



Course Catalogue
BBA Programme
Incoming Exchange Students
Raleigh Campus
Fall 2025

Dear Exchange Students,

Welcome to SKEMA Business School!

Here are a few key instructions on how to consult properly the **Raleigh BBA Course Catalogue Fall 2025**.

Please read these instructions carefully:

- 1) Students are expected to follow a minimum of 15 ECTS credits per semester.
- 2) Students can take maximum 30 ECTS credits per semester.
- 3) When you choose your courses, please pay attention to the slots due to frequent scheduling clashes.
- 4) Courses within the catalogue are subject to slight changes.
- 5) There is a maximum number of seats available per course.

Global BBA	4
Academic Research and Writing I	4
BASIC CHINESE	5
BASIC PORTUGUESE	6
BUSINESS AND ECONOMICS CALCULUS	7
BUSINESS AND PROFESSIONAL WRITING	7
Business Development	8
BUSINESS LAW	9
BASIC FRENCH	11
FUNCTIONAL FRENCH	12
ETHICS	12
FINANCIAL ACCOUNTING	13
Financial Analysis and Decision Making.....	14
HISTORY AND CULTURE OF THE US	15
HUMAN RESOURCE MANAGEMENT	16
International Financial Management	17
International Negotiations	18
INTRODUCTION TO BUSINESS.....	19
Introduction to Business Intelligence.....	20
MACRO ECONOMICS.....	21
MANAGEMENT INFORMATION SYSTEMS	22
Marketing Strategy	24
Principles of Modern Management	25

Global BBA

Academic Research and Writing I

Course Code	BAC.EAINA.LGENG.1001
ECTS Credits	6
Course Leader	MAUCLAIR-AUGUSTIN Brandon
Synchronous	30
Discipline	
Program	Global BBA
Prerequisites	520 TOEFL score or equivalent
Course Description	This course introduces students to the principal elements of argumentative research writing. It focuses on writing persuasively, developing research skills and improving critical reading skills through reading, writing and discussion. Students will learn how to formulate a coherent thesis and support it with evidence drawn from research. They will engage in A.I. literacy practices and learn how to work through the various stages of the writing process to produce a 2500-word research paper.
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Documents provided by instructor
Websites	https://apastyle.apa.org/

BASIC CHINESE

Course Code	BAC.EAINA.LGLNG.1700
ECTS Credits	6
Course Leader	PIRES DE LIMA Tiago
Synchronous	39
Discipline	Langues
Program	Global BBA
Prerequisites	none
Course Description	<p>This course provides the basics of Chinese in order to guide students towards a practical use of the language and</p> <p>provide a sufficient level to pass the Chinese HSK Level 1.</p> <p>The course will include the basics of grammar, functional vocabulary, basic conversation, some general Chinese</p> <p>culture and a look at how to behave in Chinese business environment compared to Europe.</p> <p>HSK (Level I) assesses test takers abilities in the application of everyday Chinese (Mandarin). It is the counterpart</p> <p>of the Level I of the Chinese Language Proficiency Scales for Speakers of Other Languages and the A1 Level</p> <p>of the Common European Framework of Reference (CEF).</p>
Evaluation	
Final Examination (%)	40

CATALOGUE 2025/2026

Continuous Assessment (%)	60
Academic reference	0
Websites	0

BASIC PORTUGUESE

Course Code	BAC.EAINA.LGLNG.1103
ECTS Credits	6
Course Leader	PIRES DE LIMA Tiago
Synchronous	39
Discipline	Langues
Program	Global BBA
Prerequisites	Beginner course - no prerequisite
Course Description	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.
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	0

Websites	0
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BUSINESS AND ECONOMICS CALCULUS

Course Code	BAC.EAINA.ECMTH.1702
ECTS Credits	6
Course Leader	DALMASSO Audrey
Synchronous	39
Discipline	Economie
Program	Global BBA
Prerequisites	
Course Description	To provide the students with the basic concepts and techniques of differential and integral calculus, as well as an elementary knowledge of matrix algebra, applied to business, economics, management and the social sciences, There will be a strong emphasis on methodology.
Evaluation	
Final Examination (%)	45
Continuous Assessment (%)	55
Academic reference	College Mathematics for Business, Economics, Life Sciences and Social Sciences, R. Barnett, M. Ziegler, K. Byleen, Ed. Pearson, Global ed., 13th ed.
Websites	

BUSINESS AND PROFESSIONAL WRITING

Course Code	BAC.EAINA.OTCOM.3224
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CATALOGUE 2025/2026

ECTS Credits	6
Course Leader	MAUCLAIR-AUGUSTIN Brandon
Synchronous	30
Discipline	Autre
Program	Global BBA
Prerequisites	BAC EAINA LGENG1001
Course Description	<p>Designed for future business professionals, this course includes business research methods, report writing, business correspondence, recruitment correspondence, and communication in the workplace.</p> <p>Analytical, informational, routine, and special reports are covered as well as readings and 4,500 words of writing in business correspondence, reports, and short answers.</p>
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Documents provided by instructor
Websites	

Business Development

Course Code	BAC.EAINA.ECBUS.3550
ECTS Credits	6

CATALOGUE 2025/2026

Course Leader	SMITH Devin
Synchronous	30
Discipline	Economie
Program	Global BBA
Prerequisites	junior year
Course Description	This course explores both historical and modern influences of business development in Europe and through the lens of international expansion. It is critical to understand market forces, government compliance and consumer needs, along with the foreseeable direction of EU policies and beyond. We will explore strategic management principles which facilitate identification of both threats and opportunities within the European market. Equally important is the acknowledgement of analysis of new technologies and regulations which impact corporate actions. Business development requires a keen understanding of both macro and micro business insights.
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	International Business Development. Available from: VitalSource Bookshelf, Springer Nature, 2021. Kohne, Andreas. Business Development. Available from: VitalSource Bookshelf, (2nd Edition). Springer Nature, 2022.
Websites	

BUSINESS LAW

Course Code	BAC.EAINA.LTBUS.3703
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CATALOGUE 2025/2026

ECTS Credits	6
Course Leader	SMITH Devin
Synchronous	30
Discipline	Droit & Humanités
Program	Global BBA
Prerequisites	None
Course Description	<p>This class will provide a general understand of the US legal framework as it applies of business organizations. Through the implementation of government regulations, business compliance and consumer rights, it's critical to understand is acceptable from the perspective of a corporation.</p> <p>As the legal profession is rarely black and white, it is important to analyse the grey areas, to make informed and strategic decisions.</p>
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	<p>Business Law and the Regulation of Business</p> <p>13th Edition</p> <p>Richard A. Mann; Barry S. Roberts</p> <p>Assorted case studies</p>
Websites	

BASIC FRENCH

Course Code	BAC.EAINA.LGLNG.1904
ECTS Credits	6
Course Leader	PIRES DE LIMA Tiago
Synchronous	39
Discipline	Langues
Program	Global BBA
Prerequisites	Beginner students only
Course Description	Basic French aims to provide students with the basic grammatical and lexical skills to enable them to understand and to express themselves at an elementary level and to help them develop a cultural awareness of French civilization through various dialogues.
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	0
Websites	0

FUNCTIONAL FRENCH

Course Code	BAC.EAINA.LGLNG.1908
ECTS Credits	6
Course Leader	PIRES DE LIMA Tiago
Synchronous	39
Discipline	Langues
Program	Global BBA
Prerequisites	BASIC FRENCH
Course Description	This course, the follow-up to Elementary French I, provides additional skills in order to guide the students towards a heightened use of the language and a greater knowledge of French civilization.
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	0
Websites	0

ETHICS

Course Code	BAC.EAINA.OTHUM.2540
ECTS Credits	6

CATALOGUE 2025/2026

Course Leader	MAUCLAIR-AUGUSTIN Brandon
Synchronous	30
Discipline	Droit & Humanités
Program	Global BBA
Prerequisites	BAC EAINA LGENG1001
Course Description	This course is an introduction to the fundamental problems of Ethics. It introduces key ethical theories to help students improve their ethical decision-making skills by learning to identify, diagnose, and analyze ethical issues in life and the workplace by drawing from real life experiences and business cases.
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	
Websites	<p>Required for the course</p> <p>Internet Encyclopedia of Philosophy</p> <p>http://www.iep.utm.edu/</p> <p>Recommended references</p> <p>Meta-Encyclopedia of Philosophy</p> <p>http://www.ditext.com/encyc/frame.html</p>

FINANCIAL ACCOUNTING

Course Code	BAC.EAINA.FIBUS.2201
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CATALOGUE 2025/2026

ECTS Credits	6
Course Leader	RAMID Souhail
Synchronous	30
Discipline	Comptabilité
Program	Global BBA
Prerequisites	None
Course Description	This course covers the basic principles of U.S financial accounting, including the presentation of the U.S. GAAP, the basic financial statements, the bookkeeping process, the principles of accounting control and safeguarding of assets.
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	Lectures obligatoires / Required readings : Williams, Haka, Bettner. 14TH EDITION Mc Graw Hill Lectures Recommandées / Recommended readings :
Websites	

Financial Analysis and Decision Making

Course Code	BAC.EAINA.FIBUS.3410
ECTS Credits	6
Course Leader	DALMASSO Audrey
Synchronous	30
Discipline	

CATALOGUE 2025/2026

Program	Global BBA
Prerequisites	BAC.EAINA.FIBUS.2202 and Corequisite BAC.EAINA.ECBUS.2702
Course Description	The course will give students basic knowledge and an understanding of corporate finance. The student is expected to have knowledge and understanding of the following subjects: Financial Statement Analysis, Investment Appraisal Techniques, Valuation of Stocks and Bonds, The Capital Asset Pricing Model, Portfolio Theory, The Weighted Average Cost of Capital.
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Corporate Finance by Jonathan Berk and Peter DeMarzo
Websites	

HISTORY AND CULTURE OF THE US

Course Code	BAC.EAINA.OTHUM.3000
ECTS Credits	6
Course Leader	MAUCLAIR-AUGUSTIN Brandon
Synchronous	39
Discipline	Droit & Humanités
Program	Global BBA

CATALOGUE 2025/2026

Prerequisites	Junior Year
Course Description	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.
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	0
Websites	0

HUMAN RESOURCE MANAGEMENT

Course Code	BAC.EAINA.HRBUS.3503
ECTS Credits	6
Course Leader	JOUSSEMET Caroline
Synchronous	30
Discipline	Management & Organisation
Program	Global BBA
Prerequisites	
Course Description	The course aims to help students understand what human resource management (HRM) is. It covers both the strategic nature and the functional importance of HRM, as well as technical aspects of managing people. The course also accounts for recent developments in the workplace and in the

	workforce's expectations and motivations, as well as sustainability and social responsibility imperatives pertaining to HRM.
Evaluation	
Final Examination (%)	45
Continuous Assessment (%)	55
Academic reference	Armstrong's Handbook of Human Resource Management Practice: Edition 15, Michael Armstrong & Stephen Taylor, 2020, Kogan Page
Websites	

International Financial Management

Course Code	BAC.EAINA.FIBUS.3860
ECTS Credits	6
Course Leader	DALMASSO Audrey
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	BAC.EAINA.FIBUS.3410
Course Description	This course is designed to be an introduction to international financial management. We will learn the basics of international financial markets and the behavior of exchange rates, as well as how multinational corporations manage exchange rate risk, international trade and foreign direct investment. We will also work on real-world cases to help you gain hands-on experience and understanding of international financial management.

Evaluation	
Final Examination (%)	35
Continuous Assessment (%)	65
Academic reference	Madura, Jeff (2018). International Financial Management, 13th Edition. Cengage.
Websites	

International Negotiations

Course Code	BAC.EAINA.STBUS.3760
ECTS Credits	6
Course Leader	SMITH Devin
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	junior/senior year
Course Description	<p>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.</p> <p>The way negotiating is conducted varies in markets around the world. What are the major methods of negotiating in international business? How do negotiating approaches and tactics vary in different countries and regions?</p>

CATALOGUE 2025/2026

	How can you best prepare for and engage in international negotiations? What skills must you have in order to be a successful negotiator? This course answers these questions and prepares you to be successful in international negotiations..
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	0
Websites	0

INTRODUCTION TO BUSINESS

Course Code	BAC.EAINA.OTBUS.1000
ECTS Credits	6
Course Leader	MILLELIRI André
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	none
Course Description	A broad and general knowledge of the world of business is essential in today s world. This introductory course will acquaint students with the

	<p>general knowledge necessary to function in a business environment. Students will acquire and employ crucial vocabulary and key concepts</p> <p>which are pertinent in the business domain. The course is taught by experts in various fields such as: finance, marketing, global business,</p> <p>event management, e-business and entrepreneurship. Throughout the course of the semester, students will have the opportunity to</p> <p>explore and examine various career options.</p>
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	0
Websites	0

Introduction to Business Intelligence

Course Code	BAC.EAINA.STBUS.2140
ECTS Credits	0
Course Leader	SMITH Devin
Synchronous	30
Discipline	Autre

CATALOGUE 2025/2026

Program	Global BBA
Prerequisites	Year 3/4
Course Description	<p>This course aims at providing students with an understanding of the importance, role and use of data and knowledge in organizations and how effective data management can improve decision-making and business performance and create a sustainable competitive advantage, combining theoretical analysis and case studies (group work).</p> <p>It explores the different types of knowledge and how knowledge sharing can be nurtured (learning organization). It continues with an analysis of the relation between Knowledge Management (KM) and Business Intelligence (BI), before going into some of the main outputs of BI such as reporting and dashboards.</p> <p>Finally, it looks into how businesses can develop a BI strategy and what challenges they may meet and how to mitigate them.</p>
Evaluation	
Final Examination (%)	45
Continuous Assessment (%)	55
Academic reference	<p>Anoop Kumar (2022). Business Intelligence demystified. Understand and clear all your doubts and misconceptions about BI. BPB Publications.</p> <p>Shaofeng Liu (2021). Knowledge Management: An interdisciplinary approach for business decision-making. Kogan Page.</p>
Websites	

MACRO ECONOMICS

Course Code	BAC.EAINA.ECBUS.2301
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CATALOGUE 2025/2026

ECTS Credits	6
Course Leader	RAMID Souhail
Synchronous	15
Discipline	Autre
Program	Global BBA
Prerequisites	None
Course Description	This course is an introduction to macroeconomics and economic methodology. It covers basic economic concepts and forces in real and monetary macroeconomics, providing the necessary theoretical tools to understand current problems and policies
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings : Case and Fair - Economics Principles - 9th ed. Mankiw and Taylor - Principles of Economics - 2nd ed. Cengage Learning
Websites	

MANAGEMENT INFORMATION SYSTEMS

Course Code	BAC.EAINA.ISBUS.3504
ECTS Credits	6
Course Leader	SMITH Devin
Synchronous	30
Discipline	Autre

Program	Global BBA
Prerequisites	BAC.EAINA.MKBUS.3601
Course Description	<p>Information technologies (IT) are restructuring the global economy. They create a networked economy with unprecedented levels of electronically driven communication, collaboration, and commerce.</p> <p>In this fast-changing environment, advances in information technology (IT) have transformed business models, organizational structures and processes, and the methods for sustaining. IT impacts business activities such as product design, production, purchasing, marketing, customer and supplier relationships, or human resource management. It brings a significant contribution to increase productivity growth, sustain innovation and develop performance.</p> <p>Future business leaders will clearly benefit from understanding the potential role of IT and Management information systems in creating value and competitive advantage. The objective of this course is to help develop the critical thinking to assess how IT and MIS shape business strategy, innovation, and processes.</p>
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	<p>Management Information Systems: Managing the Digital Firm" by Kenneth C. Laudon and Jane P. Laudon</p> <p>Information Systems for Managers: Text and Cases" by Gabe Piccoli</p> <p>Digital Transformation: Survive and Thrive in an Era of Mass Extinction" by Thomas M. Siebel</p> <p>The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail" by Clayton M. Christensen</p> <p>Anderson, C. (2015). Creating a data-driven organization: Practical advice from the trenches. " O'Reilly Media, Inc."</p>

CATALOGUE 2025/2026

	<p>Christensen, C. M., Johnson, M. W., McGrath, R. G., & Blank, S. (2019). HBR's 10 Must Reads on Business Model Innovation (with featured article "Reinventing Your Business Model" by Mark W. Johnson, Clayton M. Christensen, and Henning Kagermann). Harvard Business Press.</p> <p>La Torre, D., Appio, F. P., Masri, H., Lazzeri, F., & Schiavone, F. (2023). Impact of artificial intelligence in business and society: Opportunities and Challenges. Routledge.</p> <p>Hoe, S. L. (2022). DIGITAL TRANSFORMATION: Strategy, execution and Technology. Auerbach Publications.</p> <p>Holmlund, M., Van Vaerenbergh, Y., Ciuchita, R., Ravald, A., Sarantopoulos, P., Ordenes, F. V., & Zaki, M. (2020). Customer experience management in the age of big data analytics: A strategic framework. Journal of Business Research, 116, 356-365.</p> <p>Blackman, R. (2022). Why You Need an AI Ethics Committee. Harvard Business Review, 100(7-8), 151-151.</p> <p>Powell, J., & Kleiner, A. (2023). The AI Dilemma: 7 Principles for Responsible Technology. Berrett-Koehler Publishers.</p> <p>Baxter, K., & Schlesinger, Y. (2023). Managing the risks of generative AI. Harvard Business Review, 6.</p>
Websites	

Marketing Strategy

Course Code	BAC.EAINA.MKBUS.3350
ECTS Credits	6
Course Leader	GRASSELLI Yan
Synchronous	39
Discipline	Autre
Program	Global BBA

Prerequisites	junior year
Course Description	<p>This course is studied from specific regional perspectives. It addresses marketing in an international environment when the customer is a consumer. Students learn the main steps in identifying a market and adapting the four principles of marketing to a particular political economic, technological and ethical environment; they will also learn how to coordinate distribution networks and communication campaigns.</p>
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	0
Websites	0

Principles of Modern Management

Course Code	BAC.EAINA.HRBUS3501b
ECTS Credits	6
Course Leader	JOUSSEMET Caroline
Synchronous	30
Discipline	

CATALOGUE 2025/2026

Program	Global BBA
Prerequisites	None
Course Description	This course should help students to acquire management knowledge and to develop management skills It enables the students to understand management as it relates to both the employer and employee and to acquaint the student with the various schools of management and the philosophy of management.
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Modern management: concepts and skills (Global Edition - 15th edition) Samuel Certo & Trevis Certo
Websites	