



**Course Catalogue**  
**Master Programmes**  
**Incoming Exchange Students**  
**Belo Horizonte Campus**  
**(Brazil)**  
**Spring 2025**

Dear Exchange Students,

Welcome to SKEMA Business School !

Here are a few key instructions on how to consult properly the **Belo Horizonte Course Catalogue Spring 2025**.

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.

<b>M1 GBE BELO HORIZONTE.....</b>	<b>5</b>
CAREER MANAGEMENT 4: PERSONAL BRANDING TOOLS .....	5
CORPORATE SOCIAL RESPONSIBILITY: BEYOND THE MAINSTREAM .....	5
DIGITAL TRANSFORMATION FOR BUSINESS STRATEGY .....	6
DOING BUSINESS IN BRAZIL.....	8
ENTREPRENEURSHIP .....	9
INTERNATIONAL FINANCE .....	11
INTERNATIONAL MARKETING .....	12
LANGUAGE A: PORTUGUESE ADVANCED SPRING .....	13
LANGUAGE: PORTUGUESE BEGINNER I SPRING .....	13
LANGUAGE: PORTUGUESE BEGINNER II SPRING .....	14
LANGUAGE: PORTUGUESE ELEMENTARY SPRING .....	15
LANGUAGE: PORTUGUESE INTERMEDIATE SPRING .....	16
LANGUAGE: PORTUGUESE POST-BEGINNER I SPRING .....	17
LANGUAGE: PORTUGUESE POST-BEGINNER II SPRING .....	17
MANAGEMENT OF INFORMATION SYSTEMS IN THE DIGITAL AGE .....	18
OPERATION MANAGEMENT .....	19
POWER BI .....	20
<b>INTERNATIONAL MARKETING AND BUSINESS DEVELOPMENT BELO HORIZONTE.....</b>	<b>22</b>
COMMUNICATION AND ENGAGEMENT IN AN EMERGING ECONOMIES.....	22
BUSINESS DEVELOPMENT & SALES .....	23
CAREER MANAGEMENT 2 .....	24
PRODUCT MANAGEMENT AND OPERATIONAL MARKETING .....	25
UNDERSTANDING THE ELUSIVE CONSUMER.....	26
MARKETING AND CONSCIOUS CAPITALISM .....	27
META CERTIFICATION (FB & INSTAGRAM) .....	28
NEW BUSINESS MODELS FOR UNDEREXPLORED SEGMENTS.....	29
SERVICES AND CUSTOMER EXPERIENCE MANAGEMENT .....	29
STRATEGIC MARKETING BUSINESS GAMES.....	30
LANGUAGE A: PORTUGUESE ADVANCED SPRING .....	31
LANGUAGE: PORTUGUESE BEGINNER I SPRING .....	32
LANGUAGE: PORTUGUESE BEGINNER II SPRING .....	33
LANGUAGE: PORTUGUESE ELEMENTARY SPRING.....	33
LANGUAGE: PORTUGUESE INTERMEDIATE SPRING .....	34
LANGUAGE: PORTUGUESE POST-BEGINNER I SPRING .....	35
LANGUAGE: PORTUGUESE POST-BEGINNER II SPRING .....	36
<b>CORPORATE FINANCIAL MANAGEMENT.....</b>	<b>37</b>
CORPORATE FINANCE PREREQUISITES .....	37
EXCEL PREREQUISITES .....	37
CAREER MANAGEMENT 2 .....	38
CLIMATE CHANGE AND IMPACT INVESTING .....	38
CREDIT RISK MEASUREMENT AND MANAGEMENT .....	39
FINANCIAL RISK MANAGEMENT TRAINING II .....	39
FOUNDATIONS OF RISK MANAGEMENT .....	40
QUANTITATIVE ANALYSIS .....	41
RISK MANAGEMENT AND INVESTMENT MANAGEMENT .....	41
SUSTAINABILITY AND CLIMATE RISK .....	42
SUSTAINABLE FINANCE & BANKING IN BRAZIL .....	42

VALUATION AND RISK MODELS.....	43
M&A AND CORPORATE RESTRUCTURING STRATEGY.....	44
AI & FINTECH.....	44
FINANCIAL MODELING II.....	45
LANGUAGE A: PORTUGUESE ADVANCED SPRING.....	45
LANGUAGE: PORTUGUESE BEGINNER I SPRING.....	46
LANGUAGE: PORTUGUESE BEGINNER II SPRING.....	47
LANGUAGE: PORTUGUESE ELEMENTARY SPRING.....	48
LANGUAGE: PORTUGUESE INTERMEDIATE SPRING.....	48
LANGUAGE: PORTUGUESE POST-BEGINNER I SPRING.....	49
LANGUAGE: PORTUGUESE POST-BEGINNER II SPRING.....	50
<b>INTERNATIONAL BUSINESS.....</b>	<b>52</b>
INTERNATIONAL LEGAL ISSUES FOR BUSINESS.....	52
ADVANCED STRATEGY.....	52
CAREER MANAGEMENT 2.....	53
CLIMATE CHANGE RISK.....	53
COUNTRY RISK.....	54
INTERNATIONAL BUSINESS GAME: SKEMASIM.....	55
INTERNATIONAL FINANCE.....	57
MODELING AND FORECASTING RISKS.....	57
SUSTAINABILITY AND GOVERNANCE MANAGEMENT.....	58
LANGUAGE A: PORTUGUESE ADVANCED SPRING.....	59
LANGUAGE: PORTUGUESE BEGINNER I SPRING.....	60
LANGUAGE: PORTUGUESE BEGINNER II SPRING.....	61
LANGUAGE: PORTUGUESE ELEMENTARY SPRING.....	62
LANGUAGE: PORTUGUESE INTERMEDIATE SPRING.....	63
LANGUAGE: PORTUGUESE POST-BEGINNER I SPRING.....	63
LANGUAGE: PORTUGUESE POST-BEGINNER II SPRING.....	64

## M1 GBE BELO HORIZONTE

### CAREER MANAGEMENT 4: PERSONAL BRANDING TOOLS

<b>Course Code</b>	PGE.FINM1.CRCOR.1004
<b>ECTS Credits</b>	1
<b>Course Leader</b>	DUFLOS Anne
<b>Synchronous</b>	0
<b>Discipline</b>	Autre
<b>Program</b>	M1 GBE Belo Horizonte
<b>Prerequisites</b>	no
<b>Course Description</b>	Career management course, including all element of employability from professional project to job search tools and networking.
<b>Course Open to Exchange</b>	Belo /Spring;#Paris /Spring;#Raleigh /Spring;#Sophia /Spring;#Suzhou /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Dubaï, Paris, Raleigh, Sophia, Suzhou
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	
<b>Websites</b>	

### CORPORATE SOCIAL RESPONSIBILITY: BEYOND THE MAINSTREAM

<b>Course Code</b>	PGE.FINM1.HRCOR.0345
<b>ECTS Credits</b>	3
<b>Course Leader</b>	GOETHALS Samentha
<b>Synchronous</b>	18
<b>Discipline</b>	Autre
<b>Program</b>	M1 GBE Belo Horizonte
<b>Prerequisites</b>	None
<b>Course Description</b>	<p>Amid growing challenges like environmental degradation, wealth disparity, and complex globalized issues, this course equips emerging organizational leaders to critically assess the shortcomings of established business models. We delve into the reasons for and implications of adopting a model of social responsibility that transcends legal obligations, advocating for a more holistic consideration of overlooked stakeholders, including ecological systems and rights-holders.</p> <p>The curriculum offers an interdisciplinary approach, weaving together theoretical constructs, practical application techniques, global standards, and case studies that exemplify both the risks and opportunities inherent in corporate social responsibility (CSR).</p> <p>This course is designed with an emphasis on problem-based learning approaches. This approach maximizes student engagement through simulations, case studies, group projects and activities that link with the topic at hand. Frontal lectures are minimized to the extent it is possible,</p>

	and the short (interactive) lectures that occur are interchanged with activities that train learners to realize common goals via teamwork and systems thinking.
<b>Course Open to Exchange</b>	Belo /Spring;#Paris /Spring;#Raleigh /Spring;#Sophia /Spring;#Suzhou /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Dubai, Paris, Raleigh, Sophia, Stellenbosch-Le Cap, Suzhou
<b>Evaluation</b>	
Final Examination (%)	50
Continuous Assessment (%)	50
<b>Academic reference</b>	Course handbook available as e-copy from SKEMA Learn. Recommended chapters are essential reading to accompany the students learning in each session of the course, to prepare for the final exam, and support the group project development. Rasche A., Morsing M., Moon J., Kourula A., (2023) Corporate Sustainability Managing Responsible Business in a Globalized World, (2nd Ed) Cambridge University Press.
<b>Websites</b>	Other resources including slides, reading, videos, cases and podcasts to prepare and use during the workshops and lectures will be available for each session on K2

#### DIGITAL TRANSFORMATION FOR BUSINESS STRATEGY

<b>Course Code</b>	PGE.FINM1.STCOR.0848
<b>ECTS Credits</b>	2
<b>Course Leader</b>	COSTA, Danilo-EXT
<b>Synchronous</b>	18
<b>Discipline</b>	Stratégie, Innovation & Entrepreneuriat
<b>Program</b>	M1 GBE Belo Horizonte
<b>Prerequisites</b>	<b>Students need to have basic knowledge about information technology.</b>
<b>Course Description</b>	Digital transformation (and consequently ecological) is fundamentally not about technology but about strategy. (David L. Rogers) The business segment has been experiencing considerable changes in recent decades, motivated by a competitive environment that, combined with the economic crisis, creates an inhospitable scenario for the survival of unprepared organizations. From then on, having employees that can design a strategy to promote digital-ecological industry transformation based on the reflections observed in the external and internal environments becomes a major concern for organizations that aim to prosper. Consequently, the acquisition of skills to lead digital-ecological industry transformation initiatives capable of enabling an integrated vision between business processes and innovation possibilities has become an important differential in the contemporary market. From there, the Strategies for a Digital-Ecological Industry Transformation course aims to develop skills for the strategy development process and actions that provide a systemic and integrated vision for promoting digital

	and, consequently, ecological industry transformation in organizations to improve their results. It also aims to provide a critical and systematic discussion about adopting a digital-ecological industry transformation strategy in the corporate world, understanding the pathways for its implementation, and knowing its trends, models, and perspectives. During this course, students will work with case studies and practical examples from companies to solve problems related to digital transformation, which consequently also impact ecological variables, and come up with creative solutions.
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte
<b>Evaluation</b>	
Final Examination (%)	50
Continuous Assessment (%)	50
<b>Academic reference</b>	<p>References: (all available on Scholarvox) TEXTBOOK Rogers, D. L. 2016. The Digital Transformation Playbook: Rethink your business for the digital age., 1st Edition. Columbia University Press. Available in Scholarvox: <a href="http://www.scholarvox.com/book/88865080">http://www.scholarvox.com/book/88865080</a></p> <p>Other Books: Kane, G.C., Phillips, A.N., Copulsky, J. R. 2019. The Technology Fallacy: How People Are the Real Key to Digital Transformation. 1st Edition. MIT Press. Available in Scholarvox: <a href="http://www.scholarvox.com/book/88867604">http://www.scholarvox.com/book/88867604</a></p> <p>Klein, M. 2020. Digital Transformation in Business (theory/practice)., 1st Edition. Peter Lang Publishing. Available in Scholarvox: <a href="http://www.scholarvox.com/book/88897609">http://www.scholarvox.com/book/88897609</a></p> <p>Nath, S.V., Dunkin, A., Chowdhary, M. 2020. Industrial Digital Transformation., 1st Edition. Packt Publishing. Available in Scholarvox: <a href="http://www.scholarvox.com/book/88906153">http://www.scholarvox.com/book/88906153</a></p> <p>Saldanha, T. 2019. Why Digital Transformations Fail: The Surprising Disciplines of How to Take Off and Stay Ahead. 1st Edition. Berrett-Koehler Publishers. Available in Scholarvox: <a href="http://www.scholarvox.com/book/88870483">http://www.scholarvox.com/book/88870483</a></p> <p>Skinner, C. 2020. Doing Digital: Lessons from leaders. 1st Edition. Marshall Cavendish Editions. Available in Scholarvox: <a href="http://www.scholarvox.com/book/88897780">http://www.scholarvox.com/book/88897780</a></p> <p>Stokols, D. 2018. Social Ecology in the Digital Age: Solving Complex Problems in a Globalized World. 1st Edition. Elsevier. Available in Scholarvox: <a href="http://www.scholarvox.com/book/88849398">http://www.scholarvox.com/book/88849398</a></p> <p>Yildirim, Y. T. 2021. To Understand the Future Management: Managing through Digital Transformation., 1st Edition. Peter Lang Publishing. Available in Scholarvox: <a href="http://www.scholarvox.com/book/88922789">http://www.scholarvox.com/book/88922789</a></p>
<b>Websites</b>	<p>MIS Quarterly Executive Journal: <a href="https://aisel.aisnet.org/misqe/">https://aisel.aisnet.org/misqe/</a> MIT Sloan Management Review: <a href="https://sloanreview.mit.edu/">https://sloanreview.mit.edu/</a></p>

	Harvard Business Review: <a href="https://hbr.org/">https://hbr.org/</a>
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## DOING BUSINESS IN BRAZIL

<b>Course Code</b>	PGE.FINM1.STCOR.0851
<b>ECTS Credits</b>	2
<b>Course Leader</b>	FIGUEIREDO, Luis-EXT
<b>Synchronous</b>	18
<b>Discipline</b>	Management & Organisation
<b>Program</b>	M1 GBE Belo Horizonte
<b>Prerequisites</b>	Students need to have basic knowledge about international business and Brazil.
<b>Course Description</b>	<p>With a population of 203 million, Brazil generates a high volume of business and affirms its leading role in South America. In view of Brazil's political and economic importance, several global companies have chosen Brazil to expand their investments. Local businesses with investment and internationalization potential also stand out.</p> <p>Based on the importance of Brazil in generating local and international business, this course seeks to:</p> <ul style="list-style-type: none"> <li>-Take up and build on frameworks and concepts regarding international business;</li> <li>-Explore how they play out in a context of doing business in a specific country- in our case- Brazil;</li> <li>-Establish a critical posture in negotiation considering particularities of legislation and culture;</li> <li>-Understanding empathy and diversity internationally for doing successful business;</li> <li>-From a specific vision of Brazil positioning itself as a player that considers the internal and external scenario to carry out business;</li> <li>-Understand multiculturalism and act ethically in business.</li> </ul>
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	<p>Mandatory References</p> <p>MORAN, Robert T.; HARRIS, Philip R.; MORAN, Sarah V. Managing cultural differences. Publication: 2007.</p> <p>VOLKER, Poelzl. Culture Shock. Editon: Marshall Cavendish. Publication: 2009.</p> <p>MENIPAZ, Eduh; MENIPAZ, Anut. International Business: Theory and practice. Ed. 1 Sage publications. 2011.</p> <p>MCMANUS, John; WHITE, Don; BOTTEN, Neil. Managing global business</p>



	<p>strategies: a twenty first century perspective. Elsevier Science. 2008.</p> <p>Source:</p> <p>Avaliable on ScholarVox</p> <p>Complementary references</p> <p>GOUVEA, Raul. Doing business in Brazil: a strategic approach.</p> <p>MIGUELES, Carmen; ZANINI, Marco. Doing business in Brazil: a cross-cultural perspective</p> <p>MCKEE JR, James W. Doing business in Brazil: some especial considerations.</p> <p>SILVEIRA, Gustavo; ABU- MANNEH, Raid. Legal abroad: doing business in Brazil</p> <p>ROY, Nelson. Interview Brazil: risks and opportunities.</p> <p>Source: Available on Skema Learn</p>
<b>Websites</b>	

## ENTREPRENEURSHIP

<b>Course Code</b>	PGE.FINM1.STCOR.0843
<b>ECTS Credits</b>	3
<b>Course Leader</b>	MARINO Marianna
<b>Synchronous</b>	18
<b>Discipline</b>	Stratégie, Innovation & Entrepreneuriat
<b>Program</b>	M1 GBE Belo Horizonte
<b>Prerequisites</b>	No prerequisite
<b>Course Description</b>	<p>This course introduces the fundamental concepts at the basis of entrepreneurship. We will use a combination of lectures, case studies and a team project to explore and apply theoretical frameworks and methodologies in different industry and company situations. Basic mastery of these tools has relevance to everyone seeking a career in business as a manager, an entrepreneur or a consultant.</p> <p>By interacting with entrepreneurs, you'll have the chance to discover their life and their entrepreneurial venture. More specifically, you will be able to grasp the process of developing an idea and of transforming an invention into an innovation (from the idea to the market). You'll discover the diversity of entrepreneurial ventures led by committed entrepreneurs and will be able to grasp what the entrepreneurs 'life is. In addition, you will also discover how did they select the first market.</p>
<b>Course Open to Exchange</b>	Belo /Spring;#Paris /Spring;#Raleigh /Spring;#Sophia /Spring;#Suzhou /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Dubaï, Paris, Raleigh, Sophia, Stellenbosch-Le Cap, Suzhou
<b>Evaluation</b>	
Final Examination (%)	50
Continuous Assessment (%)	50
<b>Academic reference</b>	<p>Reading list:</p> <p>Marx, Matt, and David H. Hsu. 2021. Revisiting the Entrepreneurial</p>

Commercialization of Academic Science: Evidence from Twin Discoveries. *Management Science*. <https://doi.org/10.1287/mnsc.2021.3966> (see introduction)

Nanda, Ramana, and Jesper B. Sørensen. 2010. Workplace Peers and Entrepreneurship. *Management Science* 56(7): 1116-1126. <https://doi.org/10.1287/mnsc.1100.1179> (see introduction)

Giannetti, Mariassunta, and Andrei Simonov. 2009. Social Interactions and Entrepreneurial Activity. *Journal of Economics & Management Strategy* 18(3): 665-709. <https://doi.org/10.1111/j.1530-9134.2009.00226.x> (see introduction)

Lindquist, Matthew J., Joeri Sol, and Mirjam Van Praag. 2015. Why Do Entrepreneurial Parents Have Entrepreneurial Children? *Journal of Labor Economics* 33(2): 665-709. <https://doi.org/10.1086/678493> (see introduction)

Eesley, Charles, and Yanbo Wang. 2017. Social influence in career choice: evidence from a randomized field experiment on entrepreneurial mentorship. *Research Policy* 46(3): 636-650. <https://doi.org/10.1016/j.respol.2017.01.010> (see introduction)

Lerner, Josh, and Ulrike Malmendier. 2013. With a Little Help from my (Random) Friends: Success and Failure in Post-Business School Entrepreneurship. *The Review of Financial Studies* 26(10): 2411-2452. <https://doi.org/10.1093/rfs/hht024> (see introduction)

Vladasel, T., Lindquist, M. J., Sol, J., & Van Praag, M. 2021. On the origins of entrepreneurship: Evidence from sibling correlations. *Journal of business venturing*, 36(5), 106017 <https://www.sciencedirect.com/science/article/pii/S0883902619301247> (see introduction)

This article reports the results of the survey-research of the authors on the crisis in decision-making: Dan Lovallo & Olivier Sibony, "The case for behavioral strategy", *McKinsey Quarterly* : <https://www.mckinsey.com/business-functions/strategy-andcorporate-finance/our-insights/the-case-for-behavioral-strategy>

This article discusses the authors view of «strategy as theory». By registering as a member you can enjoy up to 3 free downloads from the journal: Teppo Felin & Todd Zenger, "What sets breakthrough strategies apart", *MIT Sloan Review*: <https://sloanreview.mit.edu/article/what-sets-breakthrough-strategies-apart/>

Camuffo, A., Cordova, A., Gambardella, A., & Spina, C. (2020). A scientific approach to entrepreneurial decision making: Evidence from a randomized control trial. *Management Science*, 66(2), 564-586 (see introduction & Inkdome case)

Berg, J. M. (2016). Balancing on the creative highwire: Forecasting the success

	<p>of novel ideas in organizations. Administrative Science Quarterly, 61(3), 433-468 (see introduction)</p> <p>This article explains how to develop testable hypotheses <a href="https://blog.leanstack.com/the-art-of-the-scientist/">https://blog.leanstack.com/the-art-of-the-scientist/</a></p> <p>This article shows how Airbnb systematically tests key hypotheses and evaluates the results of these tests <a href="https://medium.com/airbnb-engineering/experiments-atairbnb-e2db3abf39e7">https://medium.com/airbnb-engineering/experiments-atairbnb-e2db3abf39e7</a></p> <p>Learn how to pick the right metrics and avoid pitfalls related to numbers <a href="https://hbr.org/2010/02/entrepreneurs-beware-of-vanity-metrics">https://hbr.org/2010/02/entrepreneurs-beware-of-vanity-metrics</a></p> <p>Learn how Google leveraged data and analytics to improve its HR management <a href="https://www.insidehr.com.au/how-google-reinvented-hr/">https://www.insidehr.com.au/how-google-reinvented-hr/</a></p> <p>This article describes the growing relevance of evidence-based decision making: Pfeffer, J., &amp; Sutton, R. I. (2006). "Evidence-based management". Harvard business review <a href="https://hbr.org/2006/01/evidence-based-management">https://hbr.org/2006/01/evidence-based-management</a></p> <p>Disneys New Pricing Magic: More Profit From Fewer Park Visitors, Wall Street Journal <a href="https://www.wsj.com/articles/disneys-new-pricing-magic-more-profitfrom-fewer-park-visitors-11661572819">https://www.wsj.com/articles/disneys-new-pricing-magic-more-profitfrom-fewer-park-visitors-11661572819</a></p>
<b>Websites</b>	

## INTERNATIONAL FINANCE

<b>Course Code</b>	PGE.FINM1.FICOR.0514
<b>ECTS Credits</b>	5
<b>Course Leader</b>	DE SOUZA BARBOSA Klenio
<b>Synchronous</b>	30
<b>Discipline</b>	Autre
<b>Program</b>	M1 GBE Belo Horizonte
<b>Prerequisites</b>	-none
<b>Course Description</b>	Our objective is to provide students with the fundamentals of international finance with emphasis on the basics and emphasis on a managerial perspective. This course starts by presenting an overview of the foundations of International Financial Management while discussing the following topics: Globalization, International Monetary System and Balance of Payments. Next, it presents the foundation of Foreign Exchange Markets, when it covers exchange rate determination, currency derivatives and hedging foreign currency. To conclude, the course presents corporate governance around the world and discusses topics related to foreign direct investment and cross-border acquisitions.
<b>Course Open to Exchange</b>	Belo /Spring;#Paris /Spring;#Raleigh /Spring;#Sophia /Spring;#Suzhou /Spring
<b>Semester</b>	spring

<b>Campus</b>	Belo Horizonte, Dubai, Lille, Paris, Raleigh, Sophia, Stellenbosch-Le Cap, Suzhou
<b>Evaluation</b>	
Final Examination (%)	50
Continuous Assessment (%)	50
<b>Academic reference</b>	International Financial Management, By Cheol Eun, Bruce Resnick and Tuugi Chuluun, 10th Edition, 2024
<b>Websites</b>	

### INTERNATIONAL MARKETING

<b>Course Code</b>	PGE.FINM1.MKCOR.0413
<b>ECTS Credits</b>	3
<b>Course Leader</b>	CASTILHOS Rodrigo
<b>Synchronous</b>	18
<b>Discipline</b>	Autre
<b>Program</b>	M1 GBE Belo Horizonte
<b>Prerequisites</b>	none
<b>Course Description</b>	Today's highly globalized economy imposes several challenges for firms. Cultural, economic, competitive, regulatory, and infrastructural particularities of regions and countries fundamentally affect the ways in which companies conceive and implement their international presence worldwide. This course provides state-of-art foundations and tools to (1) critically analyze the globalized marketplace and international consumers, (2) identify country-specific opportunities for doing business 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
<b>Course Open to Exchange</b>	Belo /Spring;#Paris /Spring;#Raleigh /Spring;#Sophia /Spring;#Suzhou /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Dubai, Lille, Paris, Raleigh, Sophia, Stellenbosch-Le Cap, Suzhou
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	
<b>Websites</b>	

#### LANGUAGE A: PORTUGUESE ADVANCED SPRING

<b>Course Code</b>	PGE.FINM1.LGCOR.4349
<b>ECTS Credits</b>	2
<b>Course Leader</b>	COELHO Fernanda
<b>Synchronous</b>	24
<b>Discipline</b>	Autre
<b>Program</b>	M1 GBE Belo Horizonte
<b>Prerequisites</b>	There are no pre-requisites for this course.
<b>Course Description</b>	This course is designed for students who have an advanced knowledge of Portuguese (students who have successfully passed the Intermediate (B1) course in L3 or who have 300+ hours of prior study). Students will enhance their ability to use Portuguese in the four skills (speaking, listening, reading and writing) in diverse and complex work and social contexts. Students will further enhance their understanding and writing of Portuguese in complex texts. By the end of this course, students will be able to communicate in a range of social and professional situations at an advanced level. The course aims to prepare students for a period of study or work abroad by further consolidating cultural awareness of Brazil, Portugal and other lusophone countries and by focusing on contemporary business-related issues. Overall, students will attain a level comparable to B2/C1 CEFR.
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Lille, Paris, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	0
Continuous Assessment (%)	100
<b>Academic reference</b>	
<b>Websites</b>	Português, O seu sítio da Língua Portuguesa : <a href="http://portugues.uol.com.br/">http://portugues.uol.com.br/</a> Só Português : <a href="https://www.soportugues.com.br/">https://www.soportugues.com.br/</a> Norma Culta, Língua Portuguesa em bom Português: <a href="https://www.normaculta.com.br/">https://www.normaculta.com.br/</a> Dicio, Dicionário Online de Português : <a href="https://www.dicio.com.br/">https://www.dicio.com.br/</a>

#### LANGUAGE: PORTUGUESE BEGINNER I SPRING

<b>Course Code</b>	PGE.FINM1.LGCOR.4350
<b>ECTS Credits</b>	2
<b>Course Leader</b>	COELHO Fernanda
<b>Synchronous</b>	24
<b>Discipline</b>	Autre
<b>Program</b>	M1 GBE Belo Horizonte
<b>Prerequisites</b>	There are no-prerequisites for this course.
<b>Course Description</b>	Note: this beginner Portuguese course is not suitable if you are not a French speaker or do not have an advanced level of French as most explanations are given in French.

	<p>This course is designed for students with no prior knowledge of the language and offers an introduction to Portuguese language and lusophone culture. Students will study Portuguese pronunciation and develop knowledge of the language in all four skills at a basic level. By the end of this course, students will be able to communicate in a range of daily life situations at a basic level. The course aims to prepare students for a period of study abroad by increasing cultural awareness of Brazil, Portugal and other lusophone countries and to enable students to acquire language skills and attitudes for further study of Portuguese.</p> <p>Overall, this course prepares students to reach a level comparable to A1 CEFR.</p>
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Lille, Paris, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	0
Continuous Assessment (%)	100
<b>Academic reference</b>	
<b>Websites</b>	<p>Português, O seu sítio da Língua Portuguesa : <a href="http://portugues.uol.com.br/">http://portugues.uol.com.br/</a>  Só Português : <a href="https://www.soportugues.com.br/">https://www.soportugues.com.br/</a>  Norma Culta, Língua Portuguesa em bom Português: <a href="https://www.normaculta.com.br/">https://www.normaculta.com.br/</a>  Dicio, Dicionário Online de Português : <a href="https://www.dicio.com.br/">https://www.dicio.com.br/</a></p>

#### LANGUAGE: PORTUGUESE BEGINNER II SPRING

<b>Course Code</b>	PGE.FINM1.LGCOR.4393
<b>ECTS Credits</b>	2
<b>Course Leader</b>	COELHO Fernanda
<b>Synchronous</b>	24
<b>Discipline</b>	Autre
<b>Program</b>	M1 GBE Belo Horizonte
<b>Prerequisites</b>	There are no-prerequisites for this course.
<b>Course Description</b>	<p>Note: this beginner Portuguese course is not suitable if you are not a French speaker or do not have an advanced level of French as most explanations are given in French.</p> <p>This course is designed for students with no prior knowledge of the language and offers an introduction to Portuguese language and lusophone culture. Students will study Portuguese pronunciation and develop knowledge of the language in all four skills at a basic level. By the end of this course, students will be able to communicate in a range of daily life situations at a basic level. The course aims to prepare students for a period of study abroad by increasing cultural awareness of Brazil, Portugal and other lusophone countries and to enable students to acquire language skills and attitudes for further study of Portuguese.</p>

	Overall, this course prepares students to reach a level comparable to A1 CEFR.
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
<b>Evaluation</b>	
Final Examination (%)	0
Continuous Assessment (%)	100
<b>Academic reference</b>	
<b>Websites</b>	Português, O seu sítio da Língua Portuguesa : <a href="http://portugues.uol.com.br/">http://portugues.uol.com.br/</a> Só Português : <a href="https://www.soportugues.com.br/">https://www.soportugues.com.br/</a> Norma Culta, Língua Portuguesa em bom Português: <a href="https://www.normaculta.com.br/">https://www.normaculta.com.br/</a> Dicio, Dicionário Online de Português : <a href="https://www.dicio.com.br/">https://www.dicio.com.br/</a>

#### LANGUAGE: PORTUGUESE ELEMENTARY SPRING

<b>Course Code</b>	PGE.FINM1.LGCOR.4351
<b>ECTS Credits</b>	2
<b>Course Leader</b>	COELHO Fernanda
<b>Synchronous</b>	24
<b>Discipline</b>	Autre
<b>Program</b>	M1 GBE Belo Horizonte
<b>Prerequisites</b>	There are no pre-requisites for this course.
<b>Course Description</b>	This course is designed for students who have an elementary knowledge of Portuguese and who have approximately 100-150 hours of prior study. Students will further develop their ability to use Portuguese in the four skills (speaking, listening, reading and writing), improve their pronunciation and increase their confidence in the language. By the end of this course, students will be able to deal with a diverse range of daily life situations and communicate on a range of familiar topics. The course aims to prepare students for a period of study abroad by increasing cultural awareness of Brazil, Portugal and other lusophone countries and to enable students to acquire language skills and attitudes for further study of Portuguese. Overall, students will attain a level comparable to A2 CEFR.
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Lille, Paris, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	0
Continuous Assessment (%)	100

<b>Academic reference</b>	
<b>Websites</b>	Português, O seu sítio da Língua Portuguesa : <a href="http://portugues.uol.com.br/">http://portugues.uol.com.br/</a> Só Português : <a href="https://www.soportugues.com.br/">https://www.soportugues.com.br/</a> Norma Culta, Língua Portuguesa em bom Português: <a href="https://www.normaculta.com.br/">https://www.normaculta.com.br/</a> Dicio, Dicionário Online de Português : <a href="https://www.dicio.com.br/">https://www.dicio.com.br/</a>

#### LANGUAGE: PORTUGUESE INTERMEDIATE SPRING

<b>Course Code</b>	PGE.FINM1.LGCOR.4352
<b>ECTS Credits</b>	2
<b>Course Leader</b>	COELHO Fernanda
<b>Synchronous</b>	24
<b>Discipline</b>	Autre
<b>Program</b>	M1 GBE Belo Horizonte
<b>Prerequisites</b>	There are no pre-requisites for this course.
<b>Course Description</b>	This course is designed for students who have an intermediate knowledge of Portuguese (students who have successfully passed the Elementary (A2) course in L3 or who have approximately 200-250 hours of prior study). Students will further develop their ability to use Portuguese in the four skills (speaking, listening, reading and writing) in familiar work and social contexts. By the end of this course, students will be able to communicate in a range of social and professional situations at intermediate level. The course aims to prepare students for a period of study abroad by further consolidating cultural awareness of Brazil, Portugal and other lusophone countries and to enable students to acquire language skills and attitudes for further study of Portuguese. Overall, students will attain a level comparable to B1 CEFR.
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Lille, Paris, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	0
Continuous Assessment (%)	100
<b>Academic reference</b>	
<b>Websites</b>	Português, O seu sítio da Língua Portuguesa : <a href="http://portugues.uol.com.br/">http://portugues.uol.com.br/</a> Só Português : <a href="https://www.soportugues.com.br/">https://www.soportugues.com.br/</a> Norma Culta, Língua Portuguesa em bom Português: <a href="https://www.normaculta.com.br/">https://www.normaculta.com.br/</a> Dicio, Dicionário Online de Português : <a href="https://www.dicio.com.br/">https://www.dicio.com.br/</a>



LANGUAGE: PORTUGUESE POST-BEGINNER I SPRING

<b>Course Code</b>	PGE.FINM1.LGCOR.4353
<b>ECTS Credits</b>	2
<b>Course Leader</b>	COELHO Fernanda
<b>Synchronous</b>	24
<b>Discipline</b>	Autre
<b>Program</b>	M1 GBE Belo Horizonte
<b>Prerequisites</b>	There are no pre-requisites for this course.
<b>Course Description</b>	This course is designed for students who have a basic knowledge of Portuguese (students will have successfully passed the L3 Real Beginner (A0) course or have approximately 24 hours of prior study). Students will consolidate their pronunciation and their knowledge of the language in all four skills at a basic level. By the end of this course, students will be able to communicate in a range of simple daily life situations. The course aims to prepare students for a period of study abroad by increasing cultural awareness of Brazil, Portugal and other lusophone countries and to enable students to acquire language skills and attitudes for further study of Portuguese. Overall, students will attain a level comparable to A1 CEFR.
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Paris, Sophia
<b>Evaluation</b>	
Final Examination (%)	0
Continuous Assessment (%)	100
<b>Academic reference</b>	
<b>Websites</b>	Português, O seu sítio da Língua Portuguesa : <a href="http://portugues.uol.com.br/">http://portugues.uol.com.br/</a> Só Português : <a href="https://www.soportugues.com.br/">https://www.soportugues.com.br/</a> Norma Culta, Língua Portuguesa em bom Português: <a href="https://www.normaculta.com.br/">https://www.normaculta.com.br/</a> Dicio, Dicionário Online de Português : <a href="https://www.dicio.com.br/">https://www.dicio.com.br/</a>

LANGUAGE: PORTUGUESE POST-BEGINNER II SPRING

<b>Course Code</b>	PGE.FINM1.LGCOR.4394
<b>ECTS Credits</b>	2
<b>Course Leader</b>	COELHO Fernanda
<b>Synchronous</b>	24
<b>Discipline</b>	Autre
<b>Program</b>	M1 GBE Belo Horizonte
<b>Prerequisites</b>	There are no pre-requisites for this course.
<b>Course Description</b>	This course is designed for students who have a basic knowledge of Portuguese (students will have successfully passed Post Beginner I course or have approximately 50 hours of prior study). Students will consolidate their pronunciation and their knowledge of the language in all four skills at a

	basic level. By the end of this course, students will be able to communicate in a range of simple daily life situations. The course aims to prepare students for a period of study abroad by increasing cultural awareness of Brazil, Portugal and other lusophone countries and to enable students to acquire language skills and attitudes for further study of Portuguese. Overall, students will attain a level comparable to A2CEFR.
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
<b>Evaluation</b>	
Final Examination (%)	0
Continuous Assessment (%)	100
<b>Academic reference</b>	
<b>Websites</b>	Português, O seu sítio da Língua Portuguesa : <a href="http://portugues.uol.com.br/">http://portugues.uol.com.br/</a> Só Português : <a href="https://www.soportugues.com.br/">https://www.soportugues.com.br/</a> Norma Culta, Língua Portuguesa em bom Português: <a href="https://www.normaculta.com.br/">https://www.normaculta.com.br/</a> Dicio, Dicionário Online de Português : <a href="https://www.dicio.com.br/">https://www.dicio.com.br/</a>

#### MANAGEMENT OF INFORMATION SYSTEMS IN THE DIGITAL AGE

<b>Course Code</b>	PGE.FINM1.ISCOR.0703
<b>ECTS Credits</b>	3
<b>Course Leader</b>	BOUKEF Nabila
<b>Synchronous</b>	18
<b>Discipline</b>	Autre
<b>Program</b>	M1 GBE Belo Horizonte
<b>Prerequisites</b>	<b>You need to have basic knowledge about management and economics, including understanding the general structure and functioning of organizations.</b>
<b>Course Description</b>	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.  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.
<b>Course Open to Exchange</b>	Belo /Spring;#Paris /Spring;#Raleigh /Spring;#Sophia /Spring;#Suzhou /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Dubai, Paris, Raleigh, Sophia, Stellenbosch-Le Cap, Suzhou
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	Required readings will be provided to you.
<b>Websites</b>	We will use K2 as the course website.

## OPERATION MANAGEMENT

<b>Course Code</b>	PGE.FINM1.ISCOR.0714
<b>ECTS Credits</b>	5
<b>Course Leader</b>	DAVARI Morteza
<b>Synchronous</b>	30
<b>Discipline</b>	Management des Opérations
<b>Program</b>	M1 GBE Belo Horizonte
<b>Prerequisites</b>	<p><b>Foundational Mathematics:</b> Proficiency in basic mathematical concepts, including arithmetic, algebra, and problem-solving.</p> <p><b>Fundamental Probability Knowledge:</b> Understanding of basic probability theory, including concepts such as probability distributions and statistical reasoning.</p> <p><b>Basic Excel Proficiency:</b> Competency in fundamental Excel skills, encompassing data entry, formula usage, and spreadsheet navigation.</p>
<b>Course Description</b>	<p>Course Description:</p> <p>This comprehensive course provides students with a foundational understanding of Operations Management, a critical discipline that focuses on the effective design, execution, and improvement of organizational processes. Through a series of engaging chapters, students will delve into key aspects of operations, from process analysis to quality management, gaining practical insights that can be applied across various industries.</p> <p>Chapter 1: Introduction to Operations Management Chapter 2: Process Analysis Chapter 3: Inventory Management</p>

	<p>Chapter 4: Service Management</p> <p>Chapter 5: Revenue Management</p> <p>Chapter 6: Quality Management</p> <p>Throughout the course, students will engage in case studies, business games, practical exercises, and discussions to apply theoretical concepts to real-world scenarios. By the end of the course, participants will have a solid foundation in Operations Management, enabling them to contribute effectively to the enhancement of organizational processes and overall efficiency.</p>
<b>Course Open to Exchange</b>	Belo /Spring;#Paris /Spring;#Raleigh /Spring;#Sophia /Spring;#Suzhou /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Dubai, Paris, Raleigh, Sophia, Stellenbosch-Le Cap, Suzhou
<b>Evaluation</b>	
Final Examination (%)	50
Continuous Assessment (%)	50
<b>Academic reference</b>	<p>Managing Business Process Flows: Principles of Operations Management (Anupindi et al)</p> <p>Managing Supply with Demand: An Introduction to Operations Management (Cachon and Terwiesch)</p> <p>Operations Management (Stevenson)</p> <p>Production and Operations Analysis (Steven Nahmias- Tava Lennon Olsen)</p>
<b>Websites</b>	

## POWER BI

<b>Course Code</b>	PGE.FINM1.ISCOR.0715
<b>ECTS Credits</b>	1
<b>Course Leader</b>	BROWN, Samuel-EXT
<b>Synchronous</b>	0
<b>Discipline</b>	Management des Opérations
<b>Program</b>	M1 GBE Belo Horizonte
<b>Prerequisites</b>	N/A
<b>Course Description</b>	In this Power BI (PBI) fundamentals course, we will discover how to use MS Power BI to handle and process Data, Model, and Report views. You will load multiple datasets in the Data view, build a data model to understand the relationships between your tables in Model view, and create your graphical and interactive visualizations in Report view.
<b>Course Open to Exchange</b>	Belo /Spring;#Paris /Spring;#Raleigh /Spring;#Sophia /Spring;#Suzhou /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Dubai, Lille, Paris, Raleigh, Sophia, Suzhou
<b>Evaluation</b>	
Final Examination (%)	30
Continuous Assessment (%)	70

<b>Academic reference</b>	
<b>Websites</b>	

## INTERNATIONAL MARKETING AND BUSINESS DEVELOPMENT BELO HORIZONTE

### COMMUNICATION AND ENGAGEMENT IN AN EMERGING ECONOMIES

<b>Course Code</b>	MSC.IMBM2.MKELE.0149
<b>ECTS Credits</b>	2
<b>Course Leader</b>	MONTEIRO, Plínio-EXT
<b>Synchronous</b>	18
<b>Discipline</b>	Autre
<b>Program</b>	International Marketing and Business Development Belo Horizonte
<b>Prerequisites</b>	None.
<b>Course Description</b>	This course will conduct discussions over how to do an effective process of communication, bringing engaged customers. A well done communication will impact brand perception, and consequently sales and profitability. Even though this is a common sense, several considerable important companies had lost this battle and several cases will be used to discuss this matter. Keeping the customer aligned, aiming to become the brand advocate, is a difficult challenge in Brazil and Latin America.
<b>Course Open to Exchange</b>	Belo /Fall;#Belo /Spring
<b>Semester</b>	fall, spring
<b>Campus</b>	Belo Horizonte
<b>Evaluation</b>	
Final Examination (%)	70
Continuous Assessment (%)	30
<b>Academic reference</b>	Title: Global Marketing, Global Edition Edition: 9th Edition Authors: Warren J. Keegan, Mark Green ISBN13: 9781292150765 ISBN10: 1292150769 Publisher: Prentice Hall, 9th edition, 2016. PATEL, Hitendra; WYATT, Steve et al. () (Autor secundário). Connectivate! companies innovating to be always available. [S. l.]: Hult International Business School Publishing, 2012. 121p. ISBN 9780984445226 MANAGING economies, trade and international business. Basingstoke: Palgrave Macmillan, 2010. xxxiv, 388 p. ISBN 9780230202566 International Marketing, 6th Edition International Student Version Masaaki (Mike) Kotabe, Kristiaan Helsen ISBN: 978-1-118-83028-4
<b>Websites</b>	<a href="http://www.brazil.org.za/environmental-issues.html">http://www.brazil.org.za/environmental-issues.html</a> <a href="http://www.aboutbrazilmr.com/">http://www.aboutbrazilmr.com/</a> <a href="http://www.forbes.com/sites/onmarketing/2013/12/18/why-multinational-marketers-need-to-be-in-brazil/#104b064a2fb5">http://www.forbes.com/sites/onmarketing/2013/12/18/why-multinational-marketers-need-to-be-in-brazil/#104b064a2fb5</a>

	<a href="https://www.marketingweek.com/2012/02/09/breaking-into-brazil/">https://www.marketingweek.com/2012/02/09/breaking-into-brazil/</a> <a href="http://www.focus-economics.com/countries/brazil">http://www.focus-economics.com/countries/brazil</a> <a href="https://www.thinkwithgoogle.com/articles/branding-brazil.html">https://www.thinkwithgoogle.com/articles/branding-brazil.html</a> <a href="http://thebrazilbusiness.com/article/20-greatest-brazilian-brands">http://thebrazilbusiness.com/article/20-greatest-brazilian-brands</a> <a href="https://www.marketingweek.com/2012/02/09/breaking-into-brazil/">https://www.marketingweek.com/2012/02/09/breaking-into-brazil/</a> <a href="ftp://ftp.repec.org/opt/ReDIF/RePEc/blg/journal/538dumitrescu%26vinerean.pdf">ftp://ftp.repec.org/opt/ReDIF/RePEc/blg/journal/538dumitrescu%26vinerean.pdf</a> <a href="https://hbr.org/2004/09/how-global-brands-compete">https://hbr.org/2004/09/how-global-brands-compete</a> <a href="https://hbr.org/2015/11/strategies-for-succeeding-in-todays-brazil">https://hbr.org/2015/11/strategies-for-succeeding-in-todays-brazil</a> <a href="https://www.pwc.com.br/pt/publicacoes/institucionais/assets/2015/doing-deals-15.pdf">https://www.pwc.com.br/pt/publicacoes/institucionais/assets/2015/doing-deals-15.pdf</a> <a href="http://www.organicsbrasil.org/downloads/2016-ORGANICSBRASIL-biofach-section-feb-10.pdf">http://www.organicsbrasil.org/downloads/2016-ORGANICSBRASIL-biofach-section-feb-10.pdf</a> <a href="https://hbr.org/1983/05/the-globalization-of-markets">https://hbr.org/1983/05/the-globalization-of-markets</a> <a href="http://www.brazil.org.za/environmental-issues.html">http://www.brazil.org.za/environmental-issues.html</a> <a href="http://www.aboutbrazilmr.com/">http://www.aboutbrazilmr.com/</a> <a href="http://www.forbes.com/sites/onmarketing/2013/12/18/why-multinational-marketers-need-to-be-in-brazil/#104b064a2fb5">http://www.forbes.com/sites/onmarketing/2013/12/18/why-multinational-marketers-need-to-be-in-brazil/#104b064a2fb5</a> <a href="https://www.marketingweek.com/2012/02/09/breaking-into-brazil/">https://www.marketingweek.com/2012/02/09/breaking-into-brazil/</a> <a href="http://www.focus-economics.com/countries/brazil">http://www.focus-economics.com/countries/brazil</a> <a href="https://hbr.org/2015/11/strategies-for-succeeding-in-todays-brazil">https://hbr.org/2015/11/strategies-for-succeeding-in-todays-brazil</a>
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## BUSINESS DEVELOPMENT & SALES

<b>Course Code</b>	MSC.IMBM2.MKCOR.0065
<b>ECTS Credits</b>	3
<b>Course Leader</b>	SPIER Peter
<b>Synchronous</b>	30
<b>Discipline</b>	Marketing
<b>Program</b>	International Marketing and Business Development Belo Horizonte
<b>Prerequisites</b>	<b>Business models, negotiation, sales</b>
<b>Course Description</b>	<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><b>SALES:</b></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.</p> <p>We will look at transactional bargaining situations moving through to more complex situations involving consultative- and solution-selling approaches. Throughout, the emphasis will be on developing students' ability to 'connect' with the other person, to use enquiry to better understand their</p>

	<p>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><b>BUSINESS DEVELOPMENT</b></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 and Raleigh students will be able to opt for this event as an elective.</p>
<b>Course Open to Exchange</b>	Belo /Spring;#Lille /Spring;#Sophia /Spring;#Suzhou /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
<b>Evaluation</b>	
Final Examination (%)	50
Continuous Assessment (%)	50
<b>Academic reference</b>	Full reading list will be available on K2 (SKEMA's knowledge platform)
<b>Websites</b>	The links will be available on K2 (SKEMA's knowledge platform)

## CAREER MANAGEMENT 2

<b>Course Code</b>	MSC.SFFM2.FICOR.0023
<b>ECTS Credits</b>	1
<b>Course Leader</b>	ANDRE Nathalie
<b>Synchronous</b>	6
<b>Discipline</b>	Autre
<b>Program</b>	International Marketing and Business Development Belo Horizonte
<b>Prerequisites</b>	No prerequisites.
<b>Course Description</b>	Career management, focusing on recruitment and employability



<b>Course Open to Exchange</b>	Belo /Spring;#Lille /Spring;#Paris /Spring;#Sophia /Spring;#Suzhou /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Dubaï, Lille, Paris, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	Accès Talent and careers HUB
<b>Websites</b>	None.

### PRODUCT MANAGEMENT AND OPERATIONAL MARKETING

<b>Course Code</b>	MSC.IMBM2.MKCOR.0063
<b>ECTS Credits</b>	3
<b>Course Leader</b>	SPIER Peter
<b>Synchronous</b>	24
<b>Discipline</b>	Marketing
<b>Program</b>	International Marketing and Business Development Belo Horizonte
<b>Prerequisites</b>	Having a marketing background in strategic marketing and some basic knowledge about the marketing mix.
<b>Course Description</b>	<p>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.</p> <p>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.</p>
<b>Course Open to Exchange</b>	Belo /Spring;#Lille /Spring;#Sophia /Spring;#Suzhou /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
<b>Evaluation</b>	
Final Examination (%)	0
Continuous Assessment (%)	100
<b>Academic reference</b>	Mastering Product Management A step-by-step guide Kevin Brennan (facultative reading)
<b>Websites</b>	

## UNDERSTANDING THE ELUSIVE CONSUMER

<b>Course Code</b>	MSC.IMBM2.MKCOR.0031
<b>ECTS Credits</b>	4
<b>Course Leader</b>	MECIT Alican
<b>Synchronous</b>	30
<b>Discipline</b>	Marketing
<b>Program</b>	International Marketing and Business Development Belo Horizonte
<b>Prerequisites</b>	Market research notion, Introduction to Marketing, Research Methods
<b>Course Description</b>	<p>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.</p> <p>The primary goal of this course is to provide a strong foundation for critical thinking in the area of consumer behavior through:</p> <ul style="list-style-type: none"> <li>- focusing on the transition from a traditional economics-driven to a subtler understanding of consumers,</li> <li>- discussing the recent developments in the area with special emphasis on the psychological and socio-cultural advances.</li> </ul>
<b>Course Open to Exchange</b>	Belo /Spring;#Lille /Spring;#Sophia /Spring;#Suzhou /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
<b>Evaluation</b>	
Final Examination (%)	50
Continuous Assessment (%)	50
<b>Academic reference</b>	<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> <ul style="list-style-type: none"> <li>- Recommended textbook: Solomon, Michael R. (2015). Consumer Behavior, Global Edition, 11th Edition, London: Pearson.</li> <li>Cass R. Sunstein, Nudging: A Very Short Guide, 37 J. Consumer Pol'y 583 (2014).</li> <li>Schau, Hope J. (2018) Identity Projects and the Marketplace, Consumer Culture Theory. London: Sage, pp. 19-39.</li> <li>Siebert, Anton, Ahir Gopaldas, Andrew Lindridge, and Cláudia Simões (2020), Customer Experience Journeys: Loyalty Loops Versus Involvement Spirals, JM, 45-66.</li> <li>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.</li> <li>Simonson, Itamar (1989), Choice Based on Reasons: The Case of Attraction and Compromise Effects, JCR, 16, 158-174.</li> <li>Nedungadi, Prakesh. (1990), Recall and Consideration Sets: Influencing Choice Without Altering Brand Evaluations. JCR, 17, 263-276.</li> </ul>

	<p>Lee, A. Y., &amp; Labroo, A. A. (2004). The effect of conceptual and perceptual fluency on brand evaluation. <i>JMR</i>, 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 <i>JCR</i>, 35, 21-35.</p> <p>Kupor, D. M. &amp; Z. L. Tormala. (2015) Persuasion, interrupted: The effects of momentary interruptions on message processing and persuasion, <i>JCR</i>, 300-15</p> <p>Lowrey, Tina M., and Larry J. Shrum. (2007) Phonetic symbolism and brand name preference, <i>JCR</i>, 34(3), 406-414.</p> <p>Fishbach, A., &amp; Zhang, Y. (2008) Together or apart: When goals and temptations complement versus compete. <i>JPSP</i>, 94(4), 547.</p> <p>Sundie, J. M., Kenrick, D. T., Giskevicius, V., Tybur, J. M., Vohs, K. D., &amp; Beal, D. J. (2011) Peacocks, Porsches, and Thorstein Veblen: Conspicuous Consumption as a Sexual Signaling System, <i>JPSP</i>, 100 (4), 664-680.</p> <p>Albert M. Muniz, Jr., and Thomas C. O'Guinn. (2001). Brand Community, <i>JCR</i>, 27(4), pp. 41232.</p> <p>HEDIN, Hans, Hirvensalo, Irmeli, Vaarnas, Markko (2014) <i>The Handbook of Market Intelligence : Understand, Compete and Grow in Global Markets</i> Ed. 2. John Wiley &amp; Sons.</p> <p>KOTLER, P. KARTAJAYA, H. SETIAWAN, I (2010). <i>Marketing 3.0: From Products to Customers to the Human Spirit</i>. United States: John Wiley &amp; Sons.</p> <p>KOTLER, P. KARTAJAYA, H. SETIAWAN, I. (2016) <i>Marketing 4.0: Moving from Traditional to Digital</i>. United States: Wiley.</p>
<b>Websites</b>	

## MARKETING AND CONSCIOUS CAPITALISM

<b>Course Code</b>	MSC.IMBM2.MKELE.0185
<b>ECTS Credits</b>	2
<b>Course Leader</b>	FIGUEIREDO, Carla-EXT
<b>Synchronous</b>	18
<b>Discipline</b>	Autre
<b>Program</b>	International Marketing and Business Development Belo Horizonte
<b>Prerequisites</b>	None.
<b>Course Description</b>	<p>Capitalism is changing rapidly due to pressures from environmental change, social activism, and new demands and expectations from shareholders, employees and clients. Companies are under pressure to adjust (or disrupt) their business models in order to face face new competitors and to improve social and environmental results of their business.</p> <p>The course will discuss many aspects of this new competitive environment, presenting examples of international and Brazilian companies that succumbed or thrived at the market due to their (lack of) ability to innovate or to improve their companies.</p>

<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte
<b>Evaluation</b>	
Final Examination (%)	40
Continuou s Assessment (%)	60
<b>Academic reference</b>	CLARK; FEINER; VIEHS (2015). From Stockholder to stakeholder: how sustainability can drive financial outperformance. HART; MILSTEIN (2003). Creating sustainable value.  LALOUX (2015). The Future of Management is Teal. OSTERWALDER; PIGNEUR. The Business Model Generator. PORTER; KRAMER (2011). Crating shared value. ZADEK (2004). The Path to Corporate Responsibility.
<b>Websites</b>	<a href="https://www.bsr.org/reports/Understanding%20_Preventing_Greenwash.pdf">https://www.bsr.org/reports/Understanding%20_Preventing_Greenwash.pdf</a> <a href="https://www.wearefuterra.com/wpcontent/uploads/2015/10/FuterraBSR_SellingSustainability2015.pdf">https://www.wearefuterra.com/wpcontent/uploads/2015/10/FuterraBSR_SellingSustainability2015.pdf</a> <a href="https://www.wearefuterra.com/2017/05/31/sustainabilitymarketing">https://www.wearefuterra.com/2017/05/31/sustainabilitymarketing</a>

#### META CERTIFICATION (FB & INSTAGRAM)

<b>Course Code</b>	MSC.IMBM2.MKELE.0229
<b>ECTS Credits</b>	2
<b>Course Leader</b>	POHU, Jérémy-EXT
<b>Synchronous</b>	18
<b>Discipline</b>	Marketing
<b>Program</b>	International Marketing and Business Development Belo Horizonte
<b>Prerequisites</b>	Have a laptop with a camera and microphone and access to high-speed internet Basics knowledge of Marketing
<b>Course Description</b>	Over 2.8 million monthly users on Facebook and Instagram and every day they discover new brands, products and services. Advertising on Facebook and Instagram is part of almost every business today to increase brand awareness, website traffic and sales. In this Masterclass, you will learn how to create a Facebook and Instagram Ads campaign with a former Facebook employee and get officially META certified.
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Lille
<b>Evaluation</b>	

Final Examination (%)	100
Continuous Assessment (%)	0
<b>Academic reference</b>	www.facebookblueprint.com https://www.facebook.com/business/learn/certification/exams/100-101-exam
<b>Websites</b>	

#### NEW BUSINESS MODELS FOR UNDEREXPLORED SEGMENTS

<b>Course Code</b>	MSC.IMBM2.MKELE.0176
<b>ECTS Credits</b>	2
<b>Course Leader</b>	POULINGUE Genevieve
<b>Synchronous</b>	18
<b>Discipline</b>	Autre
<b>Program</b>	International Marketing and Business Development Belo Horizonte
<b>Prerequisites</b>	<b>New Business Development: From Idea to Market OR Marketing Principles</b>
<b>Course Description</b>	This course teaches students how to identify and explore opportunities for creating new business models in developing countries. More specifically, This course should help IMBD students to : understand the environmental variables (socio-cultural, technological, politico-legal, ecological) yielding opportunities in unexplored markets in emerging countries (specifically Brazil) Develop a Business Model to explore those opportunities Create a Business Model innovation by addressing unmet needs of those segments.
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte
<b>Evaluation</b>	
Final Examination (%)	70
Continuous Assessment (%)	30
<b>Academic reference</b>	Osterwalder, A. (2010) Business Model Generation. Wiley Osterwalder, A. (2021) The Invincible Company. Wiley Several Harvard Business Review articles / extracts discussed during class
<b>Websites</b>	

#### SERVICES AND CUSTOMER EXPERIENCE MANAGEMENT

<b>Course Code</b>	MSC.IMBM2.MKELE.0186
<b>ECTS Credits</b>	2
<b>Course Leader</b>	MONTEIRO, Plínio-EXT
<b>Synchronous</b>	18

<b>Discipline</b>	Autre
<b>Program</b>	International Marketing and Business Development Belo Horizonte
<b>Prerequisites</b>	<b>Introductory Marketing course</b>
<b>Course Description</b>	<p>The participation of the services sector is growing in almost all the economies of the world. As an economy develops, the service sector's relevance to job and income generation increases dramatically. In Brazil, the services sector already accounts for two-thirds of GDP. But the relevance of services is also increasing as a strategy for differentiating offers. Recently, marketing discipline has assimilated the concept of the dominant logic of the service, which is based on the assertion that all product is a service and that products do not create value but only have the potential to create value and value is always co-created by the customer in the process of using and interacting with the offers.</p> <p>Considering this theory, it is very important for marketers to be closer to customer in order to understand the customer's process of using and value cocreation in order to participate of the value creation. Therefore, marketers are increasingly challenged to understand the nature of services, learn how to manage services, and especially understand how services can create value and memorable experiences for customers while delivering sustainable competitive advantages.</p>
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	<p>LOVELOCK Christopher, WIRTZ, Jochen, HEMZO, Angelo. Services Marketing: people, technology and strategy. 7th ed. Prentice Hall, 2010.</p> <p>LUSCH, Robert, VARGO, Stephen. Service-Dominant Logic: Premises, Perspectives, Possibilities. Cambridge University Press, 2014.</p> <p>STICKDORN, Marc, SHNIDER, Jacob. This is service design thinking : Basics, tools, Cases. BIS Publication, 2010.</p>
<b>Websites</b>	

#### STRATEGIC MARKETING BUSINESS GAMES

<b>Course Code</b>	MSC.IMBM2.MKCOR.0079
<b>ECTS Credits</b>	2
<b>Course Leader</b>	POULINGUE Genevieve
<b>Synchronous</b>	18
<b>Discipline</b>	Autre
<b>Program</b>	International Marketing and Business Development Belo Horizonte
<b>Prerequisites</b>	<b>Introductory Marketing course</b>
<b>Course Description</b>	The goal of this course is to develop practical and decision-making skills, while promoting teamwork, collaboration, and competition skills. This course presents an experiential learning environment focused on core

	aspects of modern marketing management. Simulations focus on different aspects of marketing simulations focus on specific topics of marketing analysis, including international marketing, pricing, promotional efforts, global localization, and customer experience management. This course uses simulations to prepare for presenting specific topics of marketing, aiming at creating an environment for students to overcome challenges related to marketing decisions using gamification and problem-based learning frameworks.
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte
<b>Evaluation</b>	
Final Examination (%)	30
Continuous Assessment (%)	70
<b>Academic reference</b>	
<b>Websites</b>	<a href="http://www.marketplace-simulation.com/advanced-strategic-marketing">http://www.marketplace-simulation.com/advanced-strategic-marketing</a>

#### LANGUAGE A: PORTUGUESE ADVANCED SPRING

<b>Course Code</b>	PGE.FINM1.LGCOR.4349
<b>ECTS Credits</b>	2
<b>Course Leader</b>	COELHO Fernanda
<b>Synchronous</b>	24
<b>Discipline</b>	Autre
<b>Program</b>	M1 GBE Belo Horizonte
<b>Prerequisites</b>	There are no pre-requisites for this course.
<b>Course Description</b>	This course is designed for students who have an advanced knowledge of Portuguese (students who have successfully passed the Intermediate (B1) course in L3 or who have 300+ hours of prior study). Students will enhance their ability to use Portuguese in the four skills (speaking, listening, reading and writing) in diverse and complex work and social contexts. Students will further enhance their understanding and writing of Portuguese in complex texts. By the end of this course, students will be able to communicate in a range of social and professional situations at an advanced level. The course aims to prepare students for a period of study or work abroad by further consolidating cultural awareness of Brazil, Portugal and other lusophone countries and by focusing on contemporary business-related issues. Overall, students will attain a level comparable to B2/C1 CEFR.
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Lille, Paris, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	0
Continuous Assessment (%)	100

<b>Academic reference</b>	
<b>Websites</b>	Português, O seu sítio da Língua Portuguesa : <a href="http://portugues.uol.com.br/">http://portugues.uol.com.br/</a> Só Português : <a href="https://www.soportugues.com.br/">https://www.soportugues.com.br/</a> Norma Culta, Língua Portuguesa em bom Português: <a href="https://www.normaculta.com.br/">https://www.normaculta.com.br/</a> Dicio, Dicionário Online de Português : <a href="https://www.dicio.com.br/">https://www.dicio.com.br/</a>

#### LANGUAGE: PORTUGUESE BEGINNER I SPRING

<b>Course Code</b>	PGE.FINM1.LGCOR.4350
<b>ECTS Credits</b>	2
<b>Course Leader</b>	COELHO Fernanda
<b>Synchronous</b>	24
<b>Discipline</b>	Autre
<b>Program</b>	M1 GBE Belo Horizonte
<b>Prerequisites</b>	There are no-prerequisites for this course.
<b>Course Description</b>	Note: this beginner Portuguese course is not suitable if you are not a French speaker or do not have an advanced level of French as most explanations are given in French. This course is designed for students with no prior knowledge of the language and offers an introduction to Portuguese language and lusophone culture. Students will study Portuguese pronunciation and develop knowledge of the language in all four skills at a basic level. By the end of this course, students will be able to communicate in a range of daily life situations at a basic level. The course aims to prepare students for a period of study abroad by increasing cultural awareness of Brazil, Portugal and other lusophone countries and to enable students to acquire language skills and attitudes for further study of Portuguese. Overall, this course prepares students to reach a level comparable to A1 CEFR.
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Lille, Paris, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	0
Continuous Assessment (%)	100
<b>Academic reference</b>	
<b>Websites</b>	Português, O seu sítio da Língua Portuguesa : <a href="http://portugues.uol.com.br/">http://portugues.uol.com.br/</a> Só Português : <a href="https://www.soportugues.com.br/">https://www.soportugues.com.br/</a> Norma Culta, Língua Portuguesa em bom Português: <a href="https://www.normaculta.com.br/">https://www.normaculta.com.br/</a> Dicio, Dicionário Online de Português : <a href="https://www.dicio.com.br/">https://www.dicio.com.br/</a>



LANGUAGE: PORTUGUESE BEGINNER II SPRING

<b>Course Code</b>	PGE.FINM1.LGCOR.4393
<b>ECTS Credits</b>	2
<b>Course Leader</b>	COELHO Fernanda
<b>Synchronous</b>	24
<b>Discipline</b>	Autre
<b>Program</b>	M1 GBE Belo Horizonte
<b>Prerequisites</b>	There are no-prerequisites for this course.
<b>Course Description</b>	<p>Note: this beginner Portuguese course is not suitable if you are not a French speaker or do not have an advanced level of French as most explanations are given in French.</p> <p>This course is designed for students with no prior knowledge of the language and offers an introduction to Portuguese language and lusophone culture. Students will study Portuguese pronunciation and develop knowledge of the language in all four skills at a basic level. By the end of this course, students will be able to communicate in a range of daily life situations at a basic level. The course aims to prepare students for a period of study abroad by increasing cultural awareness of Brazil, Portugal and other lusophone countries and to enable students to acquire language skills and attitudes for further study of Portuguese.</p> <p>Overall, this course prepares students to reach a level comparable to A1 CEFR.</p>
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
<b>Evaluation</b>	
Final Examination (%)	0
Continuous Assessment (%)	100
<b>Academic reference</b>	
<b>Websites</b>	<p>Português, O seu sítio da Língua Portuguesa : <a href="http://portugues.uol.com.br/">http://portugues.uol.com.br/</a></p> <p>Só Português : <a href="https://www.soportugues.com.br/">https://www.soportugues.com.br/</a></p> <p>Norma Culta, Língua Portuguesa em bom Português: <a href="https://www.normaculta.com.br/">https://www.normaculta.com.br/</a></p> <p>Dicio, Dicionário Online de Português : <a href="https://www.dicio.com.br/">https://www.dicio.com.br/</a></p>

LANGUAGE: PORTUGUESE ELEMENTARY SPRING

<b>Course Code</b>	PGE.FINM1.LGCOR.4351
<b>ECTS Credits</b>	2
<b>Course Leader</b>	COELHO Fernanda
<b>Synchronous</b>	24
<b>Discipline</b>	Autre
<b>Program</b>	M1 GBE Belo Horizonte
<b>Prerequisites</b>	There are no pre-requisites for this course.

<b>Course Description</b>	This course is designed for students who have an elementary knowledge of Portuguese and who have approximately 100-150 hours of prior study. Students will further develop their ability to use Portuguese in the four skills (speaking, listening, reading and writing), improve their pronunciation and increase their confidence in the language. By the end of this course, students will be able to deal with a diverse range of daily life situations and communicate on a range of familiar topics. The course aims to prepare students for a period of study abroad by increasing cultural awareness of Brazil, Portugal and other lusophone countries and to enable students to acquire language skills and attitudes for further study of Portuguese. Overall, students will attain a level comparable to A2 CEFR.
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Lille, Paris, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	0
Continuous Assessment (%)	100
<b>Academic reference</b>	
<b>Websites</b>	Português, O seu sítio da Língua Portuguesa : <a href="http://portugues.uol.com.br/">http://portugues.uol.com.br/</a> Só Português : <a href="https://www.soportugues.com.br/">https://www.soportugues.com.br/</a> Norma Culta, Língua Portuguesa em bom Português: <a href="https://www.normaculta.com.br/">https://www.normaculta.com.br/</a> Dicio, Dicionário Online de Português : <a href="https://www.dicio.com.br/">https://www.dicio.com.br/</a>

#### LANGUAGE: PORTUGUESE INTERMEDIATE SPRING

<b>Course Code</b>	PGE.FINM1.LGCOR.4352
<b>ECTS Credits</b>	2
<b>Course Leader</b>	COELHO Fernanda
<b>Synchronous</b>	24
<b>Discipline</b>	Autre
<b>Program</b>	M1 GBE Belo Horizonte
<b>Prerequisites</b>	There are no pre-requisites for this course.
<b>Course Description</b>	This course is designed for students who have an intermediate knowledge of Portuguese (students who have successfully passed the Elementary (A2) course in L3 or who have approximately 200-250 hours of prior study). Students will further develop their ability to use Portuguese in the four skills (speaking, listening, reading and writing) in familiar work and social contexts. By the end of this course, students will be able to communicate in a range of social and professional situations at intermediate level. The course aims to prepare students for a period of study abroad by further consolidating cultural awareness of Brazil, Portugal and other lusophone countries and to enable students to acquire language skills and attitudes for further study of Portuguese. Overall, students will attain a level comparable to B1 CEFR.

<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Lille, Paris, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	0
Continuous Assessment (%)	100
<b>Academic reference</b>	
<b>Websites</b>	Português, O seu sítio da Língua Portuguesa : <a href="http://portugues.uol.com.br/">http://portugues.uol.com.br/</a> Só Português : <a href="https://www.soportugues.com.br/">https://www.soportugues.com.br/</a> Norma Culta, Língua Portuguesa em bom Português: <a href="https://www.normaculta.com.br/">https://www.normaculta.com.br/</a> Dicio, Dicionário Online de Português : <a href="https://www.dicio.com.br/">https://www.dicio.com.br/</a>

#### LANGUAGE: PORTUGUESE POST-BEGINNER I SPRING

<b>Course Code</b>	PGE.FINM1.LGCOR.4353
<b>ECTS Credits</b>	2
<b>Course Leader</b>	COELHO Fernanda
<b>Synchronous</b>	24
<b>Discipline</b>	Autre
<b>Program</b>	M1 GBE Belo Horizonte
<b>Prerequisites</b>	There are no pre-requisites for this course.
<b>Course Description</b>	This course is designed for students who have a basic knowledge of Portuguese (students will have successfully passed the L3 Real Beginner (A0) course or have approximately 24 hours of prior study). Students will consolidate their pronunciation and their knowledge of the language in all four skills at a basic level. By the end of this course, students will be able to communicate in a range of simple daily life situations. The course aims to prepare students for a period of study abroad by increasing cultural awareness of Brazil, Portugal and other lusophone countries and to enable students to acquire language skills and attitudes for further study of Portuguese. Overall, students will attain a level comparable to A1 CEFR.
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Paris, Sophia
<b>Evaluation</b>	
Final Examination (%)	0
Continuous Assessment (%)	100
<b>Academic reference</b>	

<b>Websites</b>	Português, O seu sítio da Língua Portuguesa : <a href="http://portugues.uol.com.br/">http://portugues.uol.com.br/</a> Só Português : <a href="https://www.soportugues.com.br/">https://www.soportugues.com.br/</a> Norma Culta, Língua Portuguesa em bom Português: <a href="https://www.normaculta.com.br/">https://www.normaculta.com.br/</a> Dicio, Dicionário Online de Português : <a href="https://www.dicio.com.br/">https://www.dicio.com.br/</a>
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#### LANGUAGE: PORTUGUESE POST-BEGINNER II SPRING

<b>Course Code</b>	PGE.FINM1.LGCOR.4394
<b>ECTS Credits</b>	2
<b>Course Leader</b>	COELHO Fernanda
<b>Synchronous</b>	24
<b>Discipline</b>	Autre
<b>Program</b>	M1 GBE Belo Horizonte
<b>Prerequisites</b>	There are no pre-requisites for this course.
<b>Course Description</b>	This course is designed for students who have a basic knowledge of Portuguese (students will have successfully passed Post Beginner I course or have approximately 50 hours of prior study). Students will consolidate their pronunciation and their knowledge of the language in all four skills at a basic level. By the end of this course, students will be able to communicate in a range of simple daily life situations. The course aims to prepare students for a period of study abroad by increasing cultural awareness of Brazil, Portugal and other lusophone countries and to enable students to acquire language skills and attitudes for further study of Portuguese. Overall, students will attain a level comparable to A2CEFR.
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
<b>Evaluation</b>	
Final Examination (%)	0
Continuous Assessment (%)	100
<b>Academic reference</b>	
<b>Websites</b>	Português, O seu sítio da Língua Portuguesa : <a href="http://portugues.uol.com.br/">http://portugues.uol.com.br/</a> Só Português : <a href="https://www.soportugues.com.br/">https://www.soportugues.com.br/</a> Norma Culta, Língua Portuguesa em bom Português: <a href="https://www.normaculta.com.br/">https://www.normaculta.com.br/</a> Dicio, Dicionário Online de Português : <a href="https://www.dicio.com.br/">https://www.dicio.com.br/</a>

## CORPORATE FINANCIAL MANAGEMENT

### CORPORATE FINANCE PREREQUISITES

<b>Course Code</b>	MSC.CFMM2.FIELE.0147
<b>ECTS Credits</b>	0
<b>Course Leader</b>	CHIKH Sabrina
<b>Synchronous</b>	6
<b>Discipline</b>	Finance
<b>Program</b>	Corporate Financial Management
<b>Prerequisites</b>	<b>This is an introductory course in preparation for Corporate Finance, therefore requirements for this preparatory stage are restricted to the use of basic financial mathematics &amp; calculation.</b>
<b>Course Description</b>	In this six-hour preparation course students will be acquainted with introductory concepts and practice necessary for the further development of Capital Budgeting, Dividend policies, corporate valuation to be explored in the whole CFM program.
<b>Course Open to Exchange</b>	Belo /Fall;#Paris /Fall;#Suzhou /Fall;#Belo /Spring
<b>Semester</b>	fall, spring
<b>Campus</b>	Belo Horizonte, Paris, Suzhou
<b>Evaluation</b>	
Final Examination (%)	100
Continuous Assessment (%)	0
<b>Academic reference</b>	Ross, Stephen A. Fundamentals of Corporate Finance. Toronto: McGraw-Hill Ryerson, 2002. Chapters 1 - 4.
<b>Websites</b>	

### EXCEL PREREQUISITES

<b>Course Code</b>	MSC.CFMM2.FIELE.0136
<b>ECTS Credits</b>	0
<b>Course Leader</b>	CHIKH Sabrina
<b>Synchronous</b>	6
<b>Discipline</b>	Autre
<b>Program</b>	Corporate Financial Management
<b>Prerequisites</b>	<b>Very basic knowledge about Excel</b>
<b>Course Description</b>	Guided applied exercises
<b>Course Open to Exchange</b>	Belo /Fall;#Belo /Spring
<b>Semester</b>	fall, spring

<b>Campus</b>	Belo Horizonte, Paris
<b>Evaluation</b>	
Final Examination (%)	100
Continuous Assessment (%)	0
<b>Academic reference</b>	
<b>Websites</b>	

## CAREER MANAGEMENT 2

<b>Course Code</b>	MSC.SFFM2.FICOR.0023
<b>ECTS Credits</b>	0
<b>Course Leader</b>	ANDRE Nathalie
<b>Synchronous</b>	6
<b>Discipline</b>	Autre
<b>Program</b>	Corporate Financial Management
<b>Prerequisites</b>	No prerequisites.
<b>Course Description</b>	Career management, focusing on recruitment and employability
<b>Course Open to Exchange</b>	Belo /Spring;#Lille /Spring;#Paris /Spring;#Sophia /Spring;#Suzhou /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Dubai, Lille, Paris, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	Accès Talent and careers HUB
<b>Websites</b>	None.

## CLIMATE CHANGE AND IMPACT INVESTING

<b>Course Code</b>	MSC.CFMM2.FICOR.0171
<b>ECTS Credits</b>	1
<b>Course Leader</b>	CARVALHO, Monica-EXT
<b>Synchronous</b>	12
<b>Discipline</b>	Autre
<b>Program</b>	Corporate Financial Management
<b>Prerequisites</b>	<b>There are no mandatory pre-requisites for this course, but we suggest that students have taken International Finance (M1) and / or Financial Markets and Products (MSc CFM / first semester)</b>
<b>Course Description</b>	In this course, students will become acquainted with the different instruments in capital markets and asset management associated with initiatives with social and environmental impact. The course explores a

	hands-on approach to present students to actual issues such as green bonds, social bonds, and their application as catalizers of climate risk mitigation. Likewise, different risk-management tools gradually being developed are explored and applied.
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte
<b>Evaluation</b>	
Final Examination (%)	100
Continuous Assessment (%)	0
<b>Academic reference</b>	
<b>Websites</b>	

#### CREDIT RISK MEASUREMENT AND MANAGEMENT

<b>Course Code</b>	MSC.CFMM2.FICOR.0187
<b>ECTS Credits</b>	2
<b>Course Leader</b>	MARQUES, Reinaldo-EXT
<b>Synchronous</b>	18
<b>Discipline</b>	Autre
<b>Program</b>	Corporate Financial Management
<b>Prerequisites</b>	TBC
<b>Course Description</b>	TBC
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte
<b>Evaluation</b>	
Final Examination (%)	100
Continuous Assessment (%)	0
<b>Academic reference</b>	
<b>Websites</b>	

#### FINANCIAL RISK MANAGEMENT TRAINING II

<b>Course Code</b>	MSC.CFMM2.FICOR.0217
<b>ECTS Credits</b>	2
<b>Course Leader</b>	ARONNE, Alexandre-EXT
<b>Synchronous</b>	18

<b>Discipline</b>	Finance
<b>Program</b>	Corporate Financial Management
<b>Prerequisites</b>	<b>FRM Training Part I</b>
<b>Course Description</b>	Preparatory tutorials for part 2 of the FRM (Financial Risk Management) Exam, offered by GARP (Global Association of Risk Professionals).
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte
<b>Evaluation</b>	
Final Examination (%)	100
Continuous Assessment (%)	0
<b>Academic reference</b>	Financial Risk Manager Handbook: FRM Part I / Part II (Wiley Finance Book 625) Philippe Jorion (Autor), GARP (Global Association of Risk Professionals) Specific books provided by GARP.
<b>Websites</b>	<a href="https://www.garp.org/frm">https://www.garp.org/frm</a>

#### FOUNDATIONS OF RISK MANAGEMENT

<b>Course Code</b>	MSC.CFMM2.FICOR.0178
<b>ECTS Credits</b>	2
<b>Course Leader</b>	ALMEIDA DA MATTA Rafael
<b>Synchronous</b>	18
<b>Discipline</b>	Autre
<b>Program</b>	Corporate Financial Management
<b>Prerequisites</b>	<b>Financial mathematics</b>
<b>Course Description</b>	"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."
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte
<b>Evaluation</b>	
Final Examination (%)	50
Continuous Assessment (%)	50
<b>Academic reference</b>	"GARPs proprietary Foundations of Risk Management book Financial Risk Manager Handbook Plus Test Bank (Jorion, 2010). Chapter 1."
<b>Websites</b>	<a href="http://www.garp.org">www.garp.org</a>



## QUANTITATIVE ANALYSIS

<b>Course Code</b>	MSC.CFMM2.FICOR.0179
<b>ECTS Credits</b>	2
<b>Course Leader</b>	LOPES, Humberto-EXT
<b>Synchronous</b>	18
<b>Discipline</b>	Autre
<b>Program</b>	Corporate Financial Management
<b>Prerequisites</b>	"Financial data modeling with R"
<b>Course Description</b>	The goal of this course is to provide the student with analytical tools in statistics applied to finance.
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte
<b>Evaluation</b>	
Final Examination (%)	50
Continuous Assessment (%)	50
<b>Academic reference</b>	"GARPs proprietary Quantitative Analysis book Financial Risk Manager Handbook Plus Test Bank (Jorion, 2010). Chapter 2, 3 and 5."
<b>Websites</b>	www.garp.org

## RISK MANAGEMENT AND INVESTMENT MANAGEMENT

<b>Course Code</b>	MSC.CFMM2.FICOR.0186
<b>ECTS Credits</b>	2
<b>Course Leader</b>	HOFFERT, Antonio-EXT
<b>Synchronous</b>	18
<b>Discipline</b>	Autre
<b>Program</b>	Corporate Financial Management
<b>Prerequisites</b>	Corporate Valuation Methods
<b>Course Description</b>	This course focuses on portfolio management techniques and the main features of risk measurement and monitoring in portfolio management.
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte
<b>Evaluation</b>	
Final Examination (%)	50
Continuous Assessment (%)	50

<b>Academic reference</b>	Financial Risk Manager Handbook Plus Test Bank (Jorion, 2010). Chapter 29 and 30.
<b>Websites</b>	<a href="https://www.garp.org">https://www.garp.org</a>

#### SUSTAINABILITY AND CLIMATE RISK

<b>Course Code</b>	MSC.CFMM2.FICOR.0189
<b>ECTS Credits</b>	1
<b>Course Leader</b>	CARVALHO, Monica-EXT
<b>Synchronous</b>	12
<b>Discipline</b>	Autre
<b>Program</b>	Corporate Financial Management
<b>Prerequisites</b>	n/a
<b>Course Description</b>	<p>FINANCE PROFESSIONALS</p> <p>Sustainability &amp; Climate Risk helps professionals in sustainability management, climate risk management, and other critical areas of financial and environmental-related service industries to broaden their knowledge of the different types of sustainability and climate risk to enhance their current skillset. Finance and ESG-linked measurements and methods are increasingly intertwined, making the SCR a vital link to existing risk management practices.</p> <p>Those who are just beginning their careers benefit from the breadth of the curriculum, which exposes candidates to the major strategic aspects of sustainability and climate risk management. More established practitioners choose to become SCR certificate with GARP holders to ensure that they are apprised of the latest trends in sustainability and climate risk management.</p>
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte
<b>Evaluation</b>	
Final Examination (%)	50
Continuous Assessment (%)	50
<b>Academic reference</b>	
<b>Websites</b>	

#### SUSTAINABLE FINANCE & BANKING IN BRAZIL

<b>Course Code</b>	MSC.CFMM2.FICOR.0216
<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>	None
<b>Course Description</b>	This course is designed to provide students with a broad view of the functioning of Financial Markets, while introducing them to the main products. The focus is on integrating this knowledge to the reality of companies and what are the instruments they use to access financing sources.
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte
<b>Evaluation</b>	
Final Examination (%)	50
Continuous Assessment (%)	50
<b>Academic reference</b>	"GARPs proprietary Financial Markets and Products book Financial Risk Manager Handbook Plus Test Bank (Jorion, 2010). Chapter 6, 7, 8, 9, 10, 11 and 18."
<b>Websites</b>	www.garp.org

#### VALUATION AND RISK MODELS

<b>Course Code</b>	MSC.CFMM2.FICOR.0185
<b>ECTS Credits</b>	2
<b>Course Leader</b>	LACERDA, Leonardo-EXT
<b>Synchronous</b>	18
<b>Discipline</b>	Autre
<b>Program</b>	Corporate Financial Management
<b>Prerequisites</b>	Corporate valuation methods
<b>Course Description</b>	The main objective of this course is to teach students how to identify, as managers, the risks related to the valuation of different financial instruments. The evaluation of tangible and intangible assets, as well as managing market perception and ratings are explored.
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte
<b>Evaluation</b>	
Final Examination (%)	50
Continuous Assessment (%)	50
<b>Academic reference</b>	"GARPs proprietary Valuation and Risk Models book Financial Risk Manager Handbook Plus Test Bank (Jorion, 2010). Chapter 7,9, 14, 20, 24 and 25"
<b>Websites</b>	www.garp.org

## M&A AND CORPORATE RESTRUCTURING STRATEGY

<b>Course Code</b>	MSC.CFMM2.FICOR.0100
<b>ECTS Credits</b>	3
<b>Course Leader</b>	AHMAD Muhammad Farooq
<b>Synchronous</b>	24
<b>Discipline</b>	Autre
<b>Program</b>	Corporate Financial Management
<b>Prerequisites</b>	Introduction to finance, Financial Mathematics and Corporate Finance.
<b>Course Description</b>	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.
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte
<b>Evaluation</b>	
Final Examination (%)	100
Continuous Assessment (%)	0
<b>Academic reference</b>	
<b>Websites</b>	

## AI & FINTECH

<b>Course Code</b>	MSC.CFMM2.FIELE.0155
<b>ECTS Credits</b>	2
<b>Course Leader</b>	HOFFERT, Antonio-EXT
<b>Synchronous</b>	18
<b>Discipline</b>	Finance
<b>Program</b>	Corporate Financial Management
<b>Prerequisites</b>	
<b>Course Description</b>	
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte
<b>Evaluation</b>	
Final Examination (%)	100
Continuous Assessment (%)	0

<b>Academic reference</b>	
<b>Websites</b>	

## FINANCIAL MODELING II

<b>Course Code</b>	MSC.CFMM2.FICOR.0173
<b>ECTS Credits</b>	2
<b>Course Leader</b>	CHIKH Sabrina
<b>Synchronous</b>	18
<b>Discipline</b>	Finance
<b>Program</b>	Corporate Financial Management
<b>Prerequisites</b>	Financial modeling I / Excel and vba level I
<b>Course Description</b>	This course will help the students to deepen their knowledge in Excel and to optimize formulas and functions for financial analysis.
<b>Course Open to Exchange</b>	Belo /Spring;#Sophia /Spring;#Suzhou /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Sophia, Suzhou
<b>Evaluation</b>	
Final Examination (%)	100
Continuous Assessment (%)	0
<b>Academic reference</b>	Classic reference: Financial Modeling - Simon Benninga (2008) Available on ScholarVox: Excel for Finance and Accounting : Learn how to optimize Excel formulas and functions for financial analysis Kumar Lohani, Suraj (2023) Financial Analysis and Modeling using Excel and VBA Chandan Sengupta (2009)
<b>Websites</b>	

## LANGUAGE A: PORTUGUESE ADVANCED SPRING

<b>Course Code</b>	PGE.FINM1.LGCOR.4349
<b>ECTS Credits</b>	2
<b>Course Leader</b>	COELHO Fernanda
<b>Synchronous</b>	24
<b>Discipline</b>	Autre
<b>Program</b>	M1 GBE Belo Horizonte
<b>Prerequisites</b>	There are no pre-requisites for this course.
<b>Course Description</b>	This course is designed for students who have an advanced knowledge of Portuguese (students who have successfully passed the Intermediate (B1) course in L3 or who have 300+ hours of prior study). Students will enhance their ability to use Portuguese in the four skills (speaking, listening, reading and writing) in diverse and complex work and social contexts. Students will

	further enhance their understanding and writing of Portuguese in complex texts. By the end of this course, students will be able to communicate in a range of social and professional situations at an advanced level. The course aims to prepare students for a period of study or work abroad by further consolidating cultural awareness of Brazil, Portugal and other lusophone countries and by focusing on contemporary business-related issues. Overall, students will attain a level comparable to B2/C1 CEFR.
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Lille, Paris, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	0
Continuous Assessment (%)	100
<b>Academic reference</b>	
<b>Websites</b>	Português, O seu sítio da Língua Portuguesa : <a href="http://portugues.uol.com.br/">http://portugues.uol.com.br/</a> Só Português : <a href="https://www.soportugues.com.br/">https://www.soportugues.com.br/</a> Norma Culta, Língua Portuguesa em bom Português: <a href="https://www.normaculta.com.br/">https://www.normaculta.com.br/</a> Dicio, Dicionário Online de Português : <a href="https://www.dicio.com.br/">https://www.dicio.com.br/</a>

#### LANGUAGE: PORTUGUESE BEGINNER I SPRING

<b>Course Code</b>	PGE.FINM1.LGCOR.4350
<b>ECTS Credits</b>	2
<b>Course Leader</b>	COELHO Fernanda
<b>Synchronous</b>	24
<b>Discipline</b>	Autre
<b>Program</b>	M1 GBE Belo Horizonte
<b>Prerequisites</b>	There are no-prerequisites for this course.
<b>Course Description</b>	Note: this beginner Portuguese course is not suitable if you are not a French speaker or do not have an advanced level of French as most explanations are given in French. This course is designed for students with no prior knowledge of the language and offers an introduction to Portuguese language and lusophone culture. Students will study Portuguese pronunciation and develop knowledge of the language in all four skills at a basic level. By the end of this course, students will be able to communicate in a range of daily life situations at a basic level. The course aims to prepare students for a period of study abroad by increasing cultural awareness of Brazil, Portugal and other lusophone countries and to enable students to acquire language skills and attitudes for further study of Portuguese. Overall, this course prepares students to reach a level comparable to A1 CEFR.
<b>Course Open to Exchange</b>	Belo /Spring

<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Lille, Paris, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	0
Continuous Assessment (%)	100
<b>Academic reference</b>	
<b>Websites</b>	Português, O seu sítio da Língua Portuguesa : <a href="http://portugues.uol.com.br/">http://portugues.uol.com.br/</a> Só Português : <a href="https://www.soportugues.com.br/">https://www.soportugues.com.br/</a> Norma Culta, Língua Portuguesa em bom Português: <a href="https://www.normaculta.com.br/">https://www.normaculta.com.br/</a> Dicio, Dicionário Online de Português : <a href="https://www.dicio.com.br/">https://www.dicio.com.br/</a>

#### LANGUAGE: PORTUGUESE BEGINNER II SPRING

<b>Course Code</b>	PGE.FINM1.LGCOR.4393
<b>ECTS Credits</b>	2
<b>Course Leader</b>	COELHO Fernanda
<b>Synchronous</b>	24
<b>Discipline</b>	Autre
<b>Program</b>	M1 GBE Belo Horizonte
<b>Prerequisites</b>	There are no-prerequisites for this course.
<b>Course Description</b>	Note: this beginner Portuguese course is not suitable if you are not a French speaker or do not have an advanced level of French as most explanations are given in French. This course is designed for students with no prior knowledge of the language and offers an introduction to Portuguese language and lusophone culture. Students will study Portuguese pronunciation and develop knowledge of the language in all four skills at a basic level. By the end of this course, students will be able to communicate in a range of daily life situations at a basic level. The course aims to prepare students for a period of study abroad by increasing cultural awareness of Brazil, Portugal and other lusophone countries and to enable students to acquire language skills and attitudes for further study of Portuguese. Overall, this course prepares students to reach a level comparable to A1 CEFR.
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
<b>Evaluation</b>	
Final Examination (%)	0
Continuous Assessment (%)	100
<b>Academic reference</b>	

<b>Websites</b>	Português, O seu sítio da Língua Portuguesa : <a href="http://portugues.uol.com.br/">http://portugues.uol.com.br/</a> Só Português : <a href="https://www.soportugues.com.br/">https://www.soportugues.com.br/</a> Norma Culta, Língua Portuguesa em bom Português: <a href="https://www.normaculta.com.br/">https://www.normaculta.com.br/</a> Dicio, Dicionário Online de Português : <a href="https://www.dicio.com.br/">https://www.dicio.com.br/</a>
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#### LANGUAGE: PORTUGUESE ELEMENTARY SPRING

<b>Course Code</b>	PGE.FINM1.LGCOR.4351
<b>ECTS Credits</b>	2
<b>Course Leader</b>	COELHO Fernanda
<b>Synchronous</b>	24
<b>Discipline</b>	Autre
<b>Program</b>	M1 GBE Belo Horizonte
<b>Prerequisites</b>	There are no pre-requisites for this course.
<b>Course Description</b>	This course is designed for students who have an elementary knowledge of Portuguese and who have approximately 100-150 hours of prior study. Students will further develop their ability to use Portuguese in the four skills (speaking, listening, reading and writing), improve their pronunciation and increase their confidence in the language. By the end of this course, students will be able to deal with a diverse range of daily life situations and communicate on a range of familiar topics. The course aims to prepare students for a period of study abroad by increasing cultural awareness of Brazil, Portugal and other lusophone countries and to enable students to acquire language skills and attitudes for further study of Portuguese. Overall, students will attain a level comparable to A2 CEFR.
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Lille, Paris, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	0
Continuous Assessment (%)	100
<b>Academic reference</b>	
<b>Websites</b>	Português, O seu sítio da Língua Portuguesa : <a href="http://portugues.uol.com.br/">http://portugues.uol.com.br/</a> Só Português : <a href="https://www.soportugues.com.br/">https://www.soportugues.com.br/</a> Norma Culta, Língua Portuguesa em bom Português: <a href="https://www.normaculta.com.br/">https://www.normaculta.com.br/</a> Dicio, Dicionário Online de Português : <a href="https://www.dicio.com.br/">https://www.dicio.com.br/</a>

#### LANGUAGE: PORTUGUESE INTERMEDIATE SPRING

<b>Course Code</b>	PGE.FINM1.LGCOR.4352
<b>ECTS Credits</b>	2



<b>Course Leader</b>	COELHO Fernanda
<b>Synchronous</b>	24
<b>Discipline</b>	Autre
<b>Program</b>	M1 GBE Belo Horizonte
<b>Prerequisites</b>	There are no pre-requisites for this course.
<b>Course Description</b>	This course is designed for students who have an intermediate knowledge of Portuguese (students who have successfully passed the Elementary (A2) course in L3 or who have approximately 200-250 hours of prior study). Students will further develop their ability to use Portuguese in the four skills (speaking, listening, reading and writing) in familiar work and social contexts. By the end of this course, students will be able to communicate in a range of social and professional situations at intermediate level. The course aims to prepare students for a period of study abroad by further consolidating cultural awareness of Brazil, Portugal and other lusophone countries and to enable students to acquire language skills and attitudes for further study of Portuguese. Overall, students will attain a level comparable to B1 CEFR.
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Lille, Paris, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	0
Continuous Assessment (%)	100
<b>Academic reference</b>	
<b>Websites</b>	Português, O seu sítio da Língua Portuguesa : <a href="http://portugues.uol.com.br/">http://portugues.uol.com.br/</a> Só Português : <a href="https://www.soportugues.com.br/">https://www.soportugues.com.br/</a> Norma Culta, Língua Portuguesa em bom Português: <a href="https://www.normaculta.com.br/">https://www.normaculta.com.br/</a> Dicio, Dicionário Online de Português : <a href="https://www.dicio.com.br/">https://www.dicio.com.br/</a>

#### LANGUAGE: PORTUGUESE POST-BEGINNER I SPRING

<b>Course Code</b>	PGE.FINM1.LGCOR.4353
<b>ECTS Credits</b>	2
<b>Course Leader</b>	COELHO Fernanda
<b>Synchronous</b>	24
<b>Discipline</b>	Autre
<b>Program</b>	M1 GBE Belo Horizonte
<b>Prerequisites</b>	There are no pre-requisites for this course.
<b>Course Description</b>	This course is designed for students who have a basic knowledge of Portuguese (students will have successfully passed the L3 Real Beginner (A0) course or have approximately 24 hours of prior study). Students will consolidate their pronunciation and their knowledge of the language in all four skills at a basic level. By the end of this course, students will be able to communicate in a range of simple daily life situations. The course aims to

	prepare students for a period of study abroad by increasing cultural awareness of Brazil, Portugal and other lusophone countries and to enable students to acquire language skills and attitudes for further study of Portuguese. Overall, students will attain a level comparable to A1 CEFR.
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Paris, Sophia
<b>Evaluation</b>	
Final Examination (%)	0
Continuous Assessment (%)	100
<b>Academic reference</b>	
<b>Websites</b>	Português, O seu sítio da Língua Portuguesa : <a href="http://portugues.uol.com.br/">http://portugues.uol.com.br/</a> Só Português : <a href="https://www.soportugues.com.br/">https://www.soportugues.com.br/</a> Norma Culta, Língua Portuguesa em bom Português: <a href="https://www.normaculta.com.br/">https://www.normaculta.com.br/</a> Dicio, Dicionário Online de Português : <a href="https://www.dicio.com.br/">https://www.dicio.com.br/</a>

#### LANGUAGE: PORTUGUESE POST-BEGINNER II SPRING

<b>Course Code</b>	PGE.FINM1.LGCOR.4394
<b>ECTS Credits</b>	2
<b>Course Leader</b>	COELHO Fernanda
<b>Synchronous</b>	24
<b>Discipline</b>	Autre
<b>Program</b>	M1 GBE Belo Horizonte
<b>Prerequisites</b>	There are no pre-requisites for this course.
<b>Course Description</b>	This course is designed for students who have a basic knowledge of Portuguese (students will have successfully passed Post Beginner I course or have approximately 50 hours of prior study). Students will consolidate their pronunciation and their knowledge of the language in all four skills at a basic level. By the end of this course, students will be able to communicate in a range of simple daily life situations. The course aims to prepare students for a period of study abroad by increasing cultural awareness of Brazil, Portugal and other lusophone countries and to enable students to acquire language skills and attitudes for further study of Portuguese. Overall, students will attain a level comparable to A2CEFR.
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
<b>Evaluation</b>	
Final Examination (%)	0

Continuous Assessment (%)	100
<b>Academic reference</b>	
<b>Websites</b>	Português, O seu sítio da Língua Portuguesa : <a href="http://portugues.uol.com.br/">http://portugues.uol.com.br/</a> Só Português : <a href="https://www.soportugues.com.br/">https://www.soportugues.com.br/</a> Norma Culta, Língua Portuguesa em bom Português: <a href="https://www.normaculta.com.br/">https://www.normaculta.com.br/</a> Dicio, Dicionário Online de Português : <a href="https://www.dicio.com.br/">https://www.dicio.com.br/</a>

## INTERNATIONAL BUSINESS

### INTERNATIONAL LEGAL ISSUES FOR BUSINESS

<b>Course Code</b>	MSC.IBBM2.STCOR.0036
<b>ECTS Credits</b>	2
<b>Course Leader</b>	GUIMARAES Dorival
<b>Synchronous</b>	18
<b>Discipline</b>	Droit & Humanités
<b>Program</b>	International Business
<b>Prerequisites</b>	<b>Business Law</b>
<b>Course Description</b>	<p>The aim of the course is to give students a comprehensive look at legal issues businesses need to consider when operating in different markets. The course will provide students the tools to understand, critically assess and resolve issues companies might face.</p> <p>Student will become familiar with current trends in contracts, labour law, movement of people, goods, environmental legislation and services as they apply to business. Students will participate in reading, discussions and in-class exercises or projects that will teach them to identify current business issues, apply critical thinking skills, and problem solve in multiple areas of business. The student is expected to read, understand and participate in class discussions, exercises and answer questions that will give them business issues, apply critical thinking skills, and problem solve in multiple areas of business law and business.</p>
<b>Course Open to Exchange</b>	Belo /Spring;#Lille /Spring;#Paris /Spring
<b>Semester</b>	fall, spring
<b>Campus</b>	Belo Horizonte
<b>Evaluation</b>	
Final Examination (%)	60
Continuous Assessment (%)	40
<b>Academic reference</b>	
<b>Websites</b>	<a href="https://archive.doingbusiness.org/en/doingbusiness">https://archive.doingbusiness.org/en/doingbusiness</a>

### ADVANCED STRATEGY

<b>Course Code</b>	PGE.APPM2.STCOR.3311
<b>ECTS Credits</b>	2
<b>Course Leader</b>	JOLINK Albert
<b>Synchronous</b>	18
<b>Discipline</b>	Stratégie, Innovation & Entrepreneuriat
<b>Program</b>	International Business
<b>Prerequisites</b>	<b>Strategy 1 (M1)</b>
<b>Course Description</b>	<p>In this course you will learn more about the theory and practice of collaborations of firms, from the motivation to collaborate with other firms to the organizational structuring of collaboration. The objective of the course is to understand how companies elaborate strategic collaboration to</p>

	<p>support corporate performance. It is a condition to survive for startup companies. It often is a means to guarantee profitability for larger corporations. However, it is difficult to achieve in the long run and may put the company at risk if not successful.</p> <p>By using a combination of lectures, case studies, and team projects, this course will provide an overview of collaborative options in different contexts.</p>
<b>Course Open to Exchange</b>	Belo /Spring;#Paris /Spring;#Suzhou /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Dubaï, Paris, Suzhou
<b>Evaluation</b>	
Final Examination (%)	50
Continuous Assessment (%)	50
<b>Academic reference</b>	Child et al. (2019) Cooperative Strategy, Oxford University Press
<b>Websites</b>	

## CAREER MANAGEMENT 2

<b>Course Code</b>	MSC.SFFM2.FICOR.0023
<b>ECTS Credits</b>	1
<b>Course Leader</b>	ANDRE Nathalie
<b>Synchronous</b>	6
<b>Discipline</b>	Autre
<b>Program</b>	International Business
<b>Prerequisites</b>	No prerequisites.
<b>Course Description</b>	Career management, focusing on recruitment and employability
<b>Course Open to Exchange</b>	Belo /Spring;#Lille /Spring;#Paris /Spring;#Sophia /Spring;#Suzhou /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Dubaï, Lille, Paris, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	Accès Talent and careers HUB
<b>Websites</b>	None.

## CLIMATE CHANGE RISK

<b>Course Code</b>	MSC.IBPM2.STCOR.0004
<b>ECTS Credits</b>	2

<b>Course Leader</b>	GASPARINI, Matteo
<b>Synchronous</b>	18
<b>Discipline</b>	Finance
<b>Program</b>	International Business
<b>Prerequisites</b>	Students require a basic understanding of the following subjects: i. economics and finance, including financial intermediation ii. statistics and econometrics, including regression and other statistical tool for inference
<b>Course Description</b>	<p>The first part of the course will provide a framing of the role of sustainable finance in the broader climate policies with focus on i. the threats posed by climate change risk on financial stability and on financial institutions and ii. the challenges and the opportunities that financial institutions are facing in the net zero transition. This part will start from the high-level climate theories, policies and treaties and will delve into the emerging regulation and tools up to what is expected from practitioners working in sustainable finance.</p> <p>The second part will cover the tools needed for assessing climate risk physical and transition risk with focus on stress testing which will be complemented with practical exercises - part of the case study - which will run through the whole course in different parts spread throughout different sessions (see below for more details).</p> <p>The third part will cover the tools needed for assessing the alignment of financial institutions with the Paris agreement objectives and more broadly how institutions can support a broad range of objectives mobilising capital in the right direction (e.g., UN sustainable development goals, biodiversity)</p>
<b>Course Open to Exchange</b>	Belo /Spring;#Paris /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Dubai, Paris
<b>Evaluation</b>	
Final Examination (%)	100
Continuous Assessment (%)	0
<b>Academic reference</b>	
<b>Websites</b>	

## COUNTRY RISK

<b>Course Code</b>	MSC.IBPM2.STCOR.0001
<b>ECTS Credits</b>	3
<b>Course Leader</b>	RECH Maximilian
<b>Synchronous</b>	27
<b>Discipline</b>	Finance
<b>Program</b>	International Business
<b>Prerequisites</b>	The basics of economics and international finance.
<b>Course Description</b>	Investing without understanding the economy is like taking a trip without knowing anything about the climate of your destination or what season you ll be in when you get there » (Richard Yamarone)

	<p>When Ben Bernanke was a Fed governor, he said, a part of monetary policymaking for which my background left me imperfectly prepared is what central bankers call current analysis which is not taught in graduate schools, probably for good reason; it seems more amenable to on-the-job training. It is, nevertheless, an intellectually challenging activity. He added that a prerequisite for any serious forecasting exercise is to get an accurate read of the current economic situation, which requires a deep knowledge of the data mixed with a goodly dose of economic theory and economic judgment.</p> <p>Country Risk lies at the crossroads of several disciplines and requires the analysis of a wide variety of quantitative and qualitative data. Country Risk today is on the front-page of newspapers all around the world: debt crisis, inflation, pandemic, terrorism, political upheaval, exchange rate volatility, oil price roller coaster, trade protectionism, corruption, you name it. Country Risk is everywhere, including where you don't expect it to be! You cannot ignore it, whatever your professional activities.</p> <p>What makes Country Risk a fascinating topic to tackle is the combination of country and risk. It is a complex issue given that it brings together a number of parameters, including economic, financial, socio-political and global issues, often interconnected! Now, the good news is that whether you are a student or a seasoned executive, this seminar will help you analyse and manage it. We shall assess the root causes of a country's volatility, looking at its history, its values, its culture, its political and institutional system, its macroeconomic framework, and last but not least, the crucial issue of governance.</p>
<b>Course Open to Exchange</b>	Belo /Spring;#Paris /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Dubai, Paris
<b>Evaluation</b>	
Final Examination (%)	60
Continuous Assessment (%)	40
<b>Academic reference</b>	<p>Mariam Majd &amp; Amanda Page-Hoongrajok (2023) Rating sovereign credit risk: A simulation for advanced economics and finance students, The Journal of Economic Education, 54:3, 327-341</p> <p>Amewokunu, Y. &amp; Su, Z. (2009). Repenser l'évaluation du risque-pays dans le contexte de la mondialisation. Management international / Gestion International / International Management, 13(2), 3552.</p> <p>Goguel, A. (2023). L'ampleur des déséquilibres de la croissance chinoise : enjeux et perspectives. Enquête sur les déséquilibres économiques et sociaux du pays, sur ses effets de résonance internationaux et sur les voies de sortie. SKEMA Publika, 1-63.</p>
<b>Websites</b>	

#### INTERNATIONAL BUSINESS GAME: SKEMASIM

<b>Course Code</b>	MSC.IBNM2.STCOR.0032
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<b>ECTS Credits</b>	2
<b>Course Leader</b>	MESCHI Pierre Xavier
<b>Synchronous</b>	18
<b>Discipline</b>	Stratégie, Innovation & Entrepreneuriat
<b>Program</b>	International Business
<b>Prerequisites</b>	<b>Strategy</b>
<b>Course Description</b>	<p>The « SKEMA Multicampus Business Simulation » (otherwise known as SKEMASIM) course is a 5-day seminar organized simultaneously in the different SKEMA campuses across the world (France, Brazil, China and USA). It is made up of the business simulation itself, some tutorial conferences, and the writing of an annual activity report. The « SKEMA Multicampus Business Simulation » is a business game simulating the general management of mid-sized fictitious firms located in different countries (France, Brazil, China and USA, for further information, see Participants Guide). Some tutorial conferences will be arranged in order to present the rules of the game, the simulation scenarios, the features of the different countries environment, the quarterly (strategic, partnership, managerial, financial, marketing, human ) decisions that will have to be made by each team of students. A comprehensive analysis presenting the corporate strengths and weaknesses of these fictitious firms will be provided to each team. To this aim, a particular attention will be paid to the comparative economic advantage of each country (especially in terms of labour cost, R&amp;D cost, long-term interest rate, tax rate ) and to the different growth options that available in this simulation (local and international alliances, subcontracting, ). Throughout the seminar, the tutorial conferences will also allow the simulation administrators to inform the different teams about the changes in their respective countrys environment as well as their quarterly firm performance. At the end of the seminar, each team will be asked to send over an annual activity report to simulation administrators. The teams will be assessed according to 1/ the performance of their company (measured by the ROI and ROE evolution) and 2/ the relevance and accuracy of their activity report.</p>
<b>Course Open to Exchange</b>	Belo /Spring;#Paris /Spring;#Raleigh /Spring;#Suzhou /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Dubaï, Paris, Raleigh, Suzhou
<b>Evaluation</b>	
Final Examination (%)	25
Continuous Assessment (%)	75
<b>Academic reference</b>	<p>Lectures obligatoires / Required readings :</p> <p>Lectures Recommandées / Recommended readings :</p> <p>(1) BRULHART F., GUIEU, G. &amp; 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. &amp; HODGETTS R., International Business, Prentice Hall, 2003.</p>
<b>Websites</b>	<a href="http://www.webtolearn.com/skemasim">www.webtolearn.com/skemasim</a>



## INTERNATIONAL FINANCE

<b>Course Code</b>	MSC.IBNM2.FICOR.0061
<b>ECTS Credits</b>	4
<b>Course Leader</b>	FERRARA Laurent
<b>Synchronous</b>	33
<b>Discipline</b>	Finance
<b>Program</b>	International Business
<b>Prerequisites</b>	None
<b>Course Description</b>	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.
<b>Course Open to Exchange</b>	Belo /Spring;#Paris /Spring;#Raleigh /Spring;#Suzhou /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Dubaï, Paris, Raleigh
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	Lectures obligatoires / Required readings : Available on Cyberlibris at <a href="http://www.scholarvox.com">www.scholarvox.com</a> : 1) Economics for Investment Decision Makers Workbook : Micro, Macro, and International Economics, 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)
<b>Websites</b>	<a href="http://databank.worldbank.org/data/home.aspx">http://databank.worldbank.org/data/home.aspx</a> <a href="http://stats.oecd.org/">http://stats.oecd.org/</a>

## MODELING AND FORECASTING RISKS

<b>Course Code</b>	MSC.IBPM2.STCOR.0002
<b>ECTS Credits</b>	3
<b>Course Leader</b>	FERRARA Laurent
<b>Synchronous</b>	24

<b>Discipline</b>	Finance
<b>Program</b>	International Business
<b>Prerequisites</b>	Notions de base avec le logiciel R
<b>Course Description</b>	This course aims at introducing concepts related to risk measurement and risk forecasting. Students will alternate between theoretical concepts and applications with the software R. R is a free and reliable software useful for statistical analysis of data and econometric modelling. Among the theoretical concepts we will review basic statistical concepts useful to measure risks, as well as econometric approaches to construct forecasts and their distribution. Applications will focus on economic and financial time series, such as GDP, production, inflation, exchange rates or risk indicators.
<b>Course Open to Exchange</b>	Belo /Spring;#Paris /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Dubaï, Paris
<b>Evaluation</b>	
Final Examination (%)	100
Continuous Assessment (%)	0
<b>Academic reference</b>	"Applied economic forecasting using time series methods", Eric Ghysels and Massimiliano Marcellino, Oxford University Press
<b>Websites</b>	"Forecasting: Principles and Practice", Rob Hyndman and George Athanasopoulos, online book <a href="https://otexts.com/fpp3/">https://otexts.com/fpp3/</a>

## SUSTAINABILITY AND GOVERNANCE MANAGEMENT

<b>Course Code</b>	MSC.IBPM2.STCOR.0003
<b>ECTS Credits</b>	2
<b>Course Leader</b>	EZZEROUALI Amine
<b>Synchronous</b>	18
<b>Discipline</b>	Management & Organisation
<b>Program</b>	International Business
<b>Prerequisites</b>	None
<b>Course Description</b>	The capacity of firms to address and tackle Environment, Social and Governance risk is key to their survival and thrive in the current world. The mitigation of ESG risk has become an inherent feature in risk and crisis management, as organizations are exposed to growing levels of complexity, uncertainty, ambiguity and volatility. The global pandemic (Covid19) was and still is one feature of these VUCA environments, advances in AI is another feature, geopolitical changes are another one, as well economic and financial disruptions, sociological changes (and demographics), etc. Mastering the exposure to risk and preventing crises is a key challenge. Knowing how to identify, assess and manage risks and how to prepare and deal with crises is thus highly critical. This course addresses risk and crisis management frameworks focusing on strategic, operational and technological risks through extant theory and

	<p>case study examples of successful and failed risk and crisis management strategies. In particular, we will be exploring the fundamentals of Social (S) and Governance (G) risks. According to the Sustainable Finance Disclosure Regulation (SFDR), a sustainability risk means an environmental, social or governance event or condition that, if it occurs, could cause an actual or potential material negative impact on the value of the investment. Indeed, the shift towards a low carbon, more sustainable, resource efficient and circular economy as well as a more sustainable approach to performance opened the path towards new business models, strategies, processes and practices. It has also led to the emergence of new stakeholder interest, expectations and claims. Hence, more than a search for compliance, mitigating ESG risk has become a core activity embedded in risk and crisis management frameworks.</p> <p>We will also explore the Digital challenges (D) raised by the growing use of technology across industries. Indeed, Artificial Intelligence (AI) and other related innovations are a current technology trend that is disrupting most industries. Major companies not only tech giants like Google, Uber and Microsoft, but also companies like Tesla and Honda, Airbnb and Uber, AT&amp;T, etc. are doing what is needed to surf on these new technological waves by hiring talents, buying hi-tech startups, investing in R&amp;D, developing partnership with key actors like Nvidia and Intel and many other machine learning hardware startups, etc. This is one example among others that shows how companies are using technology to drive innovation, to create new market opportunities and to develop new sustainable advantages. But this does not go without risk and potential failures. The objective of this seminar is to provide participant with frameworks to deal with such uncertainty.</p>
<b>Course Open to Exchange</b>	Belo /Spring;#Paris /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Dubai, Paris
<b>Evaluation</b>	
Final Examination (%)	100
Continuous Assessment (%)	0
<b>Academic reference</b>	<p>Hopkin, P. (2022). Fundamentals of risk management: Understanding, evaluating, and implementing effective risk management, Fourth edition, The Institute of Risk Management IRM, Kogan Page.</p> <p>Coombs, T. (2019). Ongoing crisis communication: planning, managing and responding, Fifth edition. Sage publications.</p> <p>Crandall, W. R., J. A. Parnell, and J. E. Spillan. (2013). Crisis management: Leading in the new strategy landscape, Second edition. Sage Publications.</p>
<b>Websites</b>	

#### LANGUAGE A: PORTUGUESE ADVANCED SPRING

<b>Course Code</b>	PGE.FINM1.LGCOR.4349
<b>ECTS Credits</b>	2
<b>Course Leader</b>	COELHO Fernanda
<b>Synchronous</b>	24

<b>Discipline</b>	Autre
<b>Program</b>	M1 GBE Belo Horizonte
<b>Prerequisites</b>	There are no pre-requisites for this course.
<b>Course Description</b>	This course is designed for students who have an advanced knowledge of Portuguese (students who have successfully passed the Intermediate (B1) course in L3 or who have 300+ hours of prior study). Students will enhance their ability to use Portuguese in the four skills (speaking, listening, reading and writing) in diverse and complex work and social contexts. Students will further enhance their understanding and writing of Portuguese in complex texts. By the end of this course, students will be able to communicate in a range of social and professional situations at an advanced level. The course aims to prepare students for a period of study or work abroad by further consolidating cultural awareness of Brazil, Portugal and other lusophone countries and by focusing on contemporary business-related issues. Overall, students will attain a level comparable to B2/C1 CEFR.
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Lille, Paris, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	0
Continuous Assessment (%)	100
<b>Academic reference</b>	
<b>Websites</b>	Português, O seu sítio da Língua Portuguesa : <a href="http://portugues.uol.com.br/">http://portugues.uol.com.br/</a> Só Português : <a href="https://www.soportugues.com.br/">https://www.soportugues.com.br/</a> Norma Culta, Língua Portuguesa em bom Português: <a href="https://www.normaculta.com.br/">https://www.normaculta.com.br/</a> Dicio, Dicionário Online de Português : <a href="https://www.dicio.com.br/">https://www.dicio.com.br/</a>

#### LANGUAGE: PORTUGUESE BEGINNER I SPRING

<b>Course Code</b>	PGE.FINM1.LGCOR.4350
<b>ECTS Credits</b>	2
<b>Course Leader</b>	COELHO Fernanda
<b>Synchronous</b>	24
<b>Discipline</b>	Autre
<b>Program</b>	M1 GBE Belo Horizonte
<b>Prerequisites</b>	There are no-prerequisites for this course.
<b>Course Description</b>	Note: this beginner Portuguese course is not suitable if you are not a French speaker or do not have an advanced level of French as most explanations are given in French. This course is designed for students with no prior knowledge of the language and offers an introduction to Portuguese language and lusophone culture. Students will study Portuguese pronunciation and develop knowledge of the language in all four skills at a basic level. By the end of this course, students will be able to communicate in a range of daily life

	situations at a basic level. The course aims to prepare students for a period of study abroad by increasing cultural awareness of Brazil, Portugal and other lusophone countries and to enable students to acquire language skills and attitudes for further study of Portuguese. Overall, this course prepares students to reach a level comparable to A1 CEFR.
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Lille, Paris, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	0
Continuous Assessment (%)	100
<b>Academic reference</b>	
<b>Websites</b>	Português, O seu sítio da Língua Portuguesa : <a href="http://portugues.uol.com.br/">http://portugues.uol.com.br/</a> Só Português : <a href="https://www.soportugues.com.br/">https://www.soportugues.com.br/</a> Norma Culta, Língua Portuguesa em bom Português: <a href="https://www.normaculta.com.br/">https://www.normaculta.com.br/</a> Dicio, Dicionário Online de Português : <a href="https://www.dicio.com.br/">https://www.dicio.com.br/</a>

#### LANGUAGE: PORTUGUESE BEGINNER II SPRING

<b>Course Code</b>	PGE.FINM1.LGCOR.4393
<b>ECTS Credits</b>	2
<b>Course Leader</b>	COELHO Fernanda
<b>Synchronous</b>	24
<b>Discipline</b>	Autre
<b>Program</b>	M1 GBE Belo Horizonte
<b>Prerequisites</b>	There are no-prerequisites for this course.
<b>Course Description</b>	Note: this beginner Portuguese course is not suitable if you are not a French speaker or do not have an advanced level of French as most explanations are given in French. This course is designed for students with no prior knowledge of the language and offers an introduction to Portuguese language and lusophone culture. Students will study Portuguese pronunciation and develop knowledge of the language in all four skills at a basic level. By the end of this course, students will be able to communicate in a range of daily life situations at a basic level. The course aims to prepare students for a period of study abroad by increasing cultural awareness of Brazil, Portugal and other lusophone countries and to enable students to acquire language skills and attitudes for further study of Portuguese. Overall, this course prepares students to reach a level comparable to A1 CEFR.
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring

<b>Campus</b>	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
<b>Evaluation</b>	
Final Examination (%)	0
Continuous Assessment (%)	100
<b>Academic reference</b>	
<b>Websites</b>	Português, O seu sítio da Língua Portuguesa : <a href="http://portugues.uol.com.br/">http://portugues.uol.com.br/</a> Só Português : <a href="https://www.soportugues.com.br/">https://www.soportugues.com.br/</a> Norma Culta, Língua Portuguesa em bom Português: <a href="https://www.normaculta.com.br/">https://www.normaculta.com.br/</a> Dicio, Dicionário Online de Português : <a href="https://www.dicio.com.br/">https://www.dicio.com.br/</a>

#### LANGUAGE: PORTUGUESE ELEMENTARY SPRING

<b>Course Code</b>	PGE.FINM1.LGCOR.4351
<b>ECTS Credits</b>	2
<b>Course Leader</b>	COELHO Fernanda
<b>Synchronous</b>	24
<b>Discipline</b>	Autre
<b>Program</b>	M1 GBE Belo Horizonte
<b>Prerequisites</b>	There are no pre-requisites for this course.
<b>Course Description</b>	This course is designed for students who have an elementary knowledge of Portuguese and who have approximately 100-150 hours of prior study. Students will further develop their ability to use Portuguese in the four skills (speaking, listening, reading and writing), improve their pronunciation and increase their confidence in the language. By the end of this course, students will be able to deal with a diverse range of daily life situations and communicate on a range of familiar topics. The course aims to prepare students for a period of study abroad by increasing cultural awareness of Brazil, Portugal and other lusophone countries and to enable students to acquire language skills and attitudes for further study of Portuguese. Overall, students will attain a level comparable to A2 CEFR.
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Lille, Paris, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	0
Continuous Assessment (%)	100
<b>Academic reference</b>	
<b>Websites</b>	Português, O seu sítio da Língua Portuguesa : <a href="http://portugues.uol.com.br/">http://portugues.uol.com.br/</a> Só Português : <a href="https://www.soportugues.com.br/">https://www.soportugues.com.br/</a> Norma Culta, Língua Portuguesa em bom Português:

	<a href="https://www.normaculta.com.br/">https://www.normaculta.com.br/</a> Dicio, Dicionário Online de Português : <a href="https://www.dicio.com.br/">https://www.dicio.com.br/</a>
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#### LANGUAGE: PORTUGUESE INTERMEDIATE SPRING

<b>Course Code</b>	PGE.FINM1.LGCOR.4352
<b>ECTS Credits</b>	2
<b>Course Leader</b>	COELHO Fernanda
<b>Synchronous</b>	24
<b>Discipline</b>	Autre
<b>Program</b>	M1 GBE Belo Horizonte
<b>Prerequisites</b>	There are no pre-requisites for this course.
<b>Course Description</b>	<p>This course is designed for students who have an intermediate knowledge of Portuguese (students who have successfully passed the Elementary (A2) course in L3 or who have approximately 200-250 hours of prior study). Students will further develop their ability to use Portuguese in the four skills (speaking, listening, reading and writing) in familiar work and social contexts. By the end of this course, students will be able to communicate in a range of social and professional situations at intermediate level. The course aims to prepare students for a period of study abroad by further consolidating cultural awareness of Brazil, Portugal and other lusophone countries and to enable students to acquire language skills and attitudes for further study of Portuguese.</p> <p>Overall, students will attain a level comparable to B1 CEFR.</p>
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Lille, Paris, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	0
Continuous Assessment (%)	100
<b>Academic reference</b>	
<b>Websites</b>	Português, O seu sítio da Língua Portuguesa : <a href="http://portugues.uol.com.br/">http://portugues.uol.com.br/</a> Só Português : <a href="https://www.soportugues.com.br/">https://www.soportugues.com.br/</a> Norma Culta, Língua Portuguesa em bom Português: <a href="https://www.normaculta.com.br/">https://www.normaculta.com.br/</a> Dicio, Dicionário Online de Português : <a href="https://www.dicio.com.br/">https://www.dicio.com.br/</a>

#### LANGUAGE: PORTUGUESE POST-BEGINNER I SPRING

<b>Course Code</b>	PGE.FINM1.LGCOR.4353
<b>ECTS Credits</b>	2
<b>Course Leader</b>	COELHO Fernanda
<b>Synchronous</b>	24

<b>Discipline</b>	Autre
<b>Program</b>	M1 GBE Belo Horizonte
<b>Prerequisites</b>	There are no pre-requisites for this course.
<b>Course Description</b>	This course is designed for students who have a basic knowledge of Portuguese (students will have successfully passed the L3 Real Beginner (A0) course or have approximately 24 hours of prior study). Students will consolidate their pronunciation and their knowledge of the language in all four skills at a basic level. By the end of this course, students will be able to communicate in a range of simple daily life situations. The course aims to prepare students for a period of study abroad by increasing cultural awareness of Brazil, Portugal and other lusophone countries and to enable students to acquire language skills and attitudes for further study of Portuguese. Overall, students will attain a level comparable to A1 CEFR.
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Paris, Sophia
<b>Evaluation</b>	
Final Examination (%)	0
Continuous Assessment (%)	100
<b>Academic reference</b>	
<b>Websites</b>	Português, O seu sítio da Língua Portuguesa : <a href="http://portugues.uol.com.br/">http://portugues.uol.com.br/</a> Só Português : <a href="https://www.soportugues.com.br/">https://www.soportugues.com.br/</a> Norma Culta, Língua Portuguesa em bom Português: <a href="https://www.normaculta.com.br/">https://www.normaculta.com.br/</a> Dicio, Dicionário Online de Português : <a href="https://www.dicio.com.br/">https://www.dicio.com.br/</a>

#### LANGUAGE: PORTUGUESE POST-BEGINNER II SPRING

<b>Course Code</b>	PGE.FINM1.LGCOR.4394
<b>ECTS Credits</b>	2
<b>Course Leader</b>	COELHO Fernanda
<b>Synchronous</b>	24
<b>Discipline</b>	Autre
<b>Program</b>	M1 GBE Belo Horizonte
<b>Prerequisites</b>	There are no pre-requisites for this course.
<b>Course Description</b>	This course is designed for students who have a basic knowledge of Portuguese (students will have successfully passed Post Beginner I course or have approximately 50 hours of prior study). Students will consolidate their pronunciation and their knowledge of the language in all four skills at a basic level. By the end of this course, students will be able to communicate in a range of simple daily life situations. The course aims to prepare students for a period of study abroad by increasing cultural awareness of Brazil, Portugal and other lusophone countries and to enable students to



	acquire language skills and attitudes for further study of Portuguese. Overall, students will attain a level comparable to A2CEFR.
<b>Course Open to Exchange</b>	Belo /Spring
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
<b>Evaluation</b>	
Final Examination (%)	0
Continuous Assessment (%)	100
<b>Academic reference</b>	
<b>Websites</b>	Português, O seu sítio da Língua Portuguesa : <a href="http://portugues.uol.com.br/">http://portugues.uol.com.br/</a> Só Português : <a href="https://www.soportugues.com.br/">https://www.soportugues.com.br/</a> Norma Culta, Língua Portuguesa em bom Português: <a href="https://www.normaculta.com.br/">https://www.normaculta.com.br/</a> Dicio, Dicionário Online de Português : <a href="https://www.dicio.com.br/">https://www.dicio.com.br/</a>