

# SKEMA BBA in Global Management

## Course Descriptions

### Academic Year 2025/2026

**General notes:**

*Freshman: 1<sup>st</sup> year students*  
*Junior: 3<sup>rd</sup> year students*

*Sophomore: 2<sup>nd</sup> year students*  
*Senior: 4<sup>th</sup> year students*

*(\*) courses are offered this semester if sufficient enrollment*

**Note that the courses offered each semester may also depend on the SKEMA campus**

### General Education

#### **BAC.EAINA.OTENG.1001 Academic Research and Writing I (6 ECTS credits)**

This course introduces students to the principal elements of academic writing. It focuses on improving critical reading skills, developing research skills and writing persuasively. Students will learn to critically read academic articles, explore alternative perspectives, and formulate and support a coherent thesis with evidence drawn from research. They will also learn how to work through the various stages of the writing process to produce a 3000 word research paper, effectively incorporating source materials through summarizing, paraphrasing and citing, using the appropriate referencing method. *(Prerequisite: TOEFL ITP 520 / TOEFL IBT 70 / TOEIC 785 / IELTS 6.0)* **Fall, Spring, Summer(\*) – English – Campus: Sophia Antipolis, Raleigh, Belo-Horizonte, Barcelona, Nanjing**

#### **BAC.EAINA.STEVM.1020 Sustainable Transitions (6 ECTS credits)**

This course explores the critical shift toward sustainable business practices in a rapidly changing global economy. Aimed at second students, it provides a solid foundation in the principles of sustainability, environmental responsibility, and social impact. Through case studies, interactive discussions, and real-world projects, students will learn how businesses can drive positive change while maintaining profitability and competitiveness. By the end of the course, students will be equipped with the knowledge and tools to support and lead sustainable transitions in various industries.

**Fall, Spring, Summer(\*) – English – Campus: Sophia Antipolis, Raleigh, Belo-Horizonte, Barcelona, Nanjing**

#### **BAC.EAINA.ISCSE.2010 Introduction to Relational Databases (6 ECTS credits)**

In the information society, being able to deal with data is an essential skill. This course will present how important it is to properly organize and manage data workflows. We will focus on the design of databases and spend time introducing the SQL language. Some illustrations will be done using MS Access, MySQL and Excel as a lightweight client and a tool for decision making. **Spring – English – Campus: Sophia Antipolis**

#### **BAC.EAINA.STBUS.2990 Introduction to Business Research (6 ECTS credits)**

A concise and straightforward guide for students to undertake a research project for the first time. The new edition details the entire research process, from reviewing the literature to writing up results. It features balanced and expanded coverage of collection and analysis of both qualitative and quantitative data, and new chapters on academic decision making and preparing research proposals. *(Prerequisite: TOEFL ITP 520 / TOEFL IBT 70 / TOEIC 785 / IELTS 6.0)* **Fall, Spring, Summer(\*) – English – Campus: Sophia Antipolis, Raleigh, Belo-Horizonte, Barcelona**

### Advanced Writing Skills

#### **BAC.EAINA.OTENG.1002 Academic Research and Writing II (6 ECTS credits)**

The second of two courses in college-level writing skills. This course focuses on reading and analyzing poems, plays, and short works of fiction. Students write several essays and one research paper on literary topics. The course includes extensive readings and 6000 words of writing in essays and short assignments and a research paper. *(Prerequisite: Academic Research and Writing I)* **Fall, Spring Summer(\*) – English – Campus Sophia Antipolis, Lille**

#### **BAC.EAINA.OTCOM.3224 Business and Professional Writing (6 ECTS credits)**

Designed for the future American business professional, this course includes business research methods, report writing, business correspondence, and communication in the workplace. Analytical, informational, routine, and special reports are covered. *(Prerequisite: Academic Research and Writing I)* Readings and 6000 words of writing in business correspondence, reports and short answers. **Fall, Spring, Summer(\*) – Campus: Sophia Antipolis, Lille, Raleigh, Belo-Horizonte, Barcelona, Nanjing**

## Analytical Skills 1

### **BAC.EAINA.OTMTH.0100 Mathematics for Business and Management (6 ECTS credits)**

The course covers Basic Algebraic Concepts, Linear Equations, Systems of Equations, Matrices, Augmented Matrices, Linear Inequalities, Exponential functions, Ln Functions, Derivatives, Introduction to Integration as well as practical problems. Students will acquire an elementary knowledge applied to business, management, and the social sciences. **Fall, Spring, Summer(\*) – English – Campus: Sophia Antipolis, Lille**

### **BAC.EAINA.ECMTH.1702 Business and Economics Calculus (6 ECTS credits)**

This course emphasizes applications to Business and Economics, using algebra and calculus fundamentals. Matrices: operations, augmented matrices, Gauss-Jordan Elimination, resource allocation problems (Leontief's input-output analysis), introduction to Markov chains. Differentiation applied to Principles of Microeconomics: marginal cost, price elasticity of demand, productivity. Optimization: univariate and multivariate models including Lagrange multipliers. Integration: Definite integration, Integration by parts, applications to Microeconomics principles (Consumers and Producers surplus), Social Inequalities (Gini Index) and introduction to probability density functions. **Fall, Spring, Summer(\*) – English – Campus: Sophia Antipolis, Lille, Raleigh, Belo-Horizonte; Barcelona**

### **BAC.EAINA.OTMTH.1001 Calculus I (6 ECTS credits)**

Functions and graphs, limits and continuity, exponential, logarithmic and inverse trigonometric functions; derivatives and chain rule; related rates and application to maxima and minima, indeterminate forms and l'Hôpital's Rule; antiderivatives, Riemann sums and the definite integral. **Fall, Spring – English – Campus: Sophia Antipolis, Lille**

## Analytical Skills 2

### **BAC.EAINA.ECBUS.2702 Statistics for Business Decisions (6 ECTS credits)**

The objective of this course is to acquaint students with the terminology and the methodology used in statistical methods to solve problems in disciplines such as economics, marketing, finance, manufacturing... It introduces methods of collection, analysis, and interpretation of data. This course enables students to understand the goals and methods of descriptive statistics, probabilities and inferential process (interval estimation, hypothesis testing, one-way analysis of variance). There are also applications on simple regression and multiple regression (Excel and introduction to SPSS). A short introduction to time series is included. **Fall, Spring, Summer(\*) – English – Campus: Sophia Antipolis, Lille, Raleigh, Belo-Horizonte, Barcelona, Nanjing**

### **BAC.EAINA.OTMTH.1002 Calculus II (6 ECTS credits)**

Applications of the definite integral in geometry and physics; hyperbolic functions; further techniques of integration; improper integrals, modeling with differential equations; sequences and series, numerical methods; polar coordinates and conic sections; parametric equations. (Prerequisite: Calculus I) **Spring - English – Campus: Sophia Antipolis, Lille**

### **BAC.EAINA.ISCSE.3500 Probability and Statistics for AI (6 ECTS credits)**

This course provides an introduction to probability theory, random variables and Markov processes. Topics covered are: probability axioms, conditional probability; Bayes' theorem; discrete random variables, moments, bounding probabilities, probability generating functions, standard discrete distributions; continuous random variables, uniform, normal, Cauchy, exponential, gamma and chi-square distributions, transformations, the Poisson process; bivariate distributions, marginal and conditional distributions, independence, covariance and correlation, linear combinations of two random variables, bivariate normal distribution; sequences of independent random variables, the weak law of large numbers, the central limit theorem. **Spring – English – Campus: Sophia Antipolis**

## Computer Skills

### **BAC.EAINA.ISCSE.1301 Consumer Computer Applications (6 ECTS credits)**

The course is designed to make the students able to efficiently use MS Word, MS Excel and MS Access. It covers all the fundamentals of word processing. At the end students will know how to format the document, how to use styles, how to build tables of content and tables of figures, how to add foot notes and so on. The course will cover the fact of dealing with huge documents. The second part gives students a clear view of what Excel can do. It covers from basics to advanced concepts. At the end, students will be able to build an Excel document from its analysis to the implementation, to analyse data and to perform simulations using MS Excel. The third part introduces the notion of Relational database. It goes from the Entity-Relationship model to the physical implementation using MS Access. Students will learn how to design, implement, maintain and query a database. Starting with the notion of table we'll go through queries, forms and reports. The goal is to be able to implement the database and then to be able to easily feed it with information. Finally, we'll see how to extract and process the information using light weight client such as Excel. **Fall, Spring, Summer(\*) – English – Campus : Sophia Antipolis, Lille , Raleigh, Belo-Horizonte, Barcelona, Nanjing**

### **BAC.EAINA.ISCSE.1500 Introduction to Computer Science and Programming (6 ECTS credits)**

This course is intended for students with little or no programming experience. It aims at providing students with an understanding of the role played by computation and programming in solving problems in business and management. The course will also help students to learn how to write small programs that allow them to accomplish useful goals. Python will be used as programming language. **Fall – English – Campus: Sophia Antipolis, Lille**

## Humanities

**BAC.EAINA.OTHUM.1010 Introduction to Theater (6 ECTS credits)**

This course introduces an overview of the history of theater, leading figures in contemporary theater, some contemporary playwrights, study of pieces. This course is illustrated by a number of videotapes. Students are introduced to acting techniques, improvisation and practice. *(Corequisite: Academic Research & Writing I)* **Spring – English – Campus: Sophia Antipolis, Lille, Belo-Horizonte**

**BAC.EAINA.OTHUM.2051 Civilization I (6 ECTS credits)**

An introduction to civilization from its early development to the European Renaissance. The emphasis is on the interpretation of primary texts that reflect the intellectual and historical changes in society. This is the first of two interdisciplinary courses. *(Corequisite: Academic Research & Writing I)* **Fall – Campus: Sophia Antipolis, Lille**

**BAC.EAINA.OTHUM.2052 Civilization II (6 ECTS credits)**

Similar in purpose and method to Civilization I, this course continues the interpretation of primary texts in which the emphasis is on the Renaissance period, the Enlightenment, Romanticism, and the Modern Age. *(Corequisite: Academic Research & Writing I)* **Spring – English – Campus: Sophia Antipolis, Lille**

**BAC.EAINA.OTHUM.2540 Ethics (6 ECTS credits)**

This course is an introduction to the fundamental problems of Ethics. This course introduces key ethical theories and debates, but beyond that, the real concern is to help students improve their ethical decision-making skills by learning to identify, diagnose and analyze ethical problems and dilemmas that they may be confronted with in life and in their careers. *(Corequisite: Academic Research & Writing I)* **Spring – English – Campus: Sophia Antipolis, Lille, Raleigh, Belo-Horizonte, Barcelona**

<b>Scientific Knowledge</b>
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**BAC.EAINA.OTEDS.1030 Survey of Science – Chemistry (6 ECTS credits)**

Students will have the opportunity to develop the scientific method through real life chemistry problems. Topics include basic concepts, Atoms, molecules and ions, stoichiometry, the periodic table, chemical bonds, introduction of Organic Chemistry, Lewis structure, Chemistry of Perfume, Chemistry of Wine, Nuclear Chemistry. **Fall, Spring – English – Campus: Lille**

**BAC.EAINA.OTEDS.1038 Survey of Science – Environmental Science (6 ECTS credits)**

The course presents the basic principles and topics of environmental science. It provides an up-to-date introductory view of key themes such as population growth, climate change, biodiversity loss, clean water protection among others. While the course provides insights of these challenges, it also explores potential opportunities to protect and improve our environment. The course aims to combine theoretical presentations with case studies and brainstorming questions to encourage analytical and critical discussion around this subject. **Fall, Spring – English – Campus: Sophia Antipolis**

**BAC.EAINA.OTEDS.1130 Survey of Science – Chemistry Laboratory (2 ECTS credits)**

This lab illustrates with virtual computer-based experiments the topics of the Survey of Science Chemistry course. Students are intended to use the software and to perform virtual experiments in Chemistry. *(Corequisite: Survey of Science Chemistry)* **Fall, Spring – English – Campus: Sophia Antipolis, Lille**

<b>Interdisciplinary Inquiries</b>
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**BAC.EAINA.OTPOS.2001 Introduction to International Relations (6 ECTS credits)**

The course introduces students to the contemporary global geopolitical stakes through a multidimensional perspective including politics, diplomacy & war, economics & other related fields such as environment or energy. It explores topics like Global & Regional Geopolitics, the making and the change of the contemporary International system, Actors, Dynamics & Functioning of the International System. *(Corequisite: Academic Research & Writing I)* **Fall – English – Campus: Sophia Antipolis**

**BAC.EAINA.OTSOC.2001 Introduction to Sociology (6 ECTS credits)**

This course is an introduction to sociology which focuses on the necessary elements in understanding and successfully working in contemporary societies. Core sociological concepts, methods and theories will be applied to various sociological themes, such as education, consumerism, and social stratification. There will also be a focus on culture and diversity, including the topics of gender, race, ethnicity, and other areas of diversity. Students will develop analytical and critical thinking skills, applying their sociological knowledge to topical issues. *(Corequisite: Academic Research & Writing I)* **Fall – English – Campus: Sophia Antipolis**

**BAC.EAINA.OTSOC.2411 Introduction to Psychology (6 ECTS credits)**

An overview of psychological processes, including both areas in which psychology is a natural science (physiological psychology, sensation and perception, basic learning, and cognition) and a social science (motivation, human development, personality, social interaction, psychopathology, and psychotherapy). *(Corequisite: Academic Research & Writing I)* **Spring – English – Campus: Sophia Antipolis, Lille**

**BAC.EAINA.OTCOM.3002 Intercultural Communication (6 ECTS credits)**

This course seeks to help students develop and hone their cultural awareness and knowledge as they apply to communication in general, with a particular focus on business interactions. Throughout the course of the semester we will focus on various cultural attitudes to work, time, business, meetings, management, human resources, material possessions and hierarchy. Intercultural differences will be illustrated through various role plays, readings

## Management Fundamentals

### **BAC.EAINA.FIBUS.2201 Financial Accounting (6 ECTS credits)**

A basic course in accounting that provides a sound understanding of the theory of accounts and the accounting cycle. Topics include a detailed study of current assets, a detailed study of fixed assets, liabilities, and owner's equity accounts, and the preparation of balance sheets and income statements. **Fall, Spring, Summer(\*) – English – Campus: Sophia Antipolis, Lille, Raleigh, Belo-Horizonte, Barcelona, Nanjing**

### **BAC.EAINA.FIBUS.2202 Managerial Accounting (6 ECTS credits)**

Continues the study of financial statements introduced in Financial Accounting. The course includes a detailed study of cash flow statements and provide students with exposure to cost accounting with an emphasis on managerial decisions. (Prerequisite: Financial Accounting) **Fall, Spring, Summer(\*) – English - Campus: Sophia Antipolis, Lille, Raleigh, Belo-Horizonte, Barcelona, Nanjing**

### **BAC.EAINA.ECBUS.2301 Macro Economics (6 ECTS credits)**

Introduces macroeconomics. Topics covered are public deficits and debt, national deficits and debt, aggregate economic variables, circular flow model, national accounting, monetary banking system, Federal Reserve, fiscal and monetary policies, Classical theory, Keynesian theory, Monetarist theory. **Fall, Spring, Summer(\*) - English & French - Campus: Sophia Antipolis, Lille, Raleigh, Belo-Horizonte, Barcelona, Nanjing**

### **BAC.EAINA.ECBUS.2302 Micro Economics (6 ECTS credits)**

This introductory microeconomics course covers the market system, supply and demand analysis, firms and their management, including productivity and cost in the short run vs. long run; the major models of market structures, comparing models to the actual behavior of the markets; market failures and the rule of governments in correcting market failures. **Fall, Spring, Summer(\*)- English & French - Campus: Sophia Antipolis, Raleigh, Belo-Horizonte**

### **BAC.EAINA.HRBUS.3501 Principles of Modern Management (6 ECTS credits)**

This course is designed to help students acquire management knowledge and to develop their managerial skills. It enables the student to understand modern management as it relates to both the employer and employee and to acquaint the student with the various schools of management, the philosophy of management, current and future trends. (Prerequisite: Sophomore) **Fall, Spring – English – Campus: Sophia Antipolis, Lille, Raleigh, Belo-Horizonte, Barcelona, Nanjing**

### **BAC.EAINA.MKBUS.3601 Marketing Principles (6 ECTS credits)**

This course focuses on the understanding of key concepts in marketing and their applications. Marketing is examined not just as a business function but also as an orientation related to products/services in commercial and non-commercial domains, and to various aspects of social life. Students are exposed to consumer behavior, market segmentation, marketing mix, market research, marketing legislation and ethics, whilst learning about marketing analysis, planning, implementation and control through a marketing project. The course provides a foundation for higher-level courses in marketing. (Prerequisite: Sophomore) **Fall, Spring - English – Campus: Sophia Antipolis, Lille, Raleigh, Belo-Horizonte, Barcelona, Nanjing**

### **BAC.EAINA.LTBUS.3703 Business Law (6 ECTS credits)**

This class introduces the legal rules applicable to contracts, an understanding of the impact of the contractual commitment and the main clauses of a contract. The course will also provide tools about the legal framework for creating a business. Students should understand how to avoid making mistakes when setting up a business. (Prerequisite: Sophomore)– **Fall, Spring - English – Campus: Sophia Antipolis, Lille, Raleigh, Belo-Horizonte, Nanjing**

### **BAC.EAINA.OTCOM.2370 Public Speaking and Presentation Skills (6 ECTS credits)**

In this course students will be presented with the essentials of professional communication. Throughout the semester students are trained on how to effectively use their voice and body language to efficiently deliver their message. Students learn how to give both informative and persuasive speeches, as well as professional PowerPoint presentations. Through various pedagogical approaches, (coaching, feedback, and videotaping) students acquire the necessary skills to engage their audience and deliver convincing and concise presentations. (Prerequisite: TOEFL ITP 520 / TOEFL IBT 70 / TOEIC 785 / IELTS 6.0) **Fall, Spring & Summer(\*) - English – Campus: Sophia Antipolis, Lille, Raleigh, Belo-Horizonte, Barcelona**

### **BAC.EAINA.PMBUS.2250 Essentials of Project Management (6 ECTS credits)**

This course introduces the basics of project management. Students will learn how to define and assign key roles; recognize project milestones; plan a project; organize a project; negotiate resources; launch a project in optimal conditions; monitor and close the project. An objective of this course is to make students work for a real client. (Prerequisite: Principles of Modern Management) **Fall, Spring – English - Campus: Sophia Antipolis, Lille, Raleigh, Belo-Horizonte, Barcelona, Nanjing**

### **BAC.EAINA.ISCSE.2301 Advanced Computer Business Application (6 ECTS credits)**

This course introduces all the needed tools in order to make the students able to enhance their use of MS Excel by making them able to build macro using VBA. They learn how to record and modify a macro. Building a Form, adding a new function to the set of predefined functions available in MS Excel and using class modules are topics covered in this course. As VBA is a programming language focus will be set on the process of building algorithms. Different kind of basics and classical algorithms will be presented in order to make the student able to clearly understand how to go from the specification to the implementation. Different applications on business and industry fields are

## Global Skills

### **BAC.EAINA.OTHUM.3000 History and Culture of the US (6 ECTS credits)**

This course will provide students with a complete vision of the rise of the American culture throughout the history of the country. Emphasis will be given to the common features that lead to the merging of the states that constitute the United States of America, while acknowledging the distinctive features of culture that still remain throughout the country. **Fall – English – Campus: Raleigh**

### **BAC.EAINA.OTHUM.3010 History and Culture of China (6 ECTS credits)**

This course will provide students with a complete vision of the rise of Chinese culture throughout the history of the country. Emphasis will be given to the common features that lead to the merging of the provinces that constitute China, while acknowledging the distinctive features of culture that still remain throughout the country. **Fall – English – Campus: Nanjing**

### **BAC.EAINA.OTHUM.2650 History and Culture of France (6 ECTS credits)**

This course is a study of the French people today, with emphasis on their life-styles, customs, mentality, and overall culture. It includes discussion of current trends in French politics, education, media, religion, and literature and the arts especially as they illustrate important cultural values and attitudes. This course is conducted in English. **Fall - Spring – English – Campus: Sophia Antipolis**

### **BAC.EAINA.OTHUM.3030 History and Culture of Brazil (6 ECTS credits)**

This course will provide students with a complete vision of Brazilian culture throughout the history of the country, with a specific focus on the distinctive features of culture that still remain throughout the country with emphasis on their life-styles, customs, mentality, and overall culture. **Fall – English – Campus: Belo-Horizonte**

### **BAC.EAINA.OTHUM.3104 History and Culture of UAE (6 ECTS credits)**

This course will provide students with a complete vision of the Emirati culture throughout the history, with a specific focus on the distinctive features of culture that still remain throughout the country with emphasis on their life-styles, customs, mentality, and overall culture. **Fall – English – Campus: Dubai**

### **BAC.EAINA.ECBUS.3150 Globalization and Development (6 ECTS credits)**

This course is studied from specific national perspectives of the USA. Globalization is a multidimensional process that affects every single aspect of our societies, changes our daily lives and determines our future. No nation is unconcerned as new “global issues” arise, such as global warming or the consequences of the demographic explosion. This new world calls for new strategies and a new form of governance; theories and analysis must integrate new perspectives and promote a global mindset; the survival of our species (and other species) is at stake. (Prerequisites: Macro Economics, Micro Economics) **Spring – English – Campus: Sophia-Antipolis, Lille, Raleigh, Belo-Horizonte, Barcelona, Nanjing, Stellenbosch, Dubai**

### **BAC.EAINA.HRBUS.3503 Human Resource Management (6 ECTS credits)**

This course designed to provide students with the foundation to understand the process and application of human resource management. Topics include equal employment opportunity, staffing the organization, training and developing employees, compensating employee health safety, and communication and information systems. This course helps students to work on many case studies to better understand the function and duties of HR Manager. (Prerequisite : Principles of Modern Management) **Fall – English – Campus: Sophia-Antipolis, Lille, Raleigh, Belo-Horizonte, Barcelona, Nanjing, Stellenbosch, Dubai**

### **BAC.EAINA.XXXX.XXXX Geopolitics (6 ECTS credits)**

This course explores the dynamic and ever-evolving landscape of geopolitics, focusing on how political, economic, and cultural forces shape global power relations. Students will analyze key international conflicts, the role of emerging powers, and the impact of globalization on state sovereignty. Through case studies and current events, the course will examine the strategic decisions of nations, including resource management, territorial disputes, and global security concerns. By the end of the course, students will develop a deep understanding of the factors influencing global governance and international diplomacy, preparing them for careers in global business, government, and international relations.

**Fall – English – Campus: Sophia-Antipolis, Lille, Raleigh, Belo-Horizonte, Barcelona, Nanjing, Stellenbosch, Dubai**

### **BAC.EAINA.LTBUS.3450 Legal Issues (6 ECTS credits)**

This course is studied from specific national perspectives; the USA. The aim of this course is to learn about the legal environment in the given country. It addresses issues such as labour law, equal employment opportunity law, intellectual property law, business law, international trade law; common law, civil law and other influential legal systems. The case study approach will be used to enhance learning. (Prerequisites: Business Law, Principles of Modern Management). **Spring – English – Campus: Sophia-Antipolis, Lille, Raleigh, Belo-Horizonte, Barcelona, Nanjing, Stellenbosch, Dubai**

### **BAC.EAINA.ECBUS.3550 Business Development (6 ECTS credits)**

The U.S. is the largest consumer market in the world, yet significantly different and more challenging than any other marketplace. This course provides students with key business and cultural insights for effectively doing business within the mainstream. Topics include an overview of the economy, regional and national demographics and cultural

dynamics, business customs, new product development, the legal system, marketing strategies, and negotiating tactics. *(Prerequisites: Marketing Principles, Macro Economics)*. **Fall – English – Campus: Sophia-Antipolis, Lille, Raleigh, Belo-Horizonte, Barcelona, Nanjing, Stellenbosch, Dubai**

**BAC.EAINA.ECBUS.3650 International Logistics and Trade (6 ECTS credits)**

This course is studied from specific national perspectives; the USA. The aims of this course are to enable students to discover the specificities, risks and challenges of international business transactions; to learn about the main techniques used in pricing, payment systems, risk coverage & transport systems in relation to major market clearing systems. Topics include: International trade and market entry; the development of a service offer; logistics, payment methods and specialized partners; currency risk and settlement systems. *(Prerequisites: Marketing Principles, Macro Economics, Business Law)*. **Spring – English – Campus: Sophia-Antipolis, Lille, Raleigh, Belo-Horizonte, Barcelona, Nanjing, Stellenbosch, Dubai**

**BAC.EAINA.STBUS.3750 Entrepreneurship and Innovation (6 ECTS credits)**

This course is studied from specific national perspectives; the USA. Herein, students will be exposed to a wide range of lecture topics related to the theory and fundamentals of business and the uniqueness of principles applied to entrepreneurship. This course will, importantly, guide students through the experience and process of entrepreneurship by focusing on developing an idea for a real business that each group investigates and gains approval for. This course is designed to help students apply their previous knowledge about: management, marketing, communication, advertising, accounting, and other business disciplines. *(Prerequisite: Principles of Modern Management, Marketing Principles)* **Spring – English – Campus: Sophia-Antipolis, Lille, Raleigh, Belo-Horizonte, Barcelona, Nanjing, Stellenbosch, Dubai**

**BAC.EAINA.HRBUS.3570 Glocal and Global Diversity Management (6 ECTS credits).**

Specific to Brazilian country. International management systems. The influence of the external environment (political, economic, legal, technological); the cultural context (communication, national cultures), international global operations (alliances, strategy implementation); human resource management (personnel, leadership); and business management from a Brazilian perspective. Sustainable systems. **Fall – English – Campus: Belo-Horizonte**

<b>Foreign Language</b>
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**BAC.EAINA.LGLNG.1103 Beginner Portuguese (6 ECTS credits)**

The course gives the students a thorough grammatical and structural introduction in a communicative context, as well as cultural information about Portuguese-speaking countries. The students will be expected to demonstrate the skills of listening, speaking, reading and writing in everyday situations.

**Fall – Portuguese – Campus: Sophia Antipolis, Lille, Raleigh, Belo-Horizonte**

**BAC.EAINA.LGLNG.2100 Beginner Spanish (6 ECTS credits)**

An introduction to the four basic language skills (listening, speaking, reading and writing). Introduction to the most relevant features of the Hispanic culture, with a focus on both Spain and South America. Students having any notions, are not allowed to take this course. **Fall – Spanish – Campus: Sophia Antipolis, Barcelona**

**BAC.EAINA.LGLNG.1650 Beginner Arabic (6 ECTS credits)**

An introduction to the four basic language skills (listening, speaking, reading and writing). Introduction to the most relevant features of the arabic culture, with a focus on the Emirates. Students having any notions, are not allowed to take this course. **Fall – Campus: Dubai**

**BAC.EAINA.LGLNG.3001 Elementary Spanish (3 credits / 6 ECTS credits)**

Continues an introduction to the four basic language skills. The tenses of the past will be introduced. Reading will take more importance and business vocabulary will be introduced. Students having good notions and a good practice may not take this course. *(Prerequisite: Beginner Spanish or instructor's permission)* **Spring – Spanish – Campus: Sophia Antipolis, Barcelona**

**BAC.EAINA.LGLNG.2115 Elementary Portuguese (6 ECTS credits)**

This course is a follow-on course from Beginner Portuguese. Students will further develop their communicative capacities in Portuguese and knowledge of Portuguese-speaking cultures.. *(Prerequisite: Beginner Portuguese or instructor's permission)*. **Spring – Portuguese – Campus: Sophia Antipolis, Lille, Raleigh, Belo-Horizonte**

**BAC.EAINA.LGLNG.2120 Intermediate Spanish (6 ECTS credits)**

This is a course intended for a wide variety of students. Those with a rather good level and a fairly strong level but without much practice. A review of Spanish grammar, with emphasis on conversation, reading and speaking to understand Hispanic culture and the world of business. Not recommended for those who are fluent or almost fluent in Spanish. *(Prerequisite: Elementary Spanish or instructor's permission)*. **Fall – Spanish – Campus: Sophia Antipolis, Barcelona**

**BAC.EAINA.LGLNG.2130 Advanced Spanish (6 ECTS credits)**

This is the highest level offered and is targeted to fluent or almost fluent students. Students should have a good level of grammar. Selected reading from Hispanic literature, videos, films, presentations, role playing, will help not only to improve the language level but also to enrich the students' knowledge. *(Prerequisite: Intermediate Spanish or instructor's permission)*. **Spring – Spanish – Campus: Sophia Antipolis, Barcelona**

**BAC.EAINA.LGLNG.1700 Beginner Chinese (6 ECTS credits)**

This course provides the basics of Chinese in order to guide students towards a practical use of the language. The students will learn spoken Chinese using pinyin and recognize about 50 characters. The course will introduce the

basics of grammar, functional vocabulary and Chinese culture. **Fall – Chinese – Campus: Sophia Antipolis, Lille, Raleigh, Belo-Horizonte, Nanjing**

**BAC.EAINA.LGLNG.1710 Elementary Chinese (6 ECTS credits)**

A second element of Elementary Chinese course guiding students towards a practical use of the language. Students will continue to learn spoken Chinese using pinyin, recognizing up to 70 characters and the words composed with these 70 characters. The course will cover the basics of grammar, functional vocabulary and Chinese culture. (Prerequisite: Beginner Chinese or instructor's permission) **Spring– Chinese – Campus: Sophia Antipolis**

**BAC.EAINA.LGLNG.1902 Intermediate French (6 ECTS credits)**

The objectives of this course are to advance grammatical and conversational skills beyond the basically utilitarian to help students to participate naturally in French daily life. It also includes cultural information on French civilization past and present. *For non French students only.* **Fall, Spring – French – Campus: Sophia Antipolis, Lille, Raleigh, Belo-Horizonte, Nanjing**

**BAC.EAINA.LGLNG.1903 Advanced French (6 ECTS credits)**

This course is intended to give students the ability to express themselves fluently with full grammatical competence in discussion based on the family, educational structures (school, university, professional training), French institutions, the media, French society. The historical aspects of French civilization and culture will also be covered. *For non French students only.* **Fall, Spring – French – Campus: Sophia Antipolis, Lille, Raleigh, Belo-Horizonte, Nanjing**

**BAC.EAINA.LGLNG.1904 Elementary French I (6 ECTS credits)**

This course gives the basics of French to guide the students towards a common use of the language covering the basics of grammar, conversation skills and cultural information on French civilization. *For non French students only.* **Fall, Spring – French – Campus: Sophia Antipolis, Lille, Raleigh, Belo-Horizonte, Nanjing**

**BAC.EAINA.LGLNG.1908 Elementary French II (6 ECTS credits)**

This course is for students who have some workin knowledge of French, and aims to build on the four skills: listening, speaking, reading and writing. The course will also focus on the basics of grammar, conversation skills and cultural information on French. *For non French students only.* **Fall, Spring – French – Campus: Sophia Antipolis, Lille, Raleigh, Belo-Horizonte, Nanjing**

## Specialization Courses – Lower Division

**BAC.EAINA.OTBUS.1000 Introduction to Business (6 ECTS credits)**

A broad and general knowledge of the world of business is essential in today's world. This introductory course will acquaint students with the general knowledge necessary to function in a business environment. Students will acquire and employ crucial vocabulary and key concepts pertinent to the business domain. The course will be taught by experts in various fields such as: finance, marketing, global business, event management, e-business, and entrepreneurship. Throughout the course of the semester, students will thus have the opportunity to explore and examine various career options. **Fall – Spring – English – Campus: Sophia Antipolis, Lille, Raleigh, Belo-Horizonte, Barcelona**

**BAC.EAINA.OTBUS.1100 Creativity Management (6 ECTS credits)**

This course explores creativity as a mindset, a tool which goes beyond artistic creation. We draw on case studies which highlight creativity in management. During the course of the semester, we establish a foundational base of creativity, examining key concepts in this growing field. We will look at what we can do to build creative confidence. We then practice and polish techniques which help us to create, innovate and manage better. **Fall, Spring - English – Campus: Sophia Antipolis, Lille, Raleigh, Belo-Horizonte**

**BAC.EAINA.FIBUS.3402 Financial Markets and Institutions (6 ECTS credits)**

The purpose of this course is to guide students in developing critical thinking skills as applied to financial markets and institutions. Topics include the determination of asset prices; the risk and term structure of interest rates; the efficient markets hypothesis; risk management and financial derivatives, asymmetric information models of financial market structure, innovation, regulation and deregulation; and financial crises. **Fall, Spring - English – Campus: Sophia Antipolis, Lille, Belo-Horizonte**

**BAC.EAINA.XXXXX.XXXX Consumer Engagement (6 ECTS credits)**

This course is designed for second-year BBA students to explore the principles and strategies of engaging consumers in today's digital and traditional marketplaces. Students will learn how to build strong consumer relationships through effective communication, loyalty programs, and personalized marketing tactics. The course emphasizes the importance of understanding consumer behavior, leveraging social media, and utilizing data-driven insights to enhance brand engagement and customer satisfaction. By the end of the course, students will be equipped with practical tools to create impactful consumer engagement strategies in various business contexts. **Fall, Spring – English – Campus: Sophia Antipolis, Lille, Barcelona, Belo-Horizonte, Raleigh**

**BAC.EAINA.ECBUS.2000 Fundamentals of e-Business Models (6 ECTS credits)**

This course, designed for second-year BBA students, introduces the key concepts and frameworks behind e-business models in the digital economy. Students will explore the various types of e-business models, including B2B, B2C, and subscription-based models, and understand how these models create value for businesses and consumers. The course covers topics such as online marketing strategies, revenue generation techniques, and the role of technology in shaping modern business operations. By the end of the course, students will be equipped to assess, design, and implement effective e-business models in today's fast-evolving digital landscape.

**BAC.EAINA.ISBUS.2010 Introduction to Digital Transformation (6 ECTS credits)**

This course, designed for first and second-year BBA students, provides an overview of the digital transformation process and its impact on businesses. Students will explore how digital technologies—such as cloud computing, big data, artificial intelligence, and the Internet of Things—are reshaping industries and business models. The course covers the key drivers of digital change, challenges in implementing digital strategies, and the role of innovation in maintaining competitive advantage. By the end of the course, students will gain a foundational understanding of how organizations can leverage digital tools to drive growth, enhance customer experiences, and improve operational efficiency.

**Spring - English – Campus: Lille, Sophia**

**BAC.EAINA.STBUS.2140 Introduction to Business Intelligence (6 ECTS credits)**

The course aims at examining Business Intelligence (BI) as a broad category of applications and technologies for gathering, storing, analyzing, sharing and providing access to data to help enterprise users make better managerial decisions. You will learn the principles and best practices for how to use data in order to support fact-based decision making. Emphasis will be given to applications in marketing, where BI helps in, e.g., analyzing campaign returns, promotional yields, or tracking social media marketing; in sales, where BI helps performing for sales analysis; and in application domains such as Customer Relationship Management and e-Commerce. **Fall, Spring – English – Campus: Sophia antipolis, Lille**

**BAC.EAINA.ISCSE.1200 Introduction to Artificial Intelligence (6 ECTS credits)**

Students will be introduced to the fundamentals of Artificial Intelligence and its applications. A survey of various topics in this field will be provided along with in-depth discussions of some foundational concepts such as classical search, probability, machine learning, logic and planning. **Spring – English – Campus: Sophia Antipolis, Lille**

**BAC.EAINA.FIBUS.3410 Financial Analysis & Decision Making (6 ECTS credits)**

Introduces basic concepts, principles of analytical techniques of financial management. Includes formulating financial objectives, tax environment, current asset management, capital budgeting, cost of capital, financial leverage, management of funds, dividend policy, valuation, and mergers. Also includes international and ethical aspects. (*Prerequisite: Managerial Accounting, Corequisite: Statistics for Business Decisions*) **Fall, Spring - English – Campus: Sophia Antipolis, Lille, Raleigh, Belo-Horizonte, Barcelona, Nanjing**

**BAC.EAINA.STBUS.2100 Entrepreneurship and Small Business Management (6 ECTS credits)**

This course is designed to integrate the core concepts of entrepreneurship with managing a small business. Managing a small business is very different from managing a large one primarily due to the limited resources available to small businesses. These limitations can result in budget constraints, staffing issues, and market boundaries. Small business management requires creativity, innovation, and significant customer, financial, and market insights in order to survive in a volatile, business environment. This course aims to provide students with the skills, not just to found a small business but also to manage one. It covers starting up a new business, purchasing a franchise and purchasing an existing business. The course also covers the fundamental financial statements, with a particular focus on cash flow management, that a small business owner must understand. **Fall, Spring – English – Campus: Sophia Antipolis, Lille, Belo-Horizonte**

## **Specialization Courses – Upper Division**

**BAC.EAINA.MKBUS.3000 Brand Management (6 ECTS credits)**

In the brand/consumer relationship there is a perception of quality, lived experience and even a sense of identity. Average consumers subscribe to the concept of brands and their associated meanings. Understanding the fundamentals of meaning production, including cultural myths, codes, signs rituals and social networks is essential for brand management. Through various global business case studies, this course examines the financial value of intangible brand benefits. We will concretely look at how brand meaning adds significance to the financial value of goods, and to the material impact on financial markets. We will examine just how value is created for the multicultural consumer in this digitalized era. (*Prerequisite: Junior/Senior*). **Spring – English – Campus: Sophia Antipolis**

**BAC.EAINA.MKBUS.3855 Luxury Service Strategy and Product Management (6 ECTS credits)**

The Luxury service strategy and product management course explores the luxury business model and involves an integrated approach to management. This course is designed to provide students with an understanding of luxury services and the significance of marketing the services in the luxury industry. This course will study luxury service management from an holistic viewpoint. The material will integrate operations, marketing, strategy, information technology and organizational issues. (*Prerequisite: Junior/Senior*). **Fall – English – Campus: Sophia Antipolis**

**BAC.EAINA.MKBUS.3865 Pricing and Communication in luxury and Fashion (6 ECTS credits)**

Value and pricing are just the tip of the iceberg when it comes to marketing upscale products and services. In fact, traditional marketing principles do not apply equally to luxury brands. Rather than driving sales at any price, marketing luxury goods requires specific principles to enhance and preserve the image of finest quality, exclusiveness, and hedonic value. Therefore determining the price of a product or service in Luxury is one of the most important marketing decisions. It is also one of the most complex and least understood aspects of luxury marketing. This course is designed to sharpen your knowledge in marketing by contrasting traditional versus luxury-specific marketing principles and focuses on how to make effective pricing decisions.

It will provide students with the rights tools and concepts that will enable them to understand why is pricing and communication so strategic and what it takes to create, position, grow and extend a brand and how those brands should communicate using various tools (celebrities, products placement, events, digital) in order to share their

values and educate their clients on their brands codes. (*Prerequisite: Junior/Senior*). **Fall – English – Campus: Sophia Antipolis**

**BAC.EAINA.MKBUS.3875      Luxury Brand Management (6 ECTS credits)**

The luxury sector is not just a trade restricted to very expensive goods and services, but a different way of understanding the consumer and managing a business. Rather than driving sales at any price, marketing luxury goods requires specific principles to enhance and preserve the image of finest quality, exclusiveness, and hedonic value. This course will focus on the basic building blocks of growing and managing a luxury brand, as well as advanced strategy of brand management that will provide a well-rounded look at issues in integrating the brand into overall marketing and company activities. (*Prerequisite: Junior/Senior*). **Spring – English – Campus: Sophia Antipolis**

**BAC.EAINA.MKBUS.3810      Intellectual Property and Ethical Marketing (6 ECTS credits)**

The course aims to inform students about the different rules on intellectual property for companies and private individuals who sell their products on the market or on the internet. Topics include: How global companies can develop core ethical business codes, intellectual property and copyright, patents, trademarks, designs and logos, Creative commons, advertising practices, IP infringements and intellectual property crime, fair use and fair dealing – a cultural perspective. (*Prerequisite: Business Law, Junior/Senior*). **Fall – English – Campus: Sophia Antipolis**

**BAC.EAINA.MKBUS.3826      Retail Marketing (6 ECTS credits)**

This course is designed to help students develop an understanding and appreciation of the difficulties and challenges of starting, managing, expanding, and consequently, succeeding in both physical and online retailing. In this respect, we will cover the major functions that comprise the retailing task, the decision tools applied, planning, strategy formulation, implementation, and control in retail management. (*Prerequisite: Marketing Principles, Junior/Senior*). **Fall – English – Campus: Sophia Antipolis**

**BAC.EAINA.MKBUS.3835      Digital Marketing (6 ECTS credits)**

In this course, students will start by assessing the need for separate e-business and e-marketing strategies. Then, they will focus on the creation of an outline e-marketing plan to implement the e-marketing strategy. Finally, students will distinguish between marketing communication characteristics of traditional and new media with a particular focus on mobile marketing. (*Prerequisite: Marketing Principles, Junior/Senior*). **Spring – English – Campus: Sophia Antipolis**

**BAC.EAINA.FIBUS.3800      Control and Audit (6 ECTS credits)**

The course focuses on auditing theory and process of auditing: internal control, audit techniques... Students will be able to estimate the robustness of business plan processes and the efficiency of Resource Management. (*Prerequisite: Financial Analysis & Decision Making, Junior/Senior*). **Fall – English – Campus: Sophia Antipolis**

**BAC.EAINA.FIBUS.3820      Risk Management and Insurance Principles (6 ECTS credits)**

This course introduces the main determinants of Enterprise Risk Management. Topics include the identification and analysis of risks, loss prevention, risk aversion versus speculative risk, Private Insurance Industry, risk transfer, commercial property and liability risks as well as short and long Hedging with derivative contracts. (*Prerequisite: Financial Analysis & Decision Making, Junior/Senior*) **Fall – English – Campus: Sophia Antipolis**

**BAC.EAINA.FIBUS.3830      Data Modeling and Mining (6 ECTS credits)**

The course emphasizes skills on data management and computational modeling. Students will be able to run analysis on business and financial processes. They will deal with practical issues in banking, insurance, marketing, total quality management... By the end of this course, students will manage to select the most appropriate model, perform simulation techniques using advanced Excel skills and statistical software. A part of the course focuses on optimization problems (univariate and multivariate models), maximum likelihood, linear programming as well as on Monte Carlo methods and option pricing. Furthermore, students will use the main data mining techniques to identify patterns from numerous data sets. Then, it leads to the ability of interpreting and connecting the results to realistic strategies. (*Prerequisite: Financial Analysis and Decision Making, Co-requisite: Advanced Computer Business Applications, Junior/Senior*). **Spring – English - Campus: Sophia Antipolis**

**BAC.EAINA.OTEVM.3030      Technology Management & Life Cycle Analysis ( 6 ECTS credits)**

This course provides the students with an overview of impacts generated by products and services from cradle to grave. Methodology for products and services will be introduced. Focus will be on the re-thinking of products and services. Field of study also includes development of technology policy and strategy. Management and implementation of new technologiesn, economic and financial analysis of technology. (*Prerequisite: Junior/Senior*) **Fall – English – Campus: Sophia Antipolis**

**BAC.EAINA.FIBUS.3860      International Financial Management (6 ECTS credits)**

This course targets the financial management of companies operating in a globalized world. This course focuses on a concise introduction to international finance and provides a clear, conceptual framework for analyzing key financial decisions in multinational firms. (*Prerequisite: Senior year*). **Fall – English – Campus: Raleigh**

**BAC.EAINA.STBUS.3760      International Negotiations (6 ECTS credits)**

Negotiating is the first step of most business activities. It is also ever-present in most company activities, whether negotiating with customers, vendors, suppliers, partners, investors, employees, or government regulators. A company's level of negotiating ability directly impacts its success in all facets of its business. What is negotiating? How does one effectively negotiate? This course analyzes and answers these essential topics. (*Prerequisite: Senior year*). **Fall – English – Campus: Raleigh**

**BAC.EAINA.OTBUS.3770      Special Topics in International Business (6 ECTS credits)**

This course is focused on the exploration of business opportunities as well as business strategy. This course is intended to be an advanced management course for the international business student. Students will be challenged to integrate knowledge they have gained from other business core courses and apply their accumulated knowledge and experience to business case studies. Students will engage in active research and analytical problem solving related to managing in the international environment and will frequently be called upon to present their findings to the class. *(Prerequisite: Senior year)*. **Spring – English – Campus: Raleigh**

**BAC.EAINA.STBUS.3780 International Strategy (6 ECTS credits)**

The course shows students how to formulate international business strategy. The course introduces basic frameworks that students can apply to make international business decisions, to analyze international business information, and to design global competitive strategies. Case studies and readings are used to illustrate the basic principles of international business management and strategy. *(Prerequisite: Senior year)*. **Spring – English – Campus: Raleigh**

**BAC.EAINA.LTBUS.3840 Principles of Purchasing (6 ECTS credits)**

This course is designed to provide students with an introduction to basic concepts and issues in purchasing management. To support the purchasing role in identifying high-value sources of goods and services, strengthen relationships with supply chain partners, and ensure timely delivery, it is important to understand basic purchasing concepts and terminology. In addition, the course also introduces students to the principles of purchasing and supply chain management used in organizations. It describes the various techniques that are useful in an organization. *(Prerequisite: Senior Year)*. **Fall – English – Campus: Nanjing**

**BAC.EAINA.STBUS.3640 Production and Operations Management (6 ECTS credits)**

This course examines the functional area of production and operations management as practised in the manufacturing industry. The course includes decision-making, capacity planning, aggregate planning, forecasting, inventory management, distribution planning, materials requirements planning (MRP), project management and quality control. *(Prerequisite: Senior Year)* **Fall – English – Campus: Nanjing**

**BAC.EAINA.STBUS.3660 Global Logistics and Transportation (6 ECTS credits)**

This course explores the transportation and logistics concepts within supply chains. Topics covered will include tools and techniques used in the design and operation of transportation and logistics systems and global issues in transportation and logistics management. In addition, "Quick Response" scenarios used to handle transportation and logistics issues, in the event of natural and non-natural disasters, will be explained. **Spring – English – Campus: Nanjing**

**BAC.EAINA.ECBUS.3670 Statistics for Quality Engineering (6 ECTS credits)**

The course covers the concepts and methods of quality, engineering specifications and tolerances, quality charts, statistical process control (SPC) using control charts of variables and attribute data, acceptance sampling, process capability indices, and cost and management aspects of quality. **Spring – English – Campus: Nanjing**

**BAC.EAINA.FIBUS.3850 Mergers and Acquisitions (6 ECTS credits)**

The course highlights firms' growth strategies. Processes of Mergers and Acquisitions are studied through the scope of accounting statements. The course focuses on benefits and costs of vertical/horizontal mergers and friendly versus hostile acquisitions. It includes tax implications and earnings management as well as real case studies on firms' strategy. Finally, students will examine case studies on "famous" financial distress and markets' response. *(Prerequisites: Financial Analysis & Decision Making, Junior/Senior)* **Spring – English – Campus: Sophia Antipolis**

**BAC.EAINA.ISBUS.3504 Management Information Systems (6 ECTS credits)**

An examination of information systems used in business organizations. Included are discussions of system design, implementation and control of computer-based systems for managerial planning, decision making, and control of an enterprise. *(Prerequisite: Principles of Modern Management, Junior/Senior)* **Fall – English – Campus: Sophia Antipolis, Raleigh, Belo-Horizonte, Nanjing**

**BAC.EAINA.ISBUS.3825 Enterprise Resource Planning and Digital CRM (6 ECTS credits)**

This course has two distinct parts with the following objectives: to learn the basic features, benefits, and risks associated with the use of Enterprise Resource Planning systems To learn about different methods of acquiring customers via electronic media; evaluate different buying behaviors amongst online customers; describe techniques for retaining customers and cross- and up-selling using new media; learn how to use different CRM software applications *(Prerequisites: Junior/Senior)*. **Fall – English – Campus: Sophia Antipolis**.

**BAC.EAINA.ISBUS.3832 Digital Culture and Management (6 ECTS credits)**

As many have appropriately written, we are living in an era where we are able to communicate more things to more people, more rapidly than has ever been previously possible. Undoubtedly this radical change in our ability to communicate has changed social norms in the public and the private domain. The way we 'manage' and are 'managed' has subsequently been affected. Should an employee's personal social media use be of relevance to the management of an organization either in a positive, or conversely, negative sense? This course will investigate key issues in technology and management today; in particular, the socio-cultural impact of this digitized culture in various domains. Students will gain an understanding of the impact of technology, social media and digital collaboration in a variety of organization settings. *(Prerequisites: Junior/Senior)*. **Spring – English – Campus: Sophia Antipolis**

**BAC.EAINA.STBUS.4800 Capstone Project I (3 US credits- 6 ECTS credits)**

Provides advanced students with an opportunity to participate in an in-depth study of topics or problems of current interest to practicing managers. Fields covered will be in straight relations with the concentrations of students. They are required to develop and present a formal report that includes a statement of the objectives of the study effort,

survey of the literature, methodology, analysis, results, conclusions and, if appropriate, recommendations. (Prerequisites: Senior Year) **Fall, Spring – English – Campus: Sophia Antipolis, Lille, Raleigh, Belo-Horizonte, Barcelona**

**BAC.EAINA.STBUS.4810 Capstone Project II (12 ECTS credits)**

The capstone 2 project consists on producing a research paper based on a topic previously investigated (in capstone 1). Students are supposed to incorporate their literature review, conduct their own research, collect and analyse data; and present their results through an oral presentation. (Prerequisites: Senior Year) **Fall, Spring– English – Campus: Sophia Antipolis, Lille, Raleigh, Belo-Horizonte, Barcelona**

**BAC.EAINA.MKBUS.4407 International Marketing (6 ECTS credits)**

Market, produce design; pricing strategy; logistics; promotion; government and institutional markets in the context of the political economic, technological and ethical environment. (Prerequisite: Junior/Senior). **Spring – English – Campus: Sophia Antipolis**

**BAC.EAINA.HRBUS.4502 International Management (6 ECTS credits)**

This course aims to train students to be aware of the variety of global management systems and behaviors. Study areas will include the global manager's environment (political, economic, legal, technological), the cultural context of global management (communication, national cultures), international global operations (alliances, strategy implementation, structures) and global human resource management (staffing, leading). The approach will be broad to take into account special areas of interest of the student group. The approach will include: lectures, case studies, group work, student-centred presentations, student-centred project work and readings. The course will be run in English but French will be permitted to facilitate individual and/or group work. Assessment will be oral and/or written. (Prerequisites: Junior/Senior) **Spring– English – Campus: Sophia Antipolis**

**BAC.EAINA.HRBUS.3013 Organizational Behavior (6 ECTS credits)**

This course allows students to understand the behaviour dynamics of individuals in organisational setting; tThis course helps to think about the interrelations between the individual, the group and the organization; to be open to new managerial logic which promotes know-how, sensitivity to human reality and to personal commitment. This course is comprised of short cases, video illustrations and innovative interactions that helps to understand about our Attitude, Behavior, Perception, Logic, Feelings, Values etc. in the business world. (Prerequisite: Junior/Senior) **Fall, Spring(\*) – English – Campus: Sophia Antipolis, Lille**

**BAC.EAINA.ISCSE.3600 Artificial Intelligence Technologies (6 ECTS credits).**

You will learn how AI technology is affecting the future of different areas. Topics covered include: Artificial intelligence image analytics of neurological disorders with MRI, Intelligent systems and their applications, AI in Autonomous Vehicles and Drones, AI and Ocean, AI in sustainable fisheries (Prerequisites: Machine Learning Fundamentals, Operations Research) **Spring – English – Campus: Sophia Antipolis, Raleigh**

**BAC.EAINA.STBUS.4401 International Business (6 ECTS credits)**

A survey course involving two levels of the international manager's world: the environments (economic, political, and social) within which he or she will be operating, and the dimensions of traditional business functions such as international finance and international marketing. Current issues are discussed within the context of international business decisions. (Prerequisites: Junior/Senior) **Fall, Spring - English – Campus: Sophia Antipolis**

**BAC.EAINA.XXXXX.XXXX Strategy (6 ECTS credits)**

This course, designed for fourth-year BBA students, provides an in-depth understanding of strategic management and its application in the business world. Students will explore key concepts such as competitive analysis, strategic planning, business models, and decision-making frameworks. The course emphasizes the development of long-term strategies that create value and sustain competitive advantage in dynamic markets. Through case studies and practical exercises, students will learn how to analyze business environments, identify opportunities, and craft strategies that drive organizational success.

**Fall - English – Campus: Sophia Antipolis**

**BAC.EAINA.XXXXX.XXXX Design thinking for Entrepreneurs (6 ECTS credits)**

This course, designed for fourth-year BBA students, introduces the principles of Design Thinking and its application in entrepreneurial ventures. Students will learn how to approach problem-solving with a human-centered mindset, focusing on innovation and creativity to develop solutions that meet real customer needs. Key topics include empathy mapping, ideation, prototyping, and testing, all of which are critical for building impactful products and services. Through hands-on projects, students will gain the skills to apply Design Thinking in launching and scaling startups, ensuring their solutions are both innovative and market-driven.

**Fall - English – Campus: Sophia Antipolis**

**BAC.EAINA.XXXX.XXXX Philosophy for Entrepreneurs (6 ECTS credits)**

This course, designed for fourth-year BBA students, explores the intersection of philosophy and entrepreneurship. Students will delve into key philosophical concepts, ethical frameworks, and critical thinking skills that can guide entrepreneurial decision-making. Topics include moral responsibility, ethical leadership, the role of values in business, and the impact of philosophical ideas on innovation and strategy. By the end of the course, students will have a deeper understanding of how philosophical principles can inform their approach to entrepreneurship, helping them make more thoughtful, ethical, and sustainable business decisions.

**Spring - English – Campus: Sophia Antipolis**

**BAC.EAINA.XXXX.XXXX Startup Finance for Entrepreneurs (6 ECTS credits)**

This course, tailored for fourth-year BBA students, provides a comprehensive understanding of the financial aspects crucial to launching and managing a successful startup. Students will explore key topics such as funding options, financial modeling, cash flow management, budgeting, and valuation techniques. Emphasizing real-world

applications, the course equips students with the tools to navigate the financial challenges faced by entrepreneurs, make informed decisions, and secure investments. By the end of the course, students will be prepared to effectively manage the financial components of their own startups or assist others in building financially sustainable ventures  
**Spring - English – Campus: Sophia Antipolis**

**BAC.EAINA.ISBUS.3000      E-Commerce & Omnichannels (6 ECTS credits)**

This course, designed for fourth-year BBA students, delves into the strategies and technologies behind successful e-commerce operations and omnichannel retailing. Students will explore the integration of online and offline channels to create seamless customer experiences, focusing on the impact of digital platforms, mobile commerce, and social media. Topics include e-commerce business models, online marketing, supply chain management, and customer engagement strategies across multiple touchpoints. By the end of the course, students will be equipped with the knowledge to develop and manage effective e-commerce strategies and omnichannel solutions in today's interconnected retail environment.

**Fall - English – Campus: Lille**

**BAC.EAINA.ISBUS.3050      E-Business & Social Networks (6 ECTS credits)**

This course, designed for fourth-year BBA students, explores the intersection of e-business strategies and the power of social networks in driving business success. Students will examine how businesses leverage social media platforms, online communities, and digital tools to engage with customers, build brands, and drive sales. The course covers topics such as social media marketing, influencer partnerships, customer relationship management (CRM), and data analytics to optimize online engagement. By the end of the course, students will gain practical insights into how e-businesses can harness the potential of social networks to enhance their digital presence and grow in a competitive marketplace.

**Fall - English – Campus: Lille**

**BAC.EAINA.ISBUS.4000      User Experience (6 ECTS credits)**

This course, designed for fourth-year BBA students, focuses on the principles and practices of creating exceptional user experiences in digital products and services. Students will explore key UX concepts such as user-centered design, usability testing, wireframing, and prototyping. The course emphasizes the importance of understanding user needs, behaviors, and emotions to develop intuitive, engaging, and efficient digital solutions. By the end of the course, students will be equipped to design and evaluate user experiences that enhance customer satisfaction and drive business success.

**Spring - English – Campus: Lille**

**BAC.EAINA.ISBUS.4050      Data Analytics & Traffic Management (6 ECTS credits)**

This course, designed for fourth-year BBA students, provides an in-depth exploration of data analytics and its application in managing online traffic for businesses. Students will learn how to collect, analyze, and interpret data to optimize digital marketing efforts, improve website performance, and enhance customer engagement. Topics include web traffic analysis, customer behavior patterns, conversion optimization, and tools like Google Analytics and SEO strategies. By the end of the course, students will have the skills to make data-driven decisions to manage and grow online traffic, ultimately contributing to improved business outcomes.

**Spring - English – Campus: Lille**

## Level-up courses

**BAC.EAINA.LGENG.0100      English for Global Success (non credited course)**

This is a course for students whose English level is less than the equivalent of 460 on the institutional TOEFL scale. It concentrates on eliminating lingering grammatical weaknesses, improving listening comprehension skills and enriching vocabulary in preparation for the TOEFL examination.. At the same time it aims to equip students with the skills necessary to adapt to English academic environments. . **Fall, Spring - English - Campus: Sophia Antipolis, Lille**

**BAC.EAINA.LGENG.0104      TOEFL (non credited course)**

This is an intensive 30 hour course concentrating on the specialized techniques necessary for TOEFL exam success. There are two possibilities: either an intensive course of 6 hours a week for 5 weeks, or a 10 week course with 3 hours a week. It is followed by an institutional TOEFL exam. (*Prerequisite: English AP, or instructor's permission*) **Fall, Spring, Summer(\*) English - Campus: Sophia Antipolis, Lille**

**BAC.EAINA.LGENG.1106      English AP (non credited course)**

Students who perform successfully in Fundamentals or who arrive at EAI with a TOEFL level of between 460 and 520 (or equivalent) will follow this course. Its aims are TOEFL preparation and improvement in academic skills, including writing. The course is taught by native-speaker teachers and involves 6 hours of class per week. (*Prerequisite: Fundamental of English, or instructor's permission*) **Fall, Spring – English - Campus: Sophia Antipolis, Lille**