTLER, P. KARTAJAYA, H. SETIAWAN, I (2010). Marketing 3.0: From Products to Customers to the Human Spirit. United States: John Wiley & Sons.</p> <p>KOTLER, P. KARTAJAYA, H. SETIAWAN, I. (2016) Marketing 4.0: Moving from Traditional to Digital. United States: Wiley.</p>

Websites	
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GRAPHIC DESIGN

Course Code	MSC.IMBM2.MKELE.0124
ECTS Credits	3
Course Leader	ZHAO, Yunpeng-EXT
Synchronous	18
Discipline	Marketing
Program	International Marketing and Business Development Suzhou
Prerequisites	None
Course Description	<p>This course includes two major parts: the theory part and the practical part. The theory part will tell students the basis of graphic design, such as morphological composition, basic design rules, and how to integrate graphic design into business activities. The practical part will introduce the most commonly used graphic design tool: Adobe Photoshop.</p> <p>Overall, the course starts from discussing What is beauty and ends with How to make things beautiful and How to build brands and make profit by graphic design. The design thinking and design methodology will help students perform better in their careers as well as in everyday life.</p>
Course Open to Exchange	Suzhou /Spring
Semester	spring
Campus	Paris, Suzhou
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	<p>Don Norman. The Design of Everyday Things (Revised and Expanded ed.). Basic Books. 2013</p> <p>Naomi Asakura. Fundamental Problems of Creating in Two-Dimensional Space. Visual Mathematics (2010)</p> <p>Roberto Verganti. Design Driven Innovation: Changing the Rules of Competition by Radically Innovating What Things Mean (Pocket Mentor edition) . Harvard Business Press. 2009</p> <p>Kenya Hara. Designing Design (Reprint edition). Lars Muller Publishers. 2013</p> <p>Radu Frasier. Graphic Design Handbook. Independently published. 2018</p> <p>Jens Müller. The History of Graphic Design. Vol. 2, 1960Today --multilingual. TASCHEN. 2018</p> <p>Robin Williams. The Non-Designer's Design Book (4th Edition). Peachpit Press.</p>
Websites	

PERFECT PITCH

Course Code	MSC.IMBM2.MKELE.0050
ECTS Credits	3

Course Leader	FAURE Camille
Synchronous	18
Discipline	Marketing
Program	International Marketing and Business Development Suzhou
Prerequisites	General marketing knowledge
Course Description	This course will take you to the world of public speaking in the business environment. How to overcome stage fright, how to use efficiently your body on stage; How to create a strong connection with the audience using nonverbal communication: voice, inner rhythm, breathing, and eye contact. How to embody a specific status to increase your impact. You will learn about building a business pitch, how to build effective PowerPoint, how to use storytelling, and how to be a better listener. How to adapt to the audience and how to react positively to mistakes and unexpected situations
Course Open to Exchange	Lille /Fall;#Sophia /Fall;#Suzhou /Spring
Semester	spring
Campus	Lille, Paris, Sophia, Suzhou
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	<p>Nabla Leviste : (TedX) créativité immédiate l'importance de se détendre</p> <p>David Servan-Scheiber: Guérir, Le stress, l'anxiété et la dépression sans médicaments ni psychanalyse: cohérence cardiaque</p> <p>Keith Johnstone IMPRO, Improvisation & the Theater, Youtube Improv interviews , the suggestibles Improv company- Fear & Risk About spontaneity & originality - Don't do your best (TedX) :</p> <p>Mark Jane Jeux et enjeux, la boîte à outils de l'improvisation théâtrale: Niveaux de tension</p> <p>Jean-Laurent Cochet : L'art et la technique du comédien</p> <p>Keith Johnstone IMPRO, Improvisation & The Theater Status Improv interviews , the suggestibles Improv company: Status</p> <p>National Theater Youtube Channel The World of Comedia del Arte : Character Shape, Didi Hopkins</p> <p>Barbar McAfee: TedX The 5 element framework</p> <p>Wendy Leborgne : Ted X Vocal Branding Beyond Words: How Your Voice Shapes Your Communication Image</p> <p>Roger Love : TedX Is your voice ruining your life</p> <p>David J Philips: Ted X How to avoid death by powerpoint</p> <p>David Beckett best3minutes.com Youtube : How to give the perfect pitch?</p> <p>The Open-3 Close Pitch Canvas, The Pitch Canvas</p> <p>Keith Johnstone : Impro for Storytellers</p> <p>Christian Vogler : The Hero's Journey</p> <p>Sebastien Durand : Storytelling ré-enchanter votre communication Les 7 histoires qui font la différence</p> <p>Michelle Golden : TedX : The Elevator Pitch is out of order</p> <p>Mace Horoff TedX : If you've had sex, you know how to sell</p>
Websites	

PERSUASIVE CROSS-CULTURAL BUSINESS COMMUNICATIONS

Course Code	MSC.IMBM2.MKELE.0188
ECTS Credits	3
Course Leader	SPIER Peter
Synchronous	18
Discipline	Marketing
Program	International Marketing and Business Development Suzhou
Prerequisites	none
Course Description	This course uses the latest research and knowledge from the Science of Influence and Persuasion as well as international best practices in cross-cultural communication to help participants to communicate effectively to a broad range of stakeholders and across a wide spectrum of challenging but realistic business scenarios. Students in this course will gain expertise in successfully persuading target audiences in a variety of real case situations from persuading individuals or small groups despite challenging scenarios to creating and successfully delivering effective formal presentations to large audiences. Special emphasis will be placed on bridging cross-cultural differences between France and China, to add relevance to the course content, but a cross-section of other key nations and cultures will also be explored via case studies and activities including role play. In terms of content, students will gain a strong foundation of theoretical knowledge and rich practical experience in communicating persuasively despite complex topics, fast-changing situations, opposing viewpoints, resistance to change, time limitations, technology issues, and culture-based biases or misunderstanding.
Course Open to Exchange	Suzhou /Spring
Semester	spring
Campus	Suzhou
Evaluation	
Final Examination (%)	55
Continuous Assessment (%)	45
Academic reference	
Websites	

CORPORATE FINANCIAL MANAGEMENT

BLOCKCHAIN AND CRYPTOCURRENCY

Course Code	MSC.CFMM2.FICOR.0182
ECTS Credits	3
Course Leader	SAIDANE Dhafer
Synchronous	18
Discipline	Finance
Program	Corporate Financial Management
Prerequisites	TBC
Course Description	<p>This course will introduce the fundamental building blocks of blockchain technology and its application in cryptocurrencies and decentralized finance. In addition, we will emphasize the application of blockchain technology in the Chinese market and related topics, such as mining.</p> <p>Topics will begin with fundamentals of exchange in economics, financial intermediary, and relevant areas of computer science such as cryptography and distributed systems. Then, it will be divided into two parts: Blockchain and Cryptocurrencies. Finally, if time is allowed, we will also discuss the platforms of Cryptocurrencies.</p>
Course Open to Exchange	Suzhou /Spring
Semester	spring
Campus	Suzhou
Evaluation	
Final Examination (%)	70
Continuous Assessment (%)	30
Academic reference	
Websites	<p>1. The great chain of being sure about things https://www.economist.com/briefing/2015/10/31/the-great-chain-of-being-sure-about-things</p> <p>2. What's Blockchain Actually Good for, Anyway? For Now, Not Much https://www.wired.com/story/whats-blockchain-good-for-not-much/</p> <p>3. Who Controls the Blockchain? https://hbr.org/2017/04/who-controls-the-blockchain</p> <p>4. Can blockchain, a swiftly evolving technology, be controlled? https://theconversation.com/can-blockchain-a-swiftly-evolving-technology-be-controlled-73471</p> <p>5. Blockchain: What It Is, What It Isn't, and What It Means for The Produce Industry https://www.pma.com/content/articles/blockchain</p> <p>6. Could We Fight Misinformation With Blockchain Technology? https://www.nytimes.com/2020/07/06/insider/could-we-fight-misinformation-with-blockchain-technology.html</p> <p>7. China is cracking down on crypto again heres what that actually means, and how it affects U.S. crypto investors https://www.cnbc.com/2021/09/24/what-investors-should-know-about-chinas-cryptocurrency-crackdown.html</p>

CAREER MANAGEMENT 1

Course Code	MSC.TRCM2.OTCOR.0038
ECTS Credits	0,5
Course Leader	BIANCHI Stéphanie
Synchronous	0
Discipline	Stratégie, Innovation & Entrepreneuriat
Program	Corporate Financial Management
Prerequisites	No prerequisites.
Course Description	<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 : Wage Negotiation & 2nd workshop : How to succeed in the first position (Risks/Leadership/Corporate Codes) ?) + 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 & Feryel HOUSSEIN</p> <p>PARIS: Laura SINDONINO, Sophie Ripoche & 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>
Course Open to Exchange	Suzhou /Spring
Semester	spring
Campus	Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

CAREER MANAGEMENT 2

Course Code	MSC.SFFM2.FICOR.0023
ECTS Credits	0
Course Leader	ANDRE Nathalie
Synchronous	0
Discipline	Autre
Program	Corporate Financial Management
Prerequisites	No prerequisites.
Course Description	Career management, focusing on job search and first professional experiences.

Course Open to Exchange	Belo /Spring;#Lille /Spring;#Paris /Spring;#Raleigh /Spring;#Sophia /Spring;#Suzhou /Spring
Semester	spring
Campus	Lille, Paris, Sophia
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	Accès Talent and careers HUB
Websites	None.

CHINESE - ADVANCED

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

CHINESE - BEGINNER 1

Course Code	MSC.TRCM2.LGCOR.0105
ECTS Credits	0,5
Course Leader	DURANTON Hélène
Synchronous	0
Discipline	Langues
Program	Corporate Financial Management

Prerequisites	No
Course Description	This course is a beginning level course of Mandarin Chinese designed for students without any Chinese Language background.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 1).
Websites	

CHINESE - BEGINNER 2

Course Code	MSC.TRCM2.LGCOR.0106
ECTS Credits	0,5
Course Leader	DURANTON Hélène
Synchronous	30
Discipline	Langues
Program	Corporate Financial Management
Prerequisites	About 30h Chinese learning experience
Course Description	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.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 1)
Websites	

CHINESE - ELEMENTARY

Course Code	MSC.TRCM2.OTCOR.0033
ECTS Credits	0,5
Course Leader	DURANTON Hélène
Synchronous	30

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

CHINESE - INTERMEDIATE

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

CHINESE - POST BEGINNER 1

Course Code	MSC.TRCM2.LGCOR.0107
ECTS Credits	0,5

Course Leader	DURANTON Hélène
Synchronous	30
Discipline	Langues
Program	Corporate Financial Management
Prerequisites	About 60h Chinese learning experience.
Course Description	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.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 2).
Websites	

CHINESE - POST BEGINNER 2

Course Code	MSC.TRCM2.LGCOR.0108
ECTS Credits	0,5
Course Leader	DURANTON Hélène
Synchronous	30
Discipline	Langues
Program	Corporate Financial Management
Prerequisites	About 90h Chinese learning experience.
Course Description	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.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 2).
Websites	

CYBERSECURITY, PRIVACY AND REGTECH FOR FINANCE

Course Code	MSC.CFMM2.FICOR.0181
ECTS Credits	3
Course Leader	SAIDANE Dhafer
Synchronous	18
Discipline	Finance
Program	Corporate Financial Management
Prerequisites	no prerequisite
Course Description	<p>1. Students will gain general knowledge of information privacy and data protection, including data breach and cybersecurity, in the financial sector</p> <p>2. Be familiar with key EU regulations impacting traditional financial actors as well as Fintechs in the field of cybersecurity and privacy</p> <p>3. Have an appreciation for the impact of deep tech (blockchain, AI, quantum computing) on cybersecurity, privacy and Regtech</p> <p>4. Be familiar with the basics and learn about the potential of state-of-the-art AI/ machine learning, IoT, blockchain with respect to various use cases such as fraud detection, fraud prediction, AML, credit scoring, Insurtech</p> <p>5. Be familiar with cryptocurrencies and their implications in terms of cybersecurity/privacy</p>
Course Open to Exchange	Suzhou /Spring
Semester	spring
Campus	Suzhou
Evaluation	
Final Examination (%)	0
Continuous Assessment (%)	100
Academic reference	<p>Thierry Bonneau, Thibault Verbiest, Fintech et Droit - RB Edition, février 2020</p> <p>Didier Geiben, Olivier Jean-Marie, Jean-François Vilotte, Thibault Verbiest, Bitcoin et Blockchain. Vers un nouveau paradigme de la confiance numérique ? - RB Edition , juillet 2016 Prix Turgot 2017 du meilleur ouvrage collectif</p> <p>Franklin Dehousse, Thibault Verbiest, Tania Zgajewski, Introduction au droit de la société de l'information : synthèse en droits belge et européen convergence télécoms, audiovisuel, internet , 2007, Larcier</p> <p>De Coster, T., Vandercammen, M., Verbiest, T., Demoulin, M., Jacquemin, H. & Montero, E, Les pratiques du commerce électroniques, 2007, Bruxelles: Académia Bruylant. 191 p. (Cahiers du CRID; vol. 30)</p> <p>Thibault Verbiest , Le nouveau droit du commerce électronique : La loi pour la confiance dans l'économie numérique et la protection du cyberconsommateur, 2004, Larcier</p> <p>Thibault Verbiest La protection juridique du cyber-consommateur, Litec, Paris, 2002</p>

	<p>Thibault Verbiest et Etienne Wéry, Le droit de l'internet et de la société de l'information. Droits européen, belge et français, 2001, Larcier Scientific publications (66)</p> <p>Jonathan J. Attia, Thibault Verbiest, Bitcoin, Ethereum, Libra et CBDC : Blockchain, une valse à quatre temps, décembre 2019, Revue Banque n° 839</p> <p>Thibault Verbiest, Thierry Granier, Marchés financiers et technologie blockchain, octobre 2019, Banque & Droit n° 187</p> <p>Thibault DOUVILLE, Thibault VERBIEST, Blockchain et tiers de confiance : incompatibilité ou complémentarité ? Recueil Dalloz (n°20, 2018)</p> <p>Thibault Verbiest, Frédéric Bellanca, Cadre juridique : Initial Coin Offerings (ICO) : linévitale régulation?, janvier 2018, Revue Banque n° 817</p> <p>Thibault Verbiest, Conformité : Données personnelles et FinTechs : un mariage de raison, juin 2017, Revue Banque n° 810</p> <p>Thibault VERBIEST, Voiture connectée et voiture autonome, Revue Lamy droit de l'immatériel (n°133, 2017)</p> <p>Thibault VERBIEST, Le "data", moteur des projets "smart cities" , Revue Lamy droit de l'immatériel (n°140, 2017)</p> <p>Thibault Verbiest, « Quelle valeur juridique pour les smart contracts ? », RLDA, 2017, n° 129.</p> <p>Thibault VERBIEST. Quelle relation entre la protection des données à caractère personnel et la blockchain ?, RLDA, 2017, n° 144</p> <p>Thibault Verbiest, Robert Devin, Les robo-advisors ou l'automatisation du conseil financier : Vers un nouveau cadre juridique en France et en Europe ? , avril 2017, Revue Banque n° 808</p> <p>Thibault Verbiest, Banque et assurance : Quel régime applicable à l'égard des comparateurs en ligne ?, janvier 2017, Revue Banque n° 805</p> <p>Thibault Verbiest, Régulation : Quelle approche légale de la blockchain ? , septembre 2016, Banque & Stratégie n° 350</p> <p>Thibault VERBIEST, Technologies de registre distribué (blockchain) : premières pistes de régulation , Revue Lamy droit de l'immatériel (n°129, 2016)</p> <p>Pelletier, Perrine, Verbiest, Thibault, and Lebon, Geoffroy, 'Betting in France', in Paul M. Anderson, et al. (eds.), Sports Betting: Law and Policy, 2012,</p> <p>Thibault Verbiest, Pascal Reynaud. Skill Games for Money in France: Are They Legal?, Gaming Law Review, Oct 2011</p> <p>Elise DUFOUR, Thibault VERBIEST, Alexandre DREYFUS, Eric BOUHANNA, E-commerce : l'ouverture du marché français des jeux d'argent et de hasard en ligne : écher ou mat ? Revue Lamy droit de l'immatériel (n°58, 2010)</p> <p>Verbiest, G. Lebon and P. Pelletier, 'Libéralisation des jeux en ligne: aperçu juridique du futur cadre légal', RLDA, No. 49, May 2010, p. 37</p> <p>Thibault VERBIEST, Momtchil MONOV,, "L'arrêt ""Santa Casa"" : frein ou accélérateur à la libéralisation du secteur des jeux de hasard sur internet ? , Revue Lamy droit de l'immatériel (n°54, 2009)</p> <p>Thibault VERBIEST, Geoffroy LEBON, La FFT remporte aisément le second set dans le match qui l'oppose à Unibet , Revue Lamy droit de l'immatériel (n°55, 2009)</p> <p>Thibault VERBIEST, Pascal REYNAUD, Alexandre MANASTERSKI, Le principe de remboursabilité comme condition de licéité des loteries payantes ? Revue Lamy droit de l'immatériel (n°54, 2009)</p>
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Websites	

DIGITAL JOB MARKET OPPORTUNITIES

Course Code	MSC.CFMM2.FICOR.0164
ECTS Credits	1
Course Leader	SAIDANE Dhafer
Synchronous	6
Discipline	Autre
Program	Corporate Financial Management
Prerequisites	No
Course Description	Organisation de sequences de négociations de Job Market avec l'appui techniques d'entreprises locale dont Village by CA.
Course Open to Exchange	Suzhou /Spring
Semester	spring
Campus	Suzhou
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	

Websites	Video clips will be play in class and the websites of top firms that are recruiting will be reviewed in class.
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FINANCIAL RISK MANAGEMENT

Course Code	MSC.CFMM2.FICOR.0026
ECTS Credits	3
Course Leader	LAI Wan Ni
Synchronous	18
Discipline	Finance
Program	Corporate Financial Management
Prerequisites	International financial economics, derivatives.
Course Description	The main objective of this course is to teach students how to identify and manage risks at the enterprise level as financial managers. This course emphasis on enterprise risk management that covers the four main aspects of risk in a corporation: Hazard risks, financial risks, operational risks and strategic risks. The course provides an introduction to enterprise risk management, explains the financial risk exposures of a company (foreign exchange, transaction, economic) and methods of hedging financial risks.
Course Open to Exchange	Suzhou /Spring
Semester	spring
Campus	Paris, Suzhou
Evaluation	
Final Examination (%)	60
Continuous Assessment (%)	40
Academic reference	Lectures obligatoires / Required readings: Lectures Recommandées / Recommended readings:
Websites	None.

FINTECH VENTURE

Course Code	MSC.CFMM2.FICOR.0155
ECTS Credits	3
Course Leader	SAIDANE Dhafer
Synchronous	18
Discipline	Finance
Program	Corporate Financial Management
Prerequisites	Capital Budgeting Valuation
Course Description	The aim of the course is to present different financing forms of entrepreneurial firms active in the fintech area. The course will discuss traditional sources such as venture capital and new trends in financial innovation available to fintech startups. Special attention will be devoted to

	<p>understanding the motivations of the different players (mainly investors and entrepreneurs) and how to reconcile their interests through specific contracting mechanisms.</p> <p>Lectures build on theory, business cases and exercises that will be discussed in class. Students will be required to work on real-world business cases to develop their own view on different forms of entrepreneurial finance. This year, we will also do business cases on (equity) crowdfunding and ICO.</p>
Course Open to Exchange	Suzhou /Spring
Semester	spring
Campus	Suzhou
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	<p>Most relevant reading material will be distributed in electronic format at the beginning of the course. These include:</p> <p>[1] Metrick, A., and A. Yasuda (2011), Venture Capital and Other Private Equity: A Survey, <i>European Financial Management</i> 17 (4), 619-654.</p> <p>[2] Hornuf, L., and A. Schwienbacher (2016), Crowdfunding Angel Investing for the Masses?, with L. Hornuf, in: <i>Handbook of Research on Venture Capital: Volume 3. Business Angels</i>: Edward Elgar (Ed. C. Mason and H. Landström); pp. 381-397. Also available on SSRN: ssrn.com/abstract=2401515.</p> <p>[3] Howell, S.T., M. Niessner, and D. Yermack (2019), Initial Coin Offerings: Financing Growth with Cryptocurrency Token Sales, <i>The Review of Financial Studies</i>, forthcoming.</p> <p>[4] Schwienbacher, A. (2015), (Book chapter) Financing the Business, in: <i>Routledge Companion on Entrepreneurship</i>: Routledge (Ed. T. Baker and F. Welter), pp. 193-206.</p> <p>In addition, students interested in reading issues covered in class will find related discussions in the following textbooks (suggested reading, not required):</p> <p>L. Alemany and J.J. Andreoli, (2018). <i>Entrepreneurial Finance: The Art and Science of Growing Ventures</i> (Cambridge University Press)</p> <p>A. Metrick and A. Yasuda, <i>Venture Capital and the Finance of Innovation</i>, 2nd Edition (Wiley)</p> <p>M. Iansiti and K.R. Lakhani, (2020). <i>Competing in the Age of AI: Strategy and Leadership When Algorithms and Networks Run the World</i> (Harvard Business Review Press)</p>
Websites	

GOVERNANCE AND SUSTAINABLE FINANCE

Course Code	MSC.CFMM2.FICOR.0130
ECTS Credits	3
Course Leader	SAIDANE Dhafer
Synchronous	18

Discipline	Finance
Program	Corporate Financial Management
Prerequisites	Principles of Finance and Strategic Management.
Course Description	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. Corporate governance is discussed from different perspectives. An overview of international practice is also provided.
Course Open to Exchange	Belo /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Belo Horizonte, Suzhou
Evaluation	
Final Examination (%)	60
Continuous Assessment (%)	40
Academic reference	Lectures obligatoires / Required readings: (...). Lectures Recommandées / Recommended readings: (...).
Websites	

M&A AND CORPORATE RESTRUCTURING

Course Code	MSC.CFMM2.FICOR.0018
ECTS Credits	3
Course Leader	ROSZAK Sabrina
Synchronous	24
Discipline	Finance
Program	Corporate Financial Management
Prerequisites	Introduction to finance, Financial Mathematics and Corporate Finance.
Course Description	This course is dedicated to the valuation, structuring, financing and negotiation of controlling-equity transactions. It will present some aggregate and historical evidence, before it delves into the core issue of valuation, and then structuring (and restructuring). It provides the students with a background for understanding mergers and acquisitions and corporate restructuring. Most importantly, it provides the building blocks to understand the activity of evaluating a business firm.
Course Open to Exchange	Sophia /Spring;#Suzhou /Spring
Semester	spring
Campus	Paris, Sophia, Suzhou
Evaluation	
Final Examination (%)	60
Continuous Assessment (%)	40
Academic reference	Lectures obligatoires / Required readings: Lectures Recommandées / Recommended readings:
Websites	

PROGRAMMING WITH PYTHON II

Course Code	MSC.CFMM2.FIELE.0139
ECTS Credits	3
Course Leader	SAIDANE Dhafer
Synchronous	18
Discipline	Autre
Program	Corporate Financial Management
Prerequisites	Python I
Course Description	Python is a programming language which is becoming increasingly popular in data science/machine learning. This course is the continuation of Python I. The objective of this course is to prepare students to use Python for solving simple problems in machine learning and data science and to understand existing solutions. The course will be geared towards practice, students will be expected to write programs for solving data science problems with real-life data.
Course Open to Exchange	Belo /Spring;#Suzhou /Spring
Semester	spring
Campus	Belo Horizonte, Suzhou
Evaluation	
Final Examination (%)	60
Continuous Assessment (%)	40
Academic reference	
Websites	

REPORTING FOR CONTROL & PERFORMANCE MANAGEMENT

Course Code	MSC.CFMM2.FICOR.0106
ECTS Credits	3
Course Leader	CHIKH Sabrina
Synchronous	18
Discipline	Comptabilité
Program	Corporate Financial Management
Prerequisites	Financial anaysis or equivalent year 1 accounting module.
Course Description	<p>The module examines the techniques of management accounting which will help operational managers make decisions, achieve their objectives and contribute to the overall performance of the company.</p> <p>Specifically, it provides students with the necessary understanding, methodology and tools to be able to:</p> <ul style="list-style-type: none"> Measure, analyse and control costs and profitability. Manage the planning process and prepare operating and cash budgets. Measure and monitor performance. Assess long-term capital investment projects.

Course Open to Exchange	Suzhou /Spring
Semester	spring
Campus	Paris, Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	Lectures obligatoires / Required readings: Lectures Recommandées / Recommended readings:
Websites	None.

FINANCIAL MODELING II

Course Code	MSC.CFMM2.FICOR.0173
ECTS Credits	3
Course Leader	CHIKH Sabrina
Synchronous	18
Discipline	Finance
Program	Corporate Financial Management
Prerequisites	FINANCIAL MODELING I/ EXCEL AND VBA LEVEL 1
Course Description	This course will help the students to know how to build an abstract representation of a real world financial situation. It will enhance their capacities to design a model that will simulate the performance of a financial asset or portfolio of a business, project, or any other investment.
Course Open to Exchange	Belo /Spring;#Sophia /Spring;#Suzhou /Spring
Semester	spring
Campus	Belo Horizonte, Sophia, Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	