



Course Catalogue
BBA Programme
Incoming Exchange Students
Sophia Antipolis Campus
Fall 2025

Dear Exchange Students,

Welcome to SKEMA Business School!

Here are a few key instructions on how to consult properly the **Sophia Antipolis 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.

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Bachelor Sophia

Applied Mechanics: statics

Course Code	BAC.EAINA.OTMAE.2081
ECTS Credits	6
Course Leader	GRASSELLI Yan
Synchronous	39
Discipline	Autre
Program	Bachelor Sophia
Prerequisites	Physics I
Course Description	<p>Force and position vectors : spatial equilibrium</p> <p>Equivalent forces systems</p> <p>Center of gravity ; mass and area moment of inertia</p> <p>Equilibrium of rigid body</p> <p>Structural analysis : trusses, frames and machines</p> <p>Internal forces : shear and bending moment diagrams</p> <p>Friction ; Cables & Virtual Work</p>
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60

Academic reference	
Websites	

Calculus I

Course Code	BAC.EAINA.OTMTH.1001
ECTS Credits	8
Course Leader	GRASSELLI Yan
Synchronous	52,5
Discipline	Business Analytics, Data Science & AI
Program	Bachelor Sophia
Prerequisites	none
Course Description	<p>This course is the first math course taken by all engineering and science major. A quick review of algebra, trigonometry and the idea of limits lead to study of derivatives and its applications. A final link is made between</p> <p>anti-derivatives and definite integrals.</p>
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60

Academic reference	
Websites	

Calculus II

Course Code	BAC.EAINA.OTMTH.1002
ECTS Credits	8
Course Leader	GRASSELLI Yan
Synchronous	52,5
Discipline	Business Analytics, Data Science & AI
Program	Bachelor Sophia
Prerequisites	Calculus I
Course Description	<p>This course is the second math course taken by all engineering and science majors. Geometric and Physics applications</p> <p>of the definite integral links this course to its predecessors MTH 1001, followed by the same geometric applications in</p> <p>polar coordinates or for parametric equations, New techniques of integration and an introduction to differential</p> <p>equations complete the topics of integral Calculus, Other topics like the infinite series, power series and conic sections</p> <p>cover the last part of the course.</p>
Evaluation	

Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

Calculus III

Course Code	BAC.EAINA.OTMTH.2001
ECTS Credits	8
Course Leader	GRASSELLI Yan
Synchronous	52,5
Discipline	Autre
Program	Bachelor Sophia
Prerequisites	Calculus II
Course Description	<p>This multivariate calculus course is the last of the calculus series, This sophomore course is required in almost all</p> <p>engineering and science majors, It covers cylindrical and spherical coordinates, vectors, functions of several variables,</p> <p>partial derivatives, multiple integrals and vector integral calculus,</p>
Evaluation	

Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

General Chemistry I

Course Code	BAC.EAINA.OTCHM.1101
ECTS Credits	8
Course Leader	GRASSELLI Yan
Synchronous	52,5
Discipline	Autre
Program	Bachelor Sophia
Prerequisites	none
Course Description	<p>This course covers fundamental principles of modern Chemistry including basic atomic theory, stoichiometry,</p> <p>properties of gases, thermochemistry, electronic structure of atoms and basic concepts of chemical bonding</p>
Evaluation	
Final Examination (%)	100

Continuous Assessment (%)	0
Academic reference	
Websites	

Physics I

Course Code	BAC.EAINA.OTPHY.2001
ECTS Credits	8
Course Leader	GRASSELLI Yan
Synchronous	52,5
Discipline	Autre
Program	Bachelor Sophia
Prerequisites	none
Course Description	<p>Newton's laws of motion, Work, Kinetic and Potential energy and energy conservation</p> <p>Momentum, impulse and collisions, Rotation, dynamics of rotational motion</p> <p>Equilibrium and elasticity, Gravitation, Periodic motion, Fluid mechanics</p> <p>Mechanical waves, Sound and Hearing</p> <p>Temperature and heat, Thermal properties of matter</p> <p>First & Second law of thermodynamics</p>
Evaluation	
Final Examination (%)	40

Continuous Assessment (%)	60
Academic reference	
Websites	

Global BBA

ACADEMIC RESEARCH & WRITING I

Course Code	BAC.EAINA.OTENG.1001
ECTS Credits	6
Course Leader	MAUCLAIR-AUGUSTIN Brandon
Synchronous	30
Discipline	Droit & Humanités
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

CATALOGUE 2025/2026

Continuous Assessment (%)	70
Academic reference	Documents provided by instructor
Websites	https://apastyle.apa.org/

ACADEMIC RESEARCH & WRITING II

Course Code	BAC.EAINA.OTENG.1002
ECTS Credits	6
Course Leader	MAUCLAIR-AUGUSTIN Brandon
Synchronous	30
Discipline	Droit & Humanités
Program	Global BBA
Prerequisites	BAC EAINA LGENG1001
Course Description	This course focuses on developing the analytical skills necessary for any close reading of literature, such as short stories, novels, and poetry. Students will apply and improve composition skills acquired in English 1001 including constructing an argument, gathering, evaluating, analyzing, and organizing research and information, maintaining focus and coherence throughout their compositions (essays, explications, research paper) and carefully revising and editing.
Evaluation	
Final Examination (%)	25
Continuous Assessment (%)	75

Academic reference	Instructor will provide titles for readings.
Websites	https://americanliterature.com/100-great-short-stories/

ADVANCED COMPUTER BUSINESS APPLICATION

Course Code	BAC.EAINA.ISCSE.2301
ECTS Credits	6
Course Leader	MILLELIRI André
Synchronous	30
Discipline	Business Analytics, Data Science & AI
Program	Global BBA
Prerequisites	
Course Description	<p>This course will introduce some advanced Excel concepts and the basis of VBA programming</p> <p>Students will learn how to write macros and functions. They will get knowledge about the Excel Data Access objects. Applications will be reviewed along labs and projects.</p>
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	0
Websites	0

ADVANCED MATHEMATICS FOR BUSINESS

Course Code	BAC.EAINA.OTMTH.1900
ECTS Credits	6
Course Leader	DALMASSO Audrey
Synchronous	30
Discipline	Business Analytics, Data Science & AI
Program	Global BBA
Prerequisites	BAC.EAINA.ECMTH.1702
Course Description	This course covers mathematical concepts such as functions, derivatives of functions and applications, integration, sequences, infinite series, first order differential equations and vectors.
Evaluation	
Final Examination (%)	35
Continuous Assessment (%)	65
Academic reference	Thomas' Calculus (12th Ed.) George B, Thomas, Maurice D, weir, Joel R, Hass
Websites	

BASIC CHINESE

Course Code	BAC.EAINA.LGLNG.1700
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CATALOGUE 2025/2026

ECTS Credits	6
Course Leader	PIRES DE LIMA Tiago
Synchronous	30
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
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	30
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

BASIC SPANISH

Course Code	BAC.EAINA.LGLNG.2100
ECTS Credits	6
Course Leader	PIRES DE LIMA Tiago
Synchronous	30
Discipline	
Program	Global BBA
Prerequisites	N/A
Course Description	An introduction to the four basic language skills (listening, speaking, reading and writing), and to Hispanic culture, with a focus on both Spain and South America.
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Uso de la gramática nivel elemental (Didier; 2010) Ed. EDELSA / Francisca Castro 978-84-7711-711-0
Websites	https://cvc.cervantes.es/ https://espanol.lingolia.com/es/

BUSINESS AND ECONOMICS CALCULUS

Course Code	BAC.EAINA.ECMTH.1702
ECTS Credits	6
Course Leader	DALMASSO Audrey
Synchronous	45
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	-
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

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
ECTS Credits	6

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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	

CALCULUS I

Course Code	BAC.EAINA.OTMTH.1101
ECTS Credits	6
Course Leader	MILLELIRI André
Synchronous	30
Discipline	-
Program	Global BBA
Prerequisites	-
Course Description	This course is the first math course taken by all engineering and science major. A quick review of algebra, trigonometry and the idea of limits lead to study of derivatives and its applications. A final link is made between anti-derivatives and definite integrals
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	
Websites	

CIVILIZATION I

Course Code	BAC.EAINA.OTHUM.2051
ECTS Credits	6
Course Leader	MAUCLAIR-AUGUSTIN Brandon

CATALOGUE 2025/2026

Synchronous	30
Discipline	Droit & Humanités
Program	Global BBA
Prerequisites	BAC.EAINA.LGENG.1001
Course Description	<p>The course is designed to introduce students to some of the main themes and developments of Western Civilization</p> <p>from its rise in the Near East through the Early Medieval Period. Ths social, intellectual, artistic and literary trends</p> <p>will be examined with particular attention to the contributions of Egypt, Greece and Rome as well as a comparative study of</p> <p>the origins and development of Judaism, early Christianity and Islam.</p>
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	0
Websites	0

CONSUMER COMPUTER APPLICATIONS

Course Code	BAC.EAINA.ISCSE.1301
ECTS Credits	6
Course Leader	MILLELIRI André
Synchronous	30
Discipline	Autre
Program	Global BBA
Prerequisites	None
Course Description	<p>to raise the level of competence in computing for all, for those within the work force or hoping to join the work force.</p> <p>To increase productivity for all employees who need to use the computer in their work.</p> <p>To enable better use of investment in the information technology.</p> <p>To ensure all computer users understand the Best Practices and quality issues in using the computer.</p>
Evaluation	
Final Examination (%)	0
Continuous Assessment (%)	100
Academic reference	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings :
Websites	

Consumer Engagement

Course Code	BAC.EAINA.MKBUS.3300
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CATALOGUE 2025/2026

ECTS Credits	6
Course Leader	RAMID Souhail
Synchronous	30
Discipline	Marketing
Program	Global BBA
Prerequisites	None
Course Description	<p>Description:</p> <p>Brands and retailers are not only selling products, but also experiences - and ultimately are participating in shaping a system with different actors and consequences. By selling fast fashion for example, they are encouraging the consumer need for novelty and limited usage of each garment. For customer experience to be called sustainable, brands need to rethink how to give customers an opportunity to be responsible throughout their involvement with a product or service. In other words, design customer engagement that discourages overproduction and overconsumption and further supports long term usage and recycling. The perspective we take in this course is that consumer behaviour is more than buying things. It embraces not only 'shopping' as an object of behaviour, but also citizen behaviour, which recognises the non-commercial contributions of individuals and communities.</p>
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Reading materials will be provided on K2.
Websites	0

CONTROL AND AUDIT

Course Code	BAC.EAINA.FIBUS.3800
ECTS Credits	6
Course Leader	DALMASSO Audrey
Synchronous	30
Discipline	-
Program	Global BBA
Prerequisites	BAC.EAINA.FIBUS.3410
Course Description	The course focuses on auditing theory and process: audit planning, risk assessment, internal control, auditing techniques, audit completion.
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Auditing and Assurance Services - Louwers,7 ISBN 978-1-259-57328-6 MHID 1-259-57328-1
Websites	www.Edspira.com (Audit courses)

CREATIVITY MANAGEMENT

Course Code	BAC.EAINA.OTBUS.1100
ECTS Credits	6

Course Leader	RAMID Souhail
Synchronous	30
Discipline	-
Program	Global BBA
Prerequisites	
Course Description	<p>Creativity, as the precursor of innovation, plays a pivotal role in driving success across various industries today. Nonetheless, nurturing creativity, particularly within an organizational context, remains a challenge.</p> <p>To gain deeper insights into this complex and ever-evolving phenomenon, this course takes a multidisciplinary and multilevel approach to explore creativity in diverse settings.</p> <p>Specifically, the course covers a wide array of topics, encompassing individual and team creativity, the impact of diversity and social networks on creativity, as well as the dynamics of creative organizations and cities. To achieve this, the course draws from a rich pool of resources, including academic papers on creativity, relevant book chapters, and real-world examples.</p> <p>Moreover, students enrolled in this course will have the opportunity to engage in a group research project focused on creativity, allowing them to apply their learnings and delve deeper into this fascinating subject.</p> <p>By the end of the course, participants will have gained a comprehensive understanding of creativity and its significance in fostering innovation and success in various professional contexts.</p>
Evaluation	

Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	<ul style="list-style-type: none"> • Amabile, T. M. (2001). Beyond talent: John Irving and the passionate craft of creativity. American Psychologist, 56(4), 333. • Currey, M. (Ed.). (2013). Daily rituals: How artists work. Knopf (selected chapters). • Elisondo, R. (2016). Creativity is always a social process. Creativity. Theories–Research–Applications, 3(2), 194-210. • Friedman, H. H., Friedman, L. W., & Leverton, C. (2016). Increase diversity to boost creativity and enhance problem solving. Psychosociological Issues in Human Resource Management, 4(2), 7.
Websites	

Design Thinking for Entrepreneurs

Course Code	BAC.EAINA.STBUS.3300
ECTS Credits	6

CATALOGUE 2025/2026

Course Leader	SMITH Devin
Synchronous	30
Discipline	Stratégie, Innovation & Entrepreneuriat
Program	Global BBA
Prerequisites	Year 3/4
Course Description	<p>This course provides the framework for exploration of the Design Thinking process and workflow, within the paradigm of entrepreneurship. Students will engage in an iterative, human-centered approach, emphasizing empathy, ideation, and experimentation. Through hands-on projects and collaborative activities, students will learn to identify and understand user needs, generate creative solutions, and rapidly prototype and test ideas.</p> <p>This course will integrate principles of entrepreneurship to highlight how Design Thinking can be applied to develop viable business models and solutions that address real-world challenges.</p> <p>By the end of this course, students will possess the skills to approach problems with a design mindset, fostering innovation and strategic thinking in their entrepreneurial endeavors.</p>
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	Design Thinking in Play. An Action Guide for

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	<p>Educators - Alyssa Gallagher & Kami Thordarson</p> <p>A practical guide to Design Thinking - Moritz Gekeler</p> <p>What is Design Thinking & why is it so important? - Harvard Business School Online's Business Insights Blog</p> <p>A design-led approach to embracing an ecosystem strategy - Niharika Hariharan Joshi, Hamza Khan, and Istvan Rab</p>
Websites	<p>Harvard Business Review - https://hbr.org/2018/09/why-design-thinking-works</p> <p>IDEO - https://www.ideo.com/pages/design-thinking</p>

BASIC FRENCH

Course Code	BAC.EAINA.LGLNG.1904
ECTS Credits	6

CATALOGUE 2025/2026

Course Leader	PIRES DE LIMA Tiago
Synchronous	30
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

CATALOGUE 2025/2026

Synchronous	30
Discipline	Langues
Program	Global BBA
Prerequisites	Basic French
Course Description	This course, the follow-up to Basic French, 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

ENTREPRENEURSHIP AND SMALL BUS

Course Code	BAC.EAINA.STBUS.2100
ECTS Credits	6
Course Leader	SMITH Devin
Synchronous	30

Discipline	
Program	Global BBA
Prerequisites	None
Course Description	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.
Evaluation	
Final Examination (%)	45
Continuous Assessment (%)	55
Academic reference	<p>Rasheda L. Weaver - Social Entrepreneurship_ A Practical Introduction- Routledge (2022)</p> <p>Francis J. Greene - Entrepreneurship Theory and Practice-Red Globe Press (2020)</p> <p>W. Chan Kim, Renée Mauborgne - Blue Ocean Strategy_ How to Create Uncontested Market Space and Make Competition Irrelevant-Harvard Business Press (2005)</p> <p>W. Chan Kim, Renée Mauborgne - Blue Ocean Strategy_ How to Create Uncontested Market Space and Make Competition Irrelevant-Harvard Business Press (2005)</p>
Websites	<p>Global Entrepreneurship Monitor (GEM) 2023/2024 Global Report</p> <p>https://www.gemconsortium.org/</p>

	http://businessmodelgeneration.com
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ENTREPRISE RESOURCE PLANNING AND DIGITAL CRM

Course Code	BAC.EAINA.ISBUS.3825
ECTS Credits	6
Course Leader	SMITH Devin
Synchronous	30
Discipline	Management & Organisation
Program	Global BBA
Prerequisites	Principles of Modern Management Marketing Principles
Course Description	<p>This course is organized in two sequential modules:</p> <ul style="list-style-type: none"> • The first one will focus on ERP systems and their impact on firm's strategy and operations. • The second one will focus on CRM systems and how to use them. This second part will allow you to develop practical skills on CRM systems. <p>ERP systems represent the backbone of the Information architecture of modern organizations. ERP are complex systems with a substantial impact on firms' performances. Therefore, students need to learn: What ERP are, how this work and what are the challenge in implementing and using such us complex information infrastructures.</p> <p>CRM Systems are the core of sales and marketing activities. The module on CRM will focus on cases and applications.</p> <ul style="list-style-type: none"> • This latest version of the CRM course was developed with the contribution of salesforce.com for students of SKEMA.

	<ul style="list-style-type: none"> • The students will acquire an “in-depth” practical business experience with the CRM application of salesforce.com the worldwide leading provider of CRM solutions through several tutoring sessions. • The course will emphasize the key implication of the Sales & Marketing functions in the CRM process.
Evaluation	
Final Examination (%)	60
Continuous Assessment (%)	40
Academic reference	<p>(updating for AY 2025/26)</p> <ul style="list-style-type: none"> * Enterprise Resource Planning and Beyond: integrating your entire Organization by Gary A. Langenwalter. Aylor and Francys, 2019 * Behind the Cloud by Mark Benioff (CEO of salesforce) Jossey-Bass, 2010 * Trailblazer by Mark Benioff (CEO of salesforce), Editions Eyrolles, 2020
Websites	<p>Products and Solutions</p> <p>Company Web site : https://www.salesforce.com/?ir=1</p> <p>Sales demo:</p> <p>https://www.salesforce.com/form/conf/sales/demos?leadcreated=true&redirect=true&chapter=&DriverCampaignId=cta-header-7&player=&FormCampaignId=70130000000DhfC&videoid=&playlistId=</p> <p>?</p> <p>Marketing demo:</p> <p>https://www.salesforce.com/form/conf/demo-marketing/?leadcreated=true&redirect=true&DriverCampaignId=70130000000lzZA&FormCampaignId=70130000000tQli&videoid=&playlistId=</p> <ul style="list-style-type: none"> • <p>Customers Success Stories</p>

	<p>?</p> <p>Burberry</p> <p>https://www.youtube.com/watch?v=pilhUqyOkol</p> <p>?</p> <p>Coca Cola Germany</p> <p>https://www.youtube.com/watch?v=JWLw3sn7Qkk</p> <p>?</p> <p>Engie</p> <p>https://www.salesforce.com/customer-success-stories/engie/</p> <p>?</p> <p>Ladurée</p> <p>https://www.youtube.com/watch?v=s6j2-g52HGw&feature=youtu.be</p> <p>?</p> <p>Pernod-Ricard</p> <p>https://www.youtube.com/watch?v=9bzUICfVYp4&list=PLnobS_RgN7JZfHV Fu8gTYBXYzV60IWeX9&index=54</p> <p>?</p> <p>SNCF</p> <p>https://www.youtube.com/watch?v=tUvUC4cPHv4</p> <p>?</p> <p>IBM (2021)</p> <p>https://www.salesforce.com/resources/customer-stories/ibm-collaborative-communities-work-culture/?d=cta-customers-2-ocr-ibm</p>
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ESSENTIALS OF PROJECT MANAGEMENT

Course Code	BAC.EAINA.PMBUS.2250
ECTS Credits	6
Course Leader	JOUSSEMET Caroline
Synchronous	30
Discipline	Management des Opérations
Program	Global BBA
Prerequisites	Principles of modern management
Course Description	<p>This course is designed as an introduction to Project Management: Fundamental overview of the basics of project management. The course will focus on the understanding of key concepts in project management and their application through a project.</p> <p>Project management will be examined not just as a business function or orientation but also as a concept related to products/services in commercial and non-commercial domains, and to various aspects of social life.</p> <p>Students will be exposed to specific projects, and they will have to analyse them, they will have to understand how to plan the project, how to implement and control it, while learning how to write a project plan through the project.</p> <p>The course also aims to provide the students with the ability to identify various opportunities to reach their goals and develop innovative ideas to help deliver the project in the business world in ethical and sustainable way.</p> <p>The Final examination is a project (presentation + report).</p>
Evaluation	
Final Examination (%)	60

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Continuous Assessment (%)	40
Academic reference	Readings, materials and tasks will be provided each week in K2
Websites	

ETHICS

Course Code	BAC.EAINA.OTHUM.2540
ECTS Credits	6
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	Required for the course

	<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>
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FINANCIAL ACCOUNTING

Course Code	BAC.EAINA.FIBUS.2201
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	
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FINANCIAL ANALYSIS & DECISION MAKING

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

FINANCIAL MARKETS & INSTITUTIONS

Course Code	BAC.EAINA.FIBUS.3402
ECTS Credits	6
Course Leader	DALMASSO Audrey
Synchronous	30
Discipline	Finance
Program	Global BBA
Prerequisites	None
Course Description	<p>To help students gain a basic yet thorough knowledge of the major financial instruments and the way they are traded in financial markets as well as the functioning, strategies, influence and goals of the financial institutions that use these instruments in order to maximize their profits or carry out their mission (the FED). The course will also cover the variable economic elements (interest rates, inflation, money supply...) and situations that affect them both on a national and international level. Topics include also asymmetric information models of financial market structure, regulation and financial crises.</p>
Evaluation	
Final Examination (%)	45
Continuous Assessment (%)	55
Academic reference	Lectures obligatoires / Required readings : MADURA “Financial institutions and markets” 10th edition

	<p>Mishkin “Financial institutions and markets” 9th edition Pearson Reilly F. and K. Brown, 2003, Investment Analysis and Portfolio Management, Thomson South Western College, 7th edition.</p> <p>Simpson T., "Financial Markets, Banking and Monetary Policy", 2014 Wiley Finance Series</p>
Websites	

Geopolitics

Course Code	BAC.EAINA.OTHUM.3600
ECTS Credits	6
Course Leader	MAUCLAIR-AUGUSTIN Brandon
Synchronous	30
Discipline	-
Program	Global BBA
Prerequisites	None
Course Description	<p>In this geopolitics class, we will explore the fundamental concepts and key issues shaping the global political landscape today. We will analyze how geography, power, and international relations intersect to influence the actions of states and non-state actors. Key topics will include the new faces of war today, the rise of artificial intelligence, the geopolitics in fiction, trade and the new challenges connected to the oceans and the space race. We will also examine current geopolitical crises, from territorial disputes to economic sanctions, and how these dynamics affect the stability of our world.</p>
Evaluation	
Final Examination (%)	40

Continuous Assessment (%)	60
Academic reference	World Atlas of Global Issues, Sciences Po Paris
Websites	

HISTORY AND CULTURE OF FRANCE

Course Code	BAC.EAINA.OTHUM.2650
ECTS Credits	6
Course Leader	MAUCLAIR-AUGUSTIN Brandon
Synchronous	30
Discipline	Droit & Humanités
Program	Global BBA
Prerequisites	Non-French Citizenship. BAC EAINA LGENG1001
Course Description	History and Culture of France is aimed at offering students a better understanding of the French and their culture and at helping them to understand other people of different cultures and how they get along together by providing insight into how the past has shaped the present, by exploring the historical roots of French behavior and institutions, and by considering how the sweeping changes in French society over the past few decades have influenced the present. The course concentrates on the elements that make the French "French"; the social, political, and economic structures that shape France; and the symbols that represent France.
Evaluation	
Final Examination (%)	25

Continuous Assessment (%)	75
Academic reference	
Websites	

HUMAN RESOURCE MANAGEMENT

Course Code	BAC.EAINA.HRBUS.3503
ECTS Credits	6
Course Leader	JOUSSEMET Caroline
Synchronous	30
Discipline	-
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	
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INTELLECTUAL PROPERTY AND ETHICAL MARKETING

Course Code	BAC.EAINA.MKBUS.3810
ECTS Credits	6
Course Leader	RAMID Souhail
Synchronous	30
Discipline	Marketing
Program	Global BBA
Prerequisites	Business Law
Course Description	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
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	"Ethics in Marketing: International Cases and Marketing"" by Patrick E. Murphy, Gene

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	R. Laczniak, and Fiona Harris, 2nd Edition, 2016, Routledge.
Websites	

PROFICIENT FRENCH

Course Code	BAC.EAINA.LGLNG.1902
ECTS Credits	6
Course Leader	PIRES DE LIMA Tiago
Synchronous	30
Discipline	Langues
Program	Global BBA
Prerequisites	Validated Functional French or have the equivalent level
Course Description	This course provides additional skills in order to guide the students towards a more proficient use of the language and a greater knowledge of French culture.
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	0

Websites	0
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PROFICIENT SPANISH

Course Code	BAC.EAINA.LGLNG.2120
ECTS Credits	6
Course Leader	PIRES DE LIMA Tiago
Synchronous	30
Discipline	
Program	Global BBA
Prerequisites	An elementary knowledge of the Spanish language: level A2 / Successful completion of Elementary Spanish.
Course Description	This course provides additional skills in order to guide the students towards a heightened use of the language and a greater knowledge of Hispanic civilisation.
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Uso de la gramática intermedio (Didier; 2010) Ed. EDELSA / Francisca Castro ISBN-10:8477117128I
Websites	https://espanol.lingolia.com/es/ https://cvc.cervantes.es/

INTERNATIONAL BUSINESS

Course Code	BAC.EAINA.STBUS.4401
ECTS Credits	6
Course Leader	JOUSSEMET Caroline
Synchronous	30
Discipline	-
Program	Global BBA
Prerequisites	BAC.EAINA.MKBUS.3601
Course Description	<p>This course provides an overview of International Business and looks at what determines the success and failure of firms around the world. Students will consider both internal and external factors: the global business environment, systems and mechanisms for international business and how companies can develop successful international strategies. They will encounter a mix of theory and concepts as well as concrete examples of international business practices in both developed and emerging economies. Students will be required to reflect critically on the international business environment and to keep informed about current affairs which may impact IB.</p>
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	<p>Lectures obligatoires / Required readings : All documents and links for the course will be provided.</p> <p>Recommanded readings : International press, in particular:</p>

	The New York Times The Economist
Websites	

Introduction to Artificial Intelligence

Course Code	BAC.EAINA.ISCSE.1200
ECTS Credits	6
Course Leader	MILLELIRI André
Synchronous	30
Discipline	-
Program	Global BBA
Prerequisites	none
Course Description	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 data science, probability, machine learning, and optimization.
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	0
Websites	0

Introduction to Business Intelligence

Course Code	BAC.EAINA.STBUS.2140
ECTS Credits	6
Course Leader	SMITH Devin
Synchronous	30
Discipline	-
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	Anoop Kumar (2022). Business Intelligence demystified. Understand and clear all your doubts and misconceptions about BI. BPB Publications.

	Shaofeng Liu (2021). Knowledge Management: An interdisciplinary approach for business decision-making. Kogan Page.
Websites	

Introduction to Business Research

Course Code	BAC.EAINA.STBUS.2990
ECTS Credits	6
Course Leader	LUCIO Alessio
Synchronous	30
Discipline	Stratégie, Innovation & Entrepreneuriat
Program	Global BBA
Prerequisites	Academic Research and Writing 1
Course Description	This course provides second-year BBA students with a foundational understanding of business research principles and practices. Students will explore the role of research in decision-making, learn to formulate research questions, and become familiar with both qualitative and quantitative research methods. Emphasis is placed on developing critical thinking, data collection and analysis skills, and the ability to interpret research findings in a business context. By the end of the course, students will be equipped to design and conduct basic research projects and apply insights to real-world business challenges.
Evaluation	
Final Examination (%)	0
Continuous Assessment (%)	100
Academic reference	Business Research Methods — Alan Bryman & Emma Bell

	<p>(Latest Edition)</p> <p>A comprehensive and accessible guide to research methodology, blending theory and practice, with strong coverage of qualitative and quantitative approaches.</p> <p>Research Methods for Business: A Skill-Building Approach — Uma Sekaran & Roger Bougie</p> <p>(Latest Edition)</p> <p>Known for its clear explanations and practical focus, this book helps students develop hands-on research skills for business applications.</p> <p>Business Research Methods — Donald R. Cooper & Pamela S. Schindler</p> <p>(Latest Edition)</p> <p>A classic textbook that offers detailed coverage of research design, data collection, and interpretation, supported by real-world business cases.</p> <p>Essentials of Business Research: A Guide to Doing Your Research Project — Jonathan Wilson</p> <p>(Latest Edition)</p> <p>A student-friendly guide focused on helping learners approach and manage their own research projects, from conception to presentation.</p> <p>The Essentials of Business Research Methods — Joe F. Hair, Mary Celsi, Arthur Money, Phillip Samouel & Mike Page</p> <p>(Latest Edition)</p> <p>A concise and practice-oriented text, particularly suitable for undergraduates, offering balanced coverage of both qualitative and quantitative techniques.</p>
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Websites	
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Introduction to Computer Science and Programming

Course Code	BAC.EAINA.ISCSE.1500
ECTS Credits	6
Course Leader	MILLELIRI André
Synchronous	30
Discipline	-
Program	Global BBA
Prerequisites	none
Course Description	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.
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	0
Websites	0

Introduction to Luxury

Course Code	BAC.EAINA.MKBUS.2040
ECTS Credits	6
Course Leader	RAMID Souhail
Synchronous	30
Discipline	-
Program	Global BBA
Prerequisites	Introduction to Business
Course Description	<p>The course is designed to help students develop a deeper and more nuanced understanding of the market for luxury goods and services. It will study luxury management from an holistic viewpoint</p> <p>Through the lectures the students will also be able to understand the unique consumer behavior at in the luxury market and the influence to the branding strategy.</p> <p>Eventually this set of courses set the settings that are indispensable to understand the domain of Luxury that is undergoing profound changes.</p>
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	<p>References / Books</p> <p>NKapferer : "Kapferer & Bastien, "The Luxury Strategy" (Dec 2008)</p>

Websites	

INTRODUCTION TO SOCIOLOGY

Course Code	BAC.EAINA.OTSOC.2001
ECTS Credits	6
Course Leader	MAUCLAIR-AUGUSTIN Brandon
Synchronous	30
Discipline	-
Program	Global BBA
Prerequisites	None
Course Description	To introduce students to some of the main themes and theoretical perspectives in Sociology as well as the methodology of simple sociological research. The emphasis on group functioning as well as on how social institutions work will help the students develop the “people skills” necessary in their future professional careers. The course will also focus on developing students' critical thinking skills in order to better understand interactions in the modern world.
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Lectures obligatoires / Required readings : Sociology: A Global Introduction by John J. Macionis and Ken Plummer (5th Edition) Lectures Recommandées / Recommended readings :
Websites	0

Luxury Service Strategy...

Course Code	BAC.EAINA.MKBUS.3855
ECTS Credits	6
Course Leader	RAMID Souhail
Synchronous	30
Discipline	-
Program	Global BBA
Prerequisites	
Course Description	<p>The Luxury service strategy and product management course explores the luxury business model and involves an integrated approach to management.</p> <p>This course is designed to provide students with an understanding of luxury services and the significance of marketing the services in the luxury industry.</p> <p>This course will study luxury service management from an holistic viewpoint. The material will integrate operations, marketing, strategy, information technology and organizational issues.</p>
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	“Services Marketing”, 6th edition, Christopher Lovelock and Jochen Wirtz: Prentice-Hall, 2006.

	“Services Marketing: Integrating Customer Focus across the Firm” 4th edition, Valarie Zeithaml, Mary Jo Bitner, and Dwayne Gremler, Boston, MA: McGraw-Hill Irwin, 2006.
Websites	

MACRO ECONOMICS

Course Code	BAC.EAINA.ECBUS.2301
ECTS Credits	6
Course Leader	RAMID Souhail
Synchronous	15
Discipline	-
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 COMMUNICATION

Course Code	BAC.EAINA.MKCOM.1010
ECTS Credits	6
Course Leader	MAUCLAIR-AUGUSTIN Brandon
Synchronous	30
Discipline	-
Program	Global BBA
Prerequisites	
Course Description	Management communication is key in the complex, global workforce of the 21st century. It is a simple but true statement that communication is at the core of everything we do. Students will reflect on the management communication tools and skills necessary to become effective, competent managers in today's fast-paced and ever-changing business context through a selection of management communication topics. The future manager's relationship between communication and action will be explored by examining a selection of case studies and participating in workshop exercises. Students are expected to apply the strategic managerial communication practices and to think critically.
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Recommended references Managerial Communications: Strategies and Applications (8th Edition) by Haynes and Veltsos
Websites	

MANAGERIAL ACCOUNTING

Course Code	BAC.EAINA.FIBUS.2202
ECTS Credits	6
Course Leader	RAMID Souhail
Synchronous	30
Discipline	-
Program	Global BBA
Prerequisites	BAC.EAINA.FIBUS.2201
Course Description	The course will give students a basic knowledge of how to use managerial accounting tools and techniques that will assist management to achieve their stated goals and objectives.
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Financial and Managerial Accounting, Williams/Haka/Bettner/Carcello Lectures Recommandées / Recommended readings :
Websites	

MARKETING PRINCIPLES

Course Code	BAC.EAINA.MKBUS.3601
ECTS Credits	6

Course Leader	RAMID Souhail
Synchronous	18
Discipline	-
Program	Global BBA
Prerequisites	None
Course Description	This course is designed as an introduction to the principles of marketing and the marketing function in product and service-oriented organisations. The course will focus on the understanding of key concepts in marketing and their application through case studies. Students will be exposed to marketing analysis, planning, implementation and control, while learning how to write a marketing plan through the marketing project, which is an important component of this course.
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Armstrong, G. & Kotler, Ph. "Marketing: An Introduction" (10th or 11th ed.). Prentice Hall Lectures Recommandées / Recommended readings :
Websites	

Mathematics for Artificial Intelligence

Course Code	BAC.EAINA.OTMTH.1100
ECTS Credits	6
Course Leader	MILLELIRI André
Synchronous	30

Discipline	Business Analytics, Data Science & AI
Program	Global BBA
Prerequisites	Calculus II
Course Description	<p>Complex numbers. Vectors and matrices. Linear independence, basis, dimension. The notion of rank. The determinant of a matrix. Linear systems. The notion of eigenvalue and eigenvector. Quadratic forms.</p> <p>Linear and Nonlinear Optimization. The notion of gradient and Hessian matrix. First and second order optimality conditions. Unconstrained and constrained optimization.</p>
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	0
Websites	0

Mathematics for Business and Management

Course Code	BAC.EAINA.OTMTH.0100
ECTS Credits	6
Course Leader	DALMASSO Audrey
Synchronous	45
Discipline	-

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Program	Global BBA
Prerequisites	
Course Description	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.
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	

MICRO ECONOMICS

Course Code	BAC.EAINA.ECBUS.2302
ECTS Credits	6
Course Leader	RAMID Souhail
Synchronous	15
Discipline	-
Program	Global BBA
Prerequisites	None
Course Description	This is an introductory course in microeconomics. It provides students with the fundamental concepts and tools of economic analysis.

Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings : Economics - NG Mankiw & M Taylor - 2nd edition, South- Western, Cengage Learning Principles of Economics - Case, Fair, and Oster - 9th edition, Prentice Hall/Pearson Intl Edition
Websites	

ORGANIZATIONAL BEHAVIOR

Course Code	BAC.EAINA.HRBUS.3013
ECTS Credits	6
Course Leader	JOUSSEMET Caroline
Synchronous	30
Discipline	-
Program	Global BBA
Prerequisites	None
Course Description	This course is designed to familiarize students with the main theories and concepts for analyzing, understanding, and managing human behavior in the workplace. The course allows students to apply theories to real-life organizational issues and explore the contributions and limitations of relevant theories. The course is ideally suited to those who wish to develop a critical understanding of organizational human behavior.
Evaluation	

Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Robbins, Stephen P. & Timothy A. Judge. Organizational Behavior (New Jersey: Pearson, 2018) Talya Bauer & Berrin Erdogan (2012). Organizational Behavior, version 1.1. Nyack, NY: Flat World Knowledge - It is free
Websites	

Pricing and Communication in luxury and Fashion

Course Code	BAC.EAINA.MKBUS.3865
ECTS Credits	6
Course Leader	RAMID Souhail
Synchronous	30
Discipline	-
Program	Global BBA
Prerequisites	Junior year
Course Description	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.

	<p>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.</p> <p>It will provide students with the right tools and concepts that will enable them to understand why pricing and communication is 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 brand codes.</p>
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	<p>J.NKapferer : "Kapferer & Bastien, "The Luxury Strategy" (Dec 2008) Kogan Page</p> <p>The Luxury Strategy: Breaking The Rules of Marketing to Build Luxury Brands Jean-Noel Kapferer and Vincent Bastien, Sept. 2012</p>
Websites	

PRINCIPLES OF MODERN MANAGEMENT

Course Code	BAC.EAINA.HRBUS.3501
ECTS Credits	6
Course Leader	JOUSSEMET Caroline
Synchronous	30

Discipline	-
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	

PUBLIC SPEAKING AND PRESENTATIONS SKILLS

Course Code	BAC.EAINA.OTCOM.2370
ECTS Credits	6
Course Leader	MAUCLAIR-AUGUSTIN Brandon
Synchronous	30
Discipline	-
Program	Global BBA

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Prerequisites	510+ TOEFL
Course Description	This course combines theory with practice. Students will develop their public speaking skills and learn to contribute well to the assessment of their peers. The course also focuses on methods and strategies of speech writing to persuade and inform the audience. Students will learn how to produce effective PowerPoint presentations, and how to perform business presentations both individually and in groups.
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	
Websites	

RETAIL MARKETING

Course Code	BAC.EAINA.MKBUS.3826
ECTS Credits	6
Course Leader	RAMID Souhail
Synchronous	30
Discipline	-
Program	Global BBA
Prerequisites	MKBUS3826
Course Description	The Retail Marketing course will inform of recent developments in the retail industry and familiarize students with the decisions involved in running a retail firm and the concepts and principles for making those decisions. Attention is devoted to the retail strategy process, institutions of retailing,

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	consumer retailing research, the retail organizational structure, communication with the customer, pricing, integrating and controlling the retailing strategy, and retailing trends.
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	Retail Marketing Management: Principles and Practice by Helen Goworek and Dr Peter McGoldrick, ©2015, Pearson
Websites	

RISK MANAGEMENT AND INSURANCE

Course Code	BAC.EAINA.FIBUS.3820
ECTS Credits	6
Course Leader	DALMASSO Audrey
Synchronous	30
Discipline	-
Program	Global BBA
Prerequisites	BAC.EAINA.FIBUS.3410
Course Description	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.
Evaluation	

Final Examination (%)	35
Continuous Assessment (%)	65
Academic reference	- Risk Management, Paul Hopkin, KoganPage - Fundamentals of Futures and Options Markets, C. Hull, Pearson
Websites	

STATISTICS FOR BUSINESS DEC.

Course Code	BAC.EAINA.ECBUS.2702
ECTS Credits	6
Course Leader	DALMASSO Audrey
Synchronous	30
Discipline	-
Program	Global BBA
Prerequisites	None
Course Description	<p>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. The chapters are:</p> <ol style="list-style-type: none"> 1. Graphical and numerical descriptive statistics 2. Correlation, covariance, least squares <p>* Use of statistical software (Excel)</p> <ol style="list-style-type: none"> 3. Laws of probability 4. Discrete and continuous probability distributions

	5. Sampling distributions - Estimations 6. Hypothesis Testing 7. Analysis of variance 8. Simple linear regression 9. Multiple regression analysis 10. Time series
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Applied Business Statistics: Making Better Business Decisions (7th Ed.), Ken Black, Wiley
Websites	

Strategy

Course Code	BAC.EAINA.FIBUS.4010
ECTS Credits	6
Course Leader	SMITH Devin
Synchronous	30
Discipline	-
Program	Global BBA
Prerequisites	Entrepreneurship & Small Business Management

Course Description	<p>This course focuses on strategy development and the practical tools necessary for launching and managing entrepreneurial startups in a VUCA (Volatility, Uncertainty, Complexity, Ambiguity) world.</p> <p>Emphasizing the transformation of visionary ideas into actionable strategies, the curriculum covers strategic visioning, agility in adapting strategies to changing conditions, and the hands-on development of new ventures. Through interactive discussions, workshops, and case studies, students will learn to craft robust business strategies, lead high-performance teams, and make strategic decisions critical for the success and sustainability of new ventures.</p>
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	
Websites	

Sustainable Transitions

Course Code	BAC.EAINA.STEVM.1020
ECTS Credits	6
Course Leader	SMITH Devin
Synchronous	30

Discipline	Autre
Program	Global BBA
Prerequisites	-
Course Description	<p>This course is designed to increase students' understanding of the urgency for sustainable actions within the business sector. By examining the interplay between corporate activities and ecosystem health, students will understand the importance of integrating sustainability into business strategies.</p> <p>This course fosters the development of innovative solutions that balance economic, social and environmental objectives. Students will learn to evaluate and implement sustainable business models that prioritize profitability while addressing ethical and environmental responsibilities. Ultimately, this course prepares students to lead businesses towards a sustainable future, emphasizing the creation of long-term value for all stakeholders.</p>
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	<p>Session 1 : Steffen, Will & Morgan, Jamie. (2021). From the Paris Agreement to the Anthropocene and Planetary Boundaries Framework: an interview with Will Steffen. Globalizations. 10.1080/14747731.2021.1940070.</p> <p>Session 2 : RSA President's Lecture 2011 - People and Planet. Attenborough, David. RSA Journal 157, no. 5546 (2011): 48–48. (http://www.jstor.org/stable/41380101)</p>

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	<p>Session 3: Laasch O. & Conaway, R. (2015), Principles of Responsible Management: Global Sustainability, Responsibility, Ethics. Mason: Cengage</p> <p>Session 4 : Dirk Matten and Jeremy Moon - "Implicit" and "Explicit" CSR: A Conceptual Framework for a Comparative Understanding of Corporate Social Responsibility</p> <p>- The Academy of Management Review, Vol. 33, No. 2 (Apr., 2008), pp. 404-424 (https://www.jstor.org/stable/20159405)</p> <p>Session 5 :Bower Joseph L. and Lynn S. Paine (2017), The Error at the Heart of Corporate Leadership, in May-June 2017 Issue: Managing for the long term, Harvard Business Review (https://hbr.org/2017/05/managing-for-the-longterm)</p> <p>Session 6 : Freeman, R. E., Harrison, J. S., Wicks, A. C., Parmar, B. & De Colle, S. (2010). Stakeholder theory - The state of the art. Cambridge university press.</p> <p>Session 7 : Osterwalder, A., & Pigneur, Y. (2010). Business model generation. Business Model.</p> <p>Session 8 : Porter, M.E. and Kramer, M.R. (2011) The Big Idea: Creating Shared Value. Harvard Business Review, 89, 2-17.</p> <p>Session 9 : UN Declaration of Human Rights (https://www.ohchr.org/sites/default/files/UDHR/Documents/UDHR_Translations/eng.pdf)</p>
Websites	