



Course Catalogue
BBA Programme
Incoming Exchange Students
Lille Campus
Spring 2026

Global BBA	4
ACADEMIC RESEARCH & WRITING I	4
ACADEMIC RESEARCH & WRITING II	5
ADVANCED COMPUTER BUSINESS APPLICATION	5
BASIC CHINESE	6
BASIC PORTUGUESE.....	8
BASIC SPANISH	8
BUSINESS AND ECONOMICS CALCULUS	9
BUSINESS AND PROFESSIONAL WRITING	10
BUSINESS LAW	11
CALCULUS II.....	12
CONSUMER COMPUTER APPLICATIONS	13
Consumer Engagement.....	14
CREATIVITY MANAGEMENT.....	15
Data Analytics & Traffic Mgmt	17
FUNCTIONAL CHINESE	18
BASIC FRENCH.....	19
FUNCTIONAL PORTUGUESE.....	20
FUNCTIONAL SPANISH	22
Entrepreneurship and Innovation	23
ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT	24
ESSENTIALS OF PROJECT MANAGEMENT	26
ETHICS	27
FINANCIAL ACCOUNTING	28
FINANCIAL ANALYSIS & DECISION MAKING.....	29
FINANCIAL MARKETS & INSTITUTIONS	30
Globalization and Development.....	31
INTERNATIONAL BUSINESS	32
International Logistics and Trade.....	33

CATALOGUE 2025/2026

Introduction to Artificial Intelligence.....	34
Introduction to Business Intelligence.....	35
Introduction to Business Research.....	36
Introduction to Digital Transformation	38
INTRODUCTION TO PSYCHOLOGY.....	40
INTRODUCTION TO THEATER.....	41
Legal Issues.....	41
MACRO ECONOMICS.....	43
MANAGEMENT COMMUNICATION	44
MANAGEMENT INFORMATION SYSTEMS	45
MANAGERIAL ACCOUNTING	47
MARKETING PRINCIPLES.....	48
Mathematics for Business and Management.....	49
MICRO ECONOMICS.....	50
ORGANIZATIONAL BEHAVIOR.....	50
PRINCIPLES OF MODERN MANAGEMENT.....	51
PUBLIC SPEAKING AND PRESENTATIONS SKILLS.....	52
SOS Chemistry	53
STATISTICS FOR BUSINESS DECISIONS.....	54
Sustainable Transitions	55
User Experience.....	57

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
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

CATALOGUE 2025/2026

Course Leader	SMITH Devin
Synchronous	30
Discipline	Business Analytics, Data Science & AI
Program	Global BBA
Prerequisites	
Course Description	
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	0
Websites	0

BASIC CHINESE

Course Code	BAC.EAINA.LGLNG.1700
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

CATALOGUE 2025/2026

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	30
Discipline	Economie

CATALOGUE 2025/2026

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
ECTS Credits	6
Course Leader	MAUCLAIR-AUGUSTIN Brandon
Synchronous	45
Discipline	Autre
Program	Global BBA
Prerequisites	BAC EAINA LGENG1001
Course Description	Designed for future business professionals, this course includes business research methods, report

CATALOGUE 2025/2026

	<p>writing, business correspondence, recruitment correspondence, and communication in the workplace.</p> <p>Analytical, informational, routine, and special reports are covered as well as</p> <p>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 LAW

Course Code	BAC.EAINA.LTBUS.3703
ECTS Credits	6
Course Leader	SMITH Devin
Synchronous	30
Discipline	Droit & Humanités
Program	Global BBA
Prerequisites	None
Course Description	This class will provide a general understand of the US legal framework as it applies of business

CATALOGUE 2025/2026

	<p>organizations. Through the implementation of government regulations, business compliance and</p> <p>consumer rights, it's critical to understand is acceptable from the perspective of a corporation.</p> <p>As the</p> <p>legal profession is rarely black and white, it is important to analyse the grey areas, to make informed</p> <p>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 II

Course Code	BAC.EAINA.OTMTH.1102
ECTS Credits	6
Course Leader	MILLELIRI André
Synchronous	30
Discipline	

Program	Global BBA
Prerequisites	
Course Description	Course Description This course is the second math course taken by all engineering and science majors. Geometric and Physics applications of the definite integral links this course to its predecessors MTH 1001, followed by the same geometric applications in polar coordinates or for parametric equations, new techniques of integration and an introduction to differential equations complete the topics of integral Calculus, Other topics like the infinite series, power series and conic sections cover the last part of the course.
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

CONSUMER COMPUTER APPLICATIONS

Course Code	BAC.EAINA.ISCSE.1301
ECTS Credits	6
Course Leader	MILLELIRI André
Synchronous	30
Discipline	Autre

CATALOGUE 2025/2026

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
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

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	

CATALOGUE 2025/2026

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	

Data Analytics & Traffic Mgmt

Course Code	BAC.EAINA.ISBUS.4050
ECTS Credits	6
Course Leader	JOUSSEMET Caroline
Synchronous	30
Discipline	
Program	Global BBA
Prerequisites	

CATALOGUE 2025/2026

Course Description	In today's digital age, the effective analysis and management of online traffic data are paramount for businesses and organizations seeking to thrive in the online landscape. The course « Data Analytics and Traffic Management » is designed to equip students with the essential skills and knowledge needed to navigate the intricacies of data analytics in the context of online traffic.
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Reference will be given in class.
Websites	

FUNCTIONAL CHINESE

Course Code	BAC.EAINA.LGLNG.1710
ECTS Credits	6
Course Leader	PIRES DE LIMA Tiago
Synchronous	30
Discipline	Langues
Program	Global BBA
Prerequisites	Beginner Chinese
Course Description	<p>This course provides the basics of Chinese in order to guide students towards a practical use of the language.</p> <p>The course will include the basics of grammar, functional vocabulary, basic conversation, some general Chinese culture and a look at how to behave in</p>

CATALOGUE 2025/2026

	Chinese business environment compared to Europe.
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	0
Websites	0

BASIC FRENCH

Course Code	BAC.EAINA.LGLNG.1904
ECTS Credits	6
Course Leader	PIRES DE LIMA Tiago
Synchronous	30
Discipline	Langues
Program	Global BBA
Prerequisites	Beginner students only
Course Description	Elementary French I 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 PORTUGUESE

Course Code	BAC.EAINA.LGLNG.2115
ECTS Credits	6
Course Leader	PIRES DE LIMA Tiago
Synchronous	30
Discipline	
Program	Global BBA
Prerequisites	Students should have completed the Beginner Portuguese course or possess foundational knowledge of the Portuguese language.
Course Description	The course aims to reinforce mastery of the Portuguese language, both written and spoken and covers everyday life, business, and cultural aspects of Portuguese-speaking countries. Learners can acquire pre-intermediate level (A2.B1) grammar and vocabulary through semester-long activities and be prepared for simple, everyday tasks in their field of activity.
Evaluation	
Final Examination (%)	20

Continuous Assessment (%)	80
Academic reference	<p>DIAS Ana and FROTA Silvia (2015) NOTA 10</p> <p>Brazilian Portuguese</p> <p>Lidel, 2015, ISBN:978-989-752-059-4</p> <p>BURITI, Tarcisio. (2023). AQUARELA: Portuguese for Foreigners. (7th ed.) Washington DC. Aquerela Publishing</p> <p>ISBN: 978-0-97961133-3</p> <p>COIMBRA LEITA, Isabel, COIMBRA MATA OLGA, BIÃO OBERG Lamartine; GRAMÁTICA ATIVA 1 (Ed. 2nd reprinted)</p> <p>Lidel, 2012 ISBN : 9727579310</p> <p>COLLECTIF – Portuguese Dictionary: English, Portuguese, Portuguese, English. (2006). New York. Happer Collins.</p> <p>ISBN: 978-0-00-722415-9</p> <p>DE OLIVEIRA SLADE, Rejane. (1999). Português para estrangeiros. (2e ed.) Library of Congress Catalog card Number 564-573. Washington DC.</p> <p>ISBN: 0-9638790-3-0</p> <p>JOUËT-PASTRÉ C, KOBLUKA A, SOBRAL P, MOREIRA ML, HUTCHINSON AP. (2007) Ponto de encontro – Portuguese as a world language. 2a ed. Upper Saddle River, NJ: Prentice Hall. Person</p> <p>ISBN: 0205782760</p>

CATALOGUE 2025/2026

Websites	<p>University of Wisconsin Pressbook: Português para principiantes – https://wisc.pb.unizin.org/portuguese</p> <p>Teste de interpretação de texto: Textos em português para iniciantes: Textos em português para iniciantes https://lingua.com/pt/portugues/leitura/</p> <p>Manual básico da prefeitura de São Paulo: caderno basico.pdf https://www.prefeitura.sp.gov.br/cidade/secretarias/upload/direitos_humanos/caderno%20basico.pdf</p> <p>Manual intermediário da prefeitura de São Paulo: caderno intermediario.pdf chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.prefeitura.sp.gov.br/cidade/secretarias/upload/direitos_humanos/caderno%20intermediario.pdf</p>

FUNCTIONAL SPANISH

Course Code	BAC.EAINA.LGLNG.3001
ECTS Credits	6
Course Leader	PIRES DE LIMA Tiago
Synchronous	39
Discipline	Langues
Program	Global BBA
Prerequisites	Beginner Spanish

CATALOGUE 2025/2026

Course Description	<p>This course, the follow-up to the Elementary Spanish II, provides additional skills in order to guide the students towards a heightened use of the language and a greater knowledge of Spanish civilization.</p> <p>They should be able to use the present, future and past tenses, be able to do complex sentences and know the basic vocabulary.</p>
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	0
Websites	0

Entrepreneurship and Innovation

Course Code	BAC.EAINA.STBUS.3750
ECTS Credits	6
Course Leader	SMITH Devin
Synchronous	30
Discipline	
Program	Global BBA
Prerequisites	<p>Marketing Principles</p> <p>Principles of Modern Management</p>

CATALOGUE 2025/2026

Course Description	<p>Entrepreneurship requires both strong management skills, along with necessary tools to identify and</p> <p>execute innovation opportunities. Entrepreneurs are essential to economic growth for every country and</p> <p>innovation is a component if skills required to succeed. This course will allow you to learn the theory and</p> <p>apply it in group work. In each group you will develop a concept and investigate it market size, prospects,</p> <p>channels, alliances, resources, activities, revenue streams, and expenses to innovate within varied</p> <p>business models.</p>
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	<p>Will Guidarar - Unreasonable Hospitality</p> <p>Peter Drucker – Innovation and</p> <p>Entrepreneurship</p> <p>Keeley, Walters – Ten Types of Innovation</p>
Websites	

ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

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

CATALOGUE 2025/2026

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
--	---

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
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	<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
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 & 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	<p>Lectures obligatoires / Required readings : MADURA “Financial institutions and markets” 10th edition</p> <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	

Globalization and Development

Course Code	BAC.EAINA.ECBUS.3150
ECTS Credits	6
Course Leader	JOUSSEMET Caroline
Synchronous	30
Discipline	Economie
Program	Global BBA
Prerequisites	None
Course Description	<p>Globalization is a dynamic multidimensional process that affects every single aspect of our societies, changes our daily lives and determines our future. These changes leave no one unconcerned, as old issues such as poverty, food scarcity, gender and racial inequalities expand globally and new “global issues” arise, such as climate change, pandemics or forced migrations. This new world calls for new strategies and new forms of governance that not only require the involvement of states but also that of non-state actors, including business organizations, to tackle these and other complex issues. Theories and analysis must integrate new perspectives and promote a critical and systemic mindset. The survival of</p>

	our species (and other species) is at stake.
Evaluation	
Final Examination (%)	35
Continuous Assessment (%)	65
Academic reference	<p>Case Studies, academic articles, blogposts, documentary films, podcasts and reports provided by professors on K2. It is expected that students read or view these resources prior to class to prepare for the discussions and to support their learning in class. Students who engage with the required resources will be better prepared for the mid-term exam and able to prepare their poster, presentation and report based on strong foundational knowledge of globalisation and development issues and theories.</p> <p>All required material will be available on K2</p>
Websites	

INTERNATIONAL BUSINESS

Course Code	BAC.EAINA.STBUS.4401
ECTS Credits	6
Course Leader	JOUSSEMET Caroline
Synchronous	30
Discipline	Autre
Program	Global BBA
Prerequisites	BAC.EAINA.MKBUS.3601

Course Description	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.
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> <p>The New York Times</p> <p>The Economist</p>
Websites	

International Logistics and Trade

Course Code	BAC.EAINA.ECBUS.3650
ECTS Credits	6
Course Leader	SMITH Devin

Synchronous	30
Discipline	Autre
Program	Global BBA
Prerequisites	Macro Economics Business Law Marketing Principles
Course Description	The primary objective of this course is to illustrate the interdependency of efficient logistics supply chain operations within a sound corporate structure. Understanding how global logistics has evolved from a corporate cost-center, to a potential profit-center. How logistics decisions affect corporate profitability, and how poor compliance decisions create legal issues. Discussion of industry resources, compliance tools, analytical processes and operational models.
Evaluation	
Final Examination (%)	35
Continuous Assessment (%)	65
Academic reference	Global Logistics and Supply Chain Management, 4th edition - John Mangan, Chandra C. Lalwani, Agustina Calatayud
Websites	

Introduction to Artificial Intelligence

Course Code	BAC.EAINA.ISCSE.1200
ECTS Credits	6
Course Leader	MILLELIRI André
Synchronous	30

Discipline	Autre
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	0
Course Leader	SMITH Devin
Synchronous	30
Discipline	Autre
Program	Global BBA
Prerequisites	Year 3/4
Course Description	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

	<p>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	

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	<p>Business Research Methods — Alan Bryman & Emma Bell (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 (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 (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>
Websites	

Introduction to Digital Transformation

Course Code	BAC.EAINA.ISBUS.2010
ECTS Credits	6
Course Leader	JOUSSEMET Caroline
Synchronous	30
Discipline	Autre
Program	Global BBA
Prerequisites	-

Course Description	<p>We live in digital world, surrounded by technology and screens. Technologies of the new era are changing the business and market dynamics. In this technology driven business environment, companies must constantly innovate, adapt, transform to remain competitive.</p> <p>This course will introduce Digital Transformation, its trends and its challenges. Students will understand how technology is constantly re-shaping the business landscape. They will discover IT trends and emerging technologies and its application in different business sectors. But Digital Transformation is more than technology. It is a mindset, a way of organizing and transforming any business.</p> <p>A typical session is made of an interactive lecture to share practical knowledge (90 mn) followed by a workshop / activity (90 mn). This course includes field visits and real business examples from guests speakers.</p>
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	<p>References will be given in class and posted on K2.</p> <p>The Digital Transformation Playbook. Rethink your business for the Digital Age.</p> <p>Author: Rogers, David</p> <p>Columbia University Press – 2016</p> <p>ISBN: 978-0-231-17544-9</p> <p>Available at the Kcenter on Scholarvox.</p>

Websites	
-----------------	--

INTRODUCTION TO PSYCHOLOGY

Course Code	BAC.EAINA.OTSOC.2411
ECTS Credits	6
Course Leader	MAUCLAIR-AUGUSTIN Brandon
Synchronous	30
Discipline	Autre
Program	Global BBA
Prerequisites	BAC EAINA LGENG1001 (Academic Research and Writing I)
Course Description	<p>Overall introduction to psychology as a social and natural science. This course aims at giving students an overview of how we think, feel and behave, and how as an evolving science it continually addresses the central questions about the relationship between psychological events and their neural underpinnings, cognition and emotion, cultural processes, and human evolution, and between nature and nurture.</p> <p>The students are asked to make connections between the various topics, as well as to apply and discuss them with critical thinking.</p>
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Psychology – Themes and Variations – 8th Edition by Wayne Weiten – Wadsworth Cengage Learning
Websites	

INTRODUCTION TO THEATER

Course Code	BAC.EAINA.OTHUM.1010
ECTS Credits	6
Course Leader	MAUCLAIR-AUGUSTIN Brandon
Synchronous	30
Discipline	
Program	Global BBA
Prerequisites	BAC EAINA LGENG1001
Course Description	Course provides an overview of the evolution of western drama throughout the centuries from the time of the early Greek dramatists to the present. Students will read, discuss, and analyse plays from a variety of periods and national traditions and familiarize themselves with the major styles, techniques, and conventions characterizing dramatic literature. Various acting methods will be explored along with voice, movement, and improvisational skills.
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Instructor will provide titles for readings.
Websites	

Legal Issues

Course Code	BAC.EAINA.LTBUS.3450
--------------------	----------------------

CATALOGUE 2025/2026

ECTS Credits	6
Course Leader	SMITH Devin
Synchronous	30
Discipline	
Program	Global BBA
Prerequisites	Business Law Principles of Modern Management
Course Description	<p>The aim of the course is to give students a comprehensive look at legal issues businesses need to consider when operating in the European Union (EU). The course will provide students with the tools to understand, critically assess and resolve issues companies might face. Student will become familiar with current trends in labor law, movement of people, goods and services as they apply to business in the EU.</p> <p>Students will participate in reading, discussions and in-class exercises or projects that will teach them to identify current business issues, apply critical thinking skills, and problem solve in multiple areas of business. The student is expected to read, understand and participate in class discussions, exercises and answer questions that will give them business issues, apply critical thinking skills, and problem solve in multiple areas of EU law and business.</p>
Evaluation	
Final Examination (%)	40

CATALOGUE 2025/2026

Continuous Assessment (%)	60
Academic reference	Shultz, R., (2023) "An Introduction to European Law" 4th Ed. ISBN: 9780192885968
Websites	https://www.robert-schuman.eu/en/european-issues/0418-in-support-of-a-european-code-of-business-law https://geopolitique.eu/en/articles/designing-a-common-european-business-law/ Lexology.com Europa.eu https://dwfgroup.com/en/news-and-insights/insights/2024/1/the-european-court-of-justice-rules-fifa-and-uefa https://eur-lex.europa.eu/homepage.html

MACRO ECONOMICS

Course Code	BAC.EAINA.ECBUS.2301
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 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	

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</p>

CATALOGUE 2025/2026

	<p>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> <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. <i>Journal of Business Research</i>, 116, 356-365.</p> <p>Blackman, R. (2022). Why You Need an AI Ethics Committee. <i>Harvard Business Review</i>, 100(7-8), 151-151.</p> <p>Powell, J., & Kleiner, A. (2023). <i>The AI Dilemma: 7 Principles for Responsible Technology</i>. Berrett-Koehler Publishers.</p> <p>Baxter, K., & Schlesinger, Y. (2023). Managing the risks of generative AI. <i>Harvard Business Review</i>, 6.</p>
Websites	

MANAGERIAL ACCOUNTING

Course Code	BAC.EAINA.FIBUS.2202
ECTS Credits	6
Course Leader	RAMID Souhail
Synchronous	30
Discipline	Autre
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	Autre
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 Business and Management

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

PRINCIPLES OF MODERN MANAGEMENT

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

CATALOGUE 2025/2026

Discipline	Autre
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	Autre
Program	Global BBA

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	

SOS Chemistry

Course Code	BAC.EAINA.OTEDS.1030
ECTS Credits	6
Course Leader	GRASSELLI Yan
Synchronous	30
Discipline	Autre
Program	Global BBA
Prerequisites	none
Course Description	review of chemistry topics
Evaluation	

Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	0
Websites	0

STATISTICS FOR BUSINESS DECISIONS

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	

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</p> <p>the business sector. By examining the interplay between corporate activities and ecosystem health,</p> <p>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</p> <p>environmental objectives. Students will learn to evaluate and implement sustainable business models</p> <p>that prioritize profitability while addressing ethical and environmental responsibilities. Ultimately, this</p> <p>course prepares students to lead businesses towards a sustainable future, emphasizing the creation of</p> <p>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> <p>Session 3: Laasch O. & Conaway, R. (2015), Principles of Responsible Management: Glocal 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	

User Experience

Course Code	BAC.EAINA.ISBUS.4000
ECTS Credits	6
Course Leader	JOUSSEMET Caroline
Synchronous	30
Discipline	
Program	Global BBA

Prerequisites	
Course Description	<p>To understand User Experience, students will discover the galaxy of User Research. User Research focuses on understanding user behaviours, needs, and motivations through observation techniques, task analysis, and other feedback methodologies.</p> <p>The student is expected to:</p> <ul style="list-style-type: none"> ? Understand the concept of User Experience and its significance in modern marketing practices. ? Analyze and evaluate different marketing channels, including traditional, digital, and emerging platforms. ? Develop comprehensive digital marketing strategies that align with organizational goals and target audience. ? Utilize consumer behavior insights to create personalized and targeted marketing messages across multiple channels. ? Apply best practices
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	<p>"The Importance of User Experience (UX) in Digital Marketing" - Nielsen Norman Group</p> <p>"A Beginner's Guide to Understanding User Experience Design" - Interaction Design Foundation</p> <p>"First Principles of Interaction Design" - Bruce Tognazzini</p>
Websites	

