



Course list

Master Programmes

Incoming Exchange Students

Suzhou Campus (China)

Fall 2025

Dear Exchange IN Students,

Welcome to SKEMA Business School!

Here are a few key instructions on how to consult properly the **Suzhou Course catalogue Fall 2025**.

Please read these instructions carefully:

- 1) Students are required to choose **one program** and follow the courses within that one program. It is not possible to mix and match courses from different programs due to frequent scheduling clashes.
- 2) Courses within the catalogue are subject to slight changes.
- 3) There is a maximum number of seats available per specialization program.

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M1 GE- Further Challenges

| M1 Programme | | | |
|--|--|--------------|--------------------|
| Academic year 2025/ 2026 - Suzhou campus | | | |
| Course code | Courses | ECTS credits | Face-to-face hours |
| Semester Fall | | | |
| PGE.FINM1.STCOR.0855 | Strategy | 5 | 27 |
| PGE.FINM1.FICOR.0532 | Corporate Finance | 5 | 27 |
| PGE.FINM1.MKCOR.0411 | Marketing Studies | 3 | 18 |
| PGE.FINM1.HRCOR.0343 | Managing Human Resources | 3 | 18 |
| PGE.FINM1.ECCOR.0904 | Global Economic Issues : Corporate Economics in a VUCA World | 2 | 15 |
| PGE.FINM1.ISCOR.0712 | AI in Business Contexts | 2 | 15 |
| PGE.FINM1.LGELE.2227 | China/France Interculture | 2 | 12 |
| PGE.FINM1.OTCOR.0018 | China Today and Tomorrow (First Time in History) | 2 | 18 |
| PGE.FINM1.ECCOR.0926 | Business Negotiation | 2 | 18 |
| | Foreign Language | 2 | 30 |
| PGE.FINM1.CRCOR.1003 | CAREER MANAGEMENT 3: Building a strong career path | 1 | 10 |
| PGE.FINM1.ISELE.0720 | Advanced Excel | 1 | 10 |
| Total semester Fall | | 30 | 218 |

ADVANCED EXCEL

| | |
|---------------------------|---|
| Course Code | PGE.FINM1.ISELE.0720 |
| ECTS Credits | 1 |
| Course Leader | CAPELLA David |
| Synchronous | 10 |
| Discipline | Autre |
| Program | M1 GE- Further Challenges |
| Prerequisites | Good knowledge of basic arithmetic calculations and the use of basic functions too such as SUM, AVERAGE, COUNT... as well as good practice in managing Excel cells, columns, rows and sheets are recommended |
| Course Description | <p>Excel is something you can't do without !</p> <p>This course will introduce all the things the students must know in order to honestly pretend to be mastering Excel.</p> <p>We'll take a look at advanced functions such as conditional and search functions, we'll continue with data analysis through sorting, filtering and pivot tables, and we'll introduce the notion of programming using macros</p> |
| Evaluation | |

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| Final Examination (%) | 40 |
| Continuous Assessment (%) | 60 |
| Academic reference | 0 |
| Websites | https://support.microsoft.com/en-us/office/basic-tasks-in-excel-dc775dd1-fa52-430f-9c3c-d998d1735fca |

AI IN BUSINESS CONTEXTS

| | |
|---------------------------|---|
| Course Code | PGE.FINM1.ISCOR.0712 |
| ECTS Credits | 2 |
| Course Leader | OKOLI Chitu |
| Synchronous | 15 |
| Discipline | Business Analytics, Data Science & AI |
| Program | M1 GE- Further Challenges |
| Prerequisites | None |
| Course Description | <p>Artificial intelligence (AI) is the most revolutionary technological advance of our present time. Managers in all sectors of society are challenged to understand the implications of AI for their managerial practices as they face an exciting but uncertain future. Although it is not feasible to expect that every manager would develop a strong technical understanding of AI, it is imperative that they understand it from a practical perspective that would empower them to leverage it for effective managerial action.</p> <p>The objective of this course is to give you a non-technical understanding of the cutting-edge issues that managers face with AI today in the context of</p> |

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| | business. (“Business” here should not be understood to only mean “commercial”; it includes all sectors of “doing business” in organizations, including government, non-profit organizations, healthcare, education, and so on.) This is not a general introductory course on AI. The instructors will focus on unique areas of their expertise that go beyond common knowledge to help you think critically to push beyond the current boundaries of AI in business contexts. |
| Evaluation | |
| Final Examination (%) | 40 |
| Continuous Assessment (%) | 60 |
| Academic reference | 0 |
| Websites | 0 |

BUSINESS NEGOTIATION

| | |
|---------------------------|--|
| Course Code | PGE.FINM1.ECCOR.0926 |
| ECTS Credits | 2 |
| Course Leader | OSTIC Dragana |
| Synchronous | 18 |
| Discipline | Economie |
| Program | M1 GE- Further Challenges |
| Prerequisites | 0 |
| Course Description | This course is designed to provide you with a comprehensive understanding of the principles and practices involved in effective business negotiation. Through a combination of theoretical knowledge, practical exercises, and |

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| | real-world case studies, you will develop the necessary skills to navigate complex negotiation scenarios and achieve favorable outcomes. |
| Evaluation | |
| Final Examination (%) | 20 |
| Continuous Assessment (%) | 80 |
| Academic reference | NEGOTIATION: READINGS, EXERCISES, AND CASES BY ROY J. LEWICKI, DAVID M. SAUNDERS, AND BRUCE BARRY. THIS COMPREHENSIVE TEXTBOOK COVERS THE FUNDAMENTAL CONCEPTS, THEORIES, AND STRATEGIES IN NEGOTIATION, SUPPLEMENTED WITH REAL-WORLD EXAMPLES, EXERCISES, AND CASE STUDIES. |
| Websites | 0 |

CAREER MANAGEMENT 3: Building a strong career path

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|---------------------------|--|
| Course Code | PGE.FINM1.CRCOR.1003 |
| ECTS Credits | 1 |
| Course Leader | ANDRE Nathalie |
| Synchronous | 3 |
| Discipline | Autre |
| Program | M1 GE - Further Challenges |
| Prerequisites | No |
| Course Description | <p>Course Program: Interviewing & Salary Negotiation</p> <p>Overview</p> <p>This course is designed to equip students with the essential skills for job interviews and salary negotiations. It combines interactive workshops,</p> |

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| | <p>asynchronous practice tools, and webinars to build confidence, improve communication, and develop effective job search strategies.</p> <p>Activity 1: Interviewing & Salary Negotiation Workshop</p> <p>Start Date: From September 22</p> <p>Modality: In-person (TD Workshop)</p> <p>Duration: 3 hours</p> <p>Objectives:</p> <p>Reflect on career project and define clear objectives</p> <p>Practice interview techniques (e.g., STAR method)</p> <p>Develop a strong personal pitch</p> <p>Learn to handle challenging interview questions and situations</p> <p>Demonstrate professionalism through behavior and communication</p> <p>Understand the fundamentals of salary negotiation</p> <p>Activity 2: BRIO Interviewing Practice</p> <p>Start Date: From September 22</p> <p>Modality: Asynchronous via Brio.ai</p> <p>Duration: 1 hour</p> <p>Objectives:</p> <p>Master application and interview techniques (STAR, etc.)</p> <p>Handle challenging questions with confidence</p> <p>Tailor answers to specific roles and companies</p> |
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| | <p>Demonstrate professionalism through non-verbal and verbal communication</p> <p>Activity 3: Webinar – Job Search Strategy</p> <p>Modality: Webinar (date to be communicated)</p> <p>Objectives:</p> <p>Discover best practices for job search in France and abroad</p> <p>Build an effective and personalized job search strategy</p> <p>Learn how to leverage AI tools to optimize your search</p> <p>?? Activity 4: "AON" Salary Negotiation – Core Concepts</p> <p>Start Date: From September 22</p> <p>Modality: Asynchronous via K2</p> <p>Duration: 1 hour</p> <p>Objectives:</p> <p>Understand the different components of a compensation package</p> <p>Evaluate your market value</p> <p>Integrate negotiation within the recruitment process</p> <p>Develop strong negotiation arguments</p> <p>Learn to express your value effectively</p> <p>?? Final Evaluation</p> <p>Date: November</p> <p>Modality: Quiz on K2</p> <p>Duration: 1 hour</p> |
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| | <p>Objectives:</p> <p>Interviewing Skills:</p> <p>Assess knowledge of behavioral interview techniques and STAR method</p> <p>Evaluate nonverbal communication awareness</p> <p>Understand key preparation techniques</p> <p>Salary Negotiation:</p> <p>Understand the role of market research in negotiations</p> <p>Know how to build effective negotiation arguments</p> <p>Be familiar with different negotiation strategies and their use</p> |
| Evaluation | |
| Final Examination (%) | 40 |
| Continuous Assessment (%) | 60 |
| Academic reference | <p>YEP/TALENT AND CAREERS</p> <p>K2 CAREER MANAGEMENT SPACE</p> <p>K2 CAREER TOOLKIT SPACE</p> |
| Websites | |

CHINA / FRANCE INTERCULTURE

| | |
|----------------------------------|---|
| Course Code | PGE.FINM1.LGELE.2227 |
| ECTS Credits | 2 |
| Course Leader | DREYFUSS Julien |
| Synchronous | 12 |
| Discipline | Management & Organisation |
| Program | M1 GE- Further Challenges |
| Prerequisites | - |
| Course Description | This course on Culture offers a comprehensive exploration of the reasons of cultural differences and effective cross-cultural communication for French and Chinese students. Participants will gain a deep understanding of the roots of cultural variations and develop essential skills to manage them in any situation. |
| Evaluation | |
| Final Examination (%) | 50 |
| Continuous Assessment (%) | 50 |
| Academic reference | <ul style="list-style-type: none"> • Erin Meyer, The Culture Map: Breaking Through the Invisible Boundaries of Global Business, 2014 • Fons Trompenaars & Peter Woolliams, "Riding the Waves of Culture, Fourth Edition: Understanding Diversity in Global Business, 4th Edition", McGraw-Hill, 2020 • Anne CHENG, "Histoire de la pensée chinoise (History of Chinese thought)", Le Seuil, 2015 |
| Websites | 0 |

CHINA TODAY AND TOMORROW (FIRST TIME IN HISTORY)

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|---------------------------|--|
| Course Code | PGE.FINM1.OTCOR.0018 |
| ECTS Credits | 2 |
| Course Leader | VAN FLEET John |
| Synchronous | 18 |
| Discipline | Stratégie, Innovation & Entrepreneuriat |
| Program | M1 GE- Further Challenges |
| Prerequisites | 0 |
| Course Description | <p>How did China, the second largest economy in the world and already the leader in such next generation societal evolutions as e-commerce, consumer-smartphone integration, 5G and electric vehicles develop so quickly compared to other countries or regions, and how does that development speed and scope affect the business environment today and tomorrow?</p> <p>While China's double-digit GDP growth is clearly a thing of the past, course faculty Van Fleet expects to see continuing growth and development, increasingly focused on world-class technology, sophisticated logistics and more highly educated citizens.</p> <p>Despite global trade and political tensions, China remains open for business, with vast consumer and industry markets, and a wide variety of unmet needs. Moreover, the large majority of 21st century business careers will intersect with China to some degree. So in this course we learn about China's unprecedented socioeconomic rise since the late 1970s, the socioeconomic forces at play in China's engagement with the world in the 2020s, and how rising business leaders can benefit from China's changing role in the global economy. We bring you much closer to the China reality, to an understanding of the ideas and innovations that are transforming what is already the world's largest economy on a PPP basis.</p> <p>'Upon completion of this course . . .'</p> |

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| Evaluation | |
| Final Examination (%) | 100 |
| Continuous Assessment (%) | 0 |
| Academic reference | 0 |
| Websites | 0 |

CORPORATE FINANCE

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|----------------------------------|---|
| Course Code | PGE.FINM1.FICOR.0532 |
| ECTS Credits | 5 |
| Course Leader | KROTOV Konstantin |
| Synchronous | 27 |
| Discipline | |
| Program | M1 GE- Further Challenges |
| Prerequisites | |
| Course Description | This course introduces the major investment and financing decisions. We will shed light on the time value of money, the interest rates and the investment valuation. We will focus on the different ways of financing between equity and debt. Then, we will present the relationship between risk, return and the cost of financing. |
| Evaluation | |
| Final Examination (%) | 50 |
| Continuous Assessment (%) | 50 |

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| Academic reference | |
| Websites | |

GLOBAL ECONOMIC ISSUES : CORPORATE ECONOMICS IN A VUCA WORLD

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|---------------------------|---|
| Course Code | PGE.FINM1.ECCOR.0904 |
| ECTS Credits | 2 |
| Course Leader | COMBE Emmanuel |
| Synchronous | 15 |
| Discipline | Economie |
| Program | M1 GE- Further Challenges |
| Prerequisites | -Grands enjeux économiques (L3) ou - RAN economics |
| Course Description | <p>In VUCA World _ one that is volatile, uncertain, complex, and ambiguous _ as many would characterize today s global economic environment, analytical skills are more important than ever.</p> <p>The challenges companies face in a VUCA world demand a filter to separate opportunities from distractions, and economics helps managers to make good decisions about what to do.</p> <p>This course aims at tackling new challenges corporations and economies face or will face with the rise of a VUCA environment.</p> |
| Evaluation | |

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| Final Examination (%) | 50 |
| Continuous Assessment (%) | 50 |
| Academic reference | Ph. Aghion & alii (2021) The power of creative destruction, Harvard University Press D. Autor, D. Dorn, G. Hanson (2013) The China syndrome: local labor market effects of import competition in the United States, American Economic Review. D. Autor & alii (2020) The Fall of the Labor Share and the Rise of Superstar Firms”, The Quarterly Journal of Economics E. Brynjolfsson & alii (2017) Artificial intelligence and the modern productivity paradox, NBER Working paper E. Combe (2023) Competition: all you should know to talk like an expert, Éditions Concurrences A. Ezrachi, M. Stucke (2022) How Big-Tech Barons Smash Innovation-and How to Strike Back, Harper Business C. Goodhart (2020) The great demographic reversal, Springer X. Jaravel, E. Sager (2019), What are the Price Effects of Trade? Evidence from the US and Implications for Quantitative Trade Models, CEPR Working Paper X. Jaravel, I. Méjean (2021) A Data-Driven Resilience Strategy in a Globalized World, Conseil d Analyse Economique Th. Philippon (2019) The Great Reversal: How America Gave Up on Free Markets, the Belknap press J. Tirole (2017) Economics for the Common Good, Princeton University Press |
| Websites | 0 |

LANGUAGE: CHINESE BASIC I FALL

| | |
|----------------------|---------------------------|
| Course Code | PGE.FINM1.LGCOR.4308 |
| ECTS Credits | 2 |
| Course Leader | LI LANTIGNER Jing |
| Synchronous | 0 |
| Discipline | Autre |
| Program | M1 GE- Further Challenges |

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| Prerequisites | There are no-prerequisites for this course. |
| Course Description | <p>This course is designed for students with no prior knowledge of the language and offers an introduction to Mandarin Chinese language and culture. Students will study Mandarin Chinese pronunciation and develop knowledge of the language in all four skills at a basic level (Pinyin spelling, tones, characters, words and simple sentences). By the end of this course, students will have studied approximately 100 items of vocabulary and be able to communicate in a range of daily life situations at a basic level. The course aims to prepare students for a period of study abroad by increasing cultural awareness of China and to enable students to acquire language skills and attitudes for further study of Chinese.</p> <p>Overall, this course prepares students to reach a level comparable to A1 CEFR / HSK1.</p> |
| Evaluation | |
| Final Examination (%) | 0 |
| Continuous Assessment (%) | 100 |
| Academic reference | Standard Course HSK 1 (ISBN 1 978-7-5619-3999-4) |
| Websites | <p>Prononciation: https://www.yoyochinese.com/chinese-learning-tools/Mandarin-Chinese-pronunciation-lesson/pinyin-chart-table</p> <p>Vocabulaire/Vocabulary: https://www.hsk.academy/en/hsk_1</p> <p>Grammaire/Grammar: Niveau/Level A1: https://resources.allsetlearning.com/chinese/grammar/A1_grammar_points</p> <p>Online video courses : https://www.youtube.com/watch?v=aQOUSJOVHp8</p> |

LANGUAGE: CHINESE BASIC II FALL

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|----------------------------------|--|
| Course Code | PGE.FINM1.LGCOR.4382 |
| ECTS Credits | 2 |
| Course Leader | LI LANTIGNER Jing |
| Synchronous | 0 |
| Discipline | Autre |
| Program | M1 GE- Further Challenges |
| Prerequisites | Chinese BEGINNER I |
| Course Description | <p>This course is designed for students with no prior knowledge of the language and offers an introduction to Mandarin Chinese language and culture. Students will study Mandarin Chinese pronunciation and develop knowledge of the language in all four skills at a basic level (Pinyin spelling, tones, characters, words and simple sentences). By the end of this course, students will have studied approximately 100 items of vocabulary and be able to communicate in a range of daily life situations at a basic level. The course aims to prepare students for a period of study abroad by increasing cultural awareness of China and to enable students to acquire language skills and attitudes for further study of Chinese.</p> <p>Overall, this course prepares students to reach a level comparable to A1 CEFR / HSK1.</p> |
| Evaluation | |
| Final Examination (%) | 30 |
| Continuous Assessment (%) | 70 |
| Academic reference | Standard Course HSK 1 (ISBN 1 978-7-5619-3999-4) |
| Websites | Pronunciation: https://www.yoyochinese.com/chinese-learning-tools/Mandarin-Chinese-pronunciation-lesson/pinyin-chart-table |

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| | <p>Vocabulaire/Vocabulary: https://www.hsk.academy/en/hsk_1</p> <p>Grammaire/Grammar: Niveau/Level A1: https://resources.allsetlearning.com/chinese/grammar/A1_grammar_points</p> <p>Online video courses : https://www.youtube.com/watch?v=aQOUSJOVHp8</p> |
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LANGUAGE: CHINESE FUNCTIONAL FALL

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|---------------------------|---|
| Course Code | PGE.FINM1.LGCOR.4309 |
| ECTS Credits | 2 |
| Course Leader | LI LANTIGNER Jing |
| Synchronous | 0 |
| Discipline | Autre |
| Program | M1 GE- Further Challenges |
| Prerequisites | There are no pre-requisites for this course. |
| Course Description | <p>This course is designed for students who have an elementary knowledge of Mandarin Chinese and who have approximately 100-150 hours of prior study). Students will further develop their ability to use Chinese in the four skills (speaking, listening, reading and writing), improve their pronunciation and increase their confidence in understanding and reproducing Chinese characters, moving from Pinyin to Chinese characters. By the end of this course, students will understand and use approximately 300 items of vocabulary, be able to deal with a diverse range of daily life situations and communicate on a range of familiar topics. The course aims to prepare students for a period of study abroad by increasing cultural awareness of China and to enable students to acquire language skills and attitudes for further study of Chinese.</p> <p>Overall, students will attain a level comparable to A2 CEFR / HSK2.</p> |
| Evaluation | |

| | |
|----------------------------------|---|
| Final Examination (%) | 0 |
| Continuous Assessment (%) | 100 |
| Academic reference | Standard Course HSK 2 |
| Websites | Vocabulaire/Vocabulary: https://www.hsk.academy/en/hsk_2 Grammaire/Grammar: Niveau/Level A2: https://resources.allsetlearning.com/chinese/grammar/A2_grammar_points Lecture et écoute/ Reading and listening: https://hskreading.com/beginner |

LANGUAGE: CHINESE PROFICIENT FALL

| | |
|---------------------------|---|
| Course Code | PGE.FINM1.LGCOR.4358 |
| ECTS Credits | 2 |
| Course Leader | LI LANTIGNER Jing |
| Synchronous | 0 |
| Discipline | Autre |
| Program | M1 GE- Further Challenges |
| Prerequisites | successfully passed the Elementary (A2) course in L3 or who have approximately 200-250 hours of prior study |
| Course Description | This course is designed for students who have an intermediate knowledge of Mandarin Chinese (students who have successfully passed the Elementary (A2) course in L3 or who have approximately 200-250 hours of prior study). Students will further develop their ability to use Chinese in the four skills (speaking, listening, reading and writing) in familiar work and social contexts. Students will further develop their understanding and writing of Chinese characters. By the end of this course, students will have studied approximately 600 items of vocabulary and be able to |

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| | <p>communicate in a range of social and professional situations at intermediate level. The course aims to prepare students for a period of study abroad by further consolidating cultural awareness of China and to enable students to acquire language skills and attitudes for further study of Chinese.</p> <p>Overall, students will attain a level comparable to B1 CEFR / HSK3.</p> |
| Evaluation | |
| Final Examination (%) | 0 |
| Continuous Assessment (%) | 100 |
| Academic reference | Standard Course HSK 3: ISBN:9787561938188 Standard Course HSK 4: ISBN:9787561939031 |
| Websites | <p>Vocabulaire/Vocabulary: https://www.hsk.academy/en/hsk_3 https://www.hsk.academy/en/hsk_4 Gramaire/Grammar: Niveau/Level B1: https://resources.allsetlearning.com/chinese/grammar/B1_grammar_points Niveau/Level B2: https://resources.allsetlearning.com/chinese/grammar/B2_grammar_points Lecture et écoute/ Reading and listening: https://hskreading.com/intermediate/</p> |

LANGUAGE: FRENCH BASIC I FALL (for non native speakers)

| | |
|----------------------|----------------------|
| Course Code | PGE.FINM1.LGCOR.4312 |
| ECTS Credits | 2 |
| Course Leader | CAI Yujie |
| Synchronous | 30 |
| Discipline | Autre |

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|----------------------------------|---|
| Program | M1 GE- Further Challenges |
| Prerequisites | There are no-prerequisites for this course. |
| Course Description | <p>This course is designed for students with no prior knowledge of the language and offers an introduction to French language and francophone culture. Students will study French pronunciation and develop knowledge of the language in all four skills at a basic level. By the end of this course (French Beginner I and II), students will be able to communicate in a range of daily life situations at a basic level. The course aims to prepare students for a period of study abroad by increasing cultural awareness of France and other francophone countries and to enable students to acquire language skills and attitudes for further study of French.</p> <p>Overall, this course prepares students to reach a level comparable to A1 CEFR.</p> |
| Evaluation | |
| Final Examination (%) | 0 |
| Continuous Assessment (%) | 100 |
| Academic reference | 0 |
| Websites | <p>Apprendre le français avec RFI : https://savoirs.rfi.fr/fr/recherche/rubrique/apprendre/objectif/apprendre-et-perfectionner-le-francais-2707 Apprendre le français avec TV5 Monde : http://apprendre.tv5monde.com/?utm_source=tv5monde&utm_medium=metanav&utm_campaign=langue-francaise_apprendre-le-francais</p> <p>Français Interactif : http://www.laits.utexas.edu/fi/home Dictionnaire en ligne Reverso : http://dictionnaire.reverso.net/</p> |

LANGUAGE: FRENCH BASIC II FALL (for non Native Speakers)

| | |
|----------------------------------|--|
| Course Code | PGE.FINM1.LGCOR.4360 |
| ECTS Credits | 2 |
| Course Leader | CAI Yujie |
| Synchronous | 30 |
| Discipline | Autre |
| Program | M1 GE- Further Challenges |
| Prerequisites | Students must have completed French Beginner I or approx. 25/30 hours of prior learning. |
| Course Description | <p>This course is the continuation of French Beginner I and offers an introduction to French language and francophone culture. Students will study French pronunciation and develop knowledge of the language in all four skills at a basic level. By the end of this course (French Beginner I and II), students will be able to communicate in a range of daily life situations at a basic level. The course aims to prepare students for a period of study abroad by increasing cultural awareness of France and other francophone countries and to enable students to acquire language skills and attitudes for further study of French.</p> <p>Overall, this course prepares students to reach a level comparable to A1 CEFR.</p> |
| Evaluation | |
| Final Examination (%) | 0 |
| Continuous Assessment (%) | 100 |
| Academic reference | 0 |
| Websites | <p>Apprendre le français avec RFi :</p> <p>https://savoirs.rfi.fr/fr/recherche/rubrique/apprendre/objectif/apprendre-</p> |

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| | et-perfectionner-le-francais-2707 Apprendre le français avec TV5 Monde : http://apprendre.tv5monde.com/?utm_source=tv5monde&utm_medium=metanav&utm_campaign=langue-francaise_apprendre-le-francais Français Interactif : http://www.laits.utexas.edu/fi/home Dictionnaire en ligne Reverso : http://dictionnaire.reverso.net/ |
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LANGUAGE: FRENCH FUNCTIONAL FALL (for non Native Speakers)

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|---------------------------|--|
| Course Code | PGE.FINM1.LGCOR.4313 |
| ECTS Credits | 2 |
| Course Leader | CAI Yujie |
| Synchronous | 30 |
| Discipline | Autre |
| Program | M1 GE- Further Challenges |
| Prerequisites | Have an elementary knowledge of French and have approximately 100-150 hours of prior study |
| Course Description | <p>This course is designed for students who have an elementary knowledge of French and who have approximately 100-150 hours of prior study. Students will further develop their ability to use French in the four skills (speaking, listening, reading and writing), improve their pronunciation and increase their confidence in the language. By the end of this course, students will be able to deal with a diverse range of daily life situations and communicate on a range of familiar topics. The course aims to prepare students for a period of study abroad by increasing cultural awareness of France and other francophone countries and to enable students to acquire language skills and attitudes for further study of French.</p> <p>Overall, students will attain a level comparable to A2 CEFR.</p> |
| Evaluation | |

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| Final Examination (%) | 0 |
| Continuous Assessment (%) | 100 |
| Academic reference | 0 |
| Websites | Apprendre le français avec RFI : https://savoirs.rfi.fr/fr/recherche/rubrique/apprendre/objectif/apprendre-et-perfectionner-le-francais-2707 Apprendre le français avec TV5 Monde : http://apprendre.tv5monde.com/?utm_source=tv5monde&utm_medium=metanav&utm_campaign=langue-francaise_apprendre-le-francais Français Interactif : http://www.laits.utexas.edu/fi/home Dictionnaire en ligne Reverso : http://dictionnaire.reverso.net/ |

LANGUAGE: FRENCH PROFICIENT FALL (for non Native Speakers)

| | |
|---------------------------|---|
| Course Code | PGE.FINM1.LGCOR.4314 |
| ECTS Credits | 2 |
| Course Leader | CAI Yujie |
| Synchronous | 30 |
| Discipline | Autre |
| Program | M1 GE- Further Challenges |
| Prerequisites | Pass at an Elementary (A2) course or have approximately 200-250 hours of prior study |
| Course Description | This course is designed for students who have an intermediate knowledge of French (students who have successfully passed the Elementary (A2) course or who have approximately 200-250 hours of prior study). Students will further develop their ability to use French in the four skills (speaking, listening, reading and writing) in familiar work and social contexts. By the end of this course, students will be able to communicate in a range of social |

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| | <p>and professional situations at intermediate level. The course aims to prepare students for a period of study abroad by further consolidating cultural awareness of France and other francophone countries and to enable students to acquire language skills and attitudes for further study of French.</p> <p>Overall, students will attain a level comparable to B1 CEFR.</p> |
| Evaluation | |
| Final Examination (%) | 0 |
| Continuous Assessment (%) | 100 |
| Academic reference | 0 |
| Websites | <p>Apprendre le français avec RFI : https://savoirs.rfi.fr/fr/recherche/rubrique/apprendre/objectif/apprendre-et-perfectionner-le-francais-2707 Apprendre le français avec TV5 Monde : http://apprendre.tv5monde.com/?utm_source=tv5monde&utm_medium=metanav&utm_campaign=langue-francaise_apprendre-le-francais</p> <p>Dictionnaire en ligne Reverso : http://dictionnaire.reverso.net/</p> |

MANAGING HUMAN RESOURCES

| | |
|----------------------|---------------------------|
| Course Code | PGE.FINM1.HRCOR.0343 |
| ECTS Credits | 3 |
| Course Leader | BACHA Eliane |
| Synchronous | 18 |
| Discipline | Autre |
| Program | M1 GE- Further Challenges |

| | |
|----------------------------------|---|
| Prerequisites | No prerequisites |
| Course Description | <p>This course focuses on some principles and practices used in management and organizations. The aim of the course is to give you the knowledge needed to understand the role of the manager in managing workplace challenges (stress, burnout, sexual harassment) and conflicts.</p> <p>Also, this course gives you an idea about human resources management which is a specialization in the field of management that encompasses several functions including attracting, developing, and maintaining a quality workforce. Furthermore, this course discusses the changes taking place nowadays in the workplace and the role of artificial intelligence (AI) in organizations. Finally, this course gives insights on how to manage in a responsible and sustainable way.</p> |
| Evaluation | |
| Final Examination (%) | 50 |
| Continuous Assessment (%) | 50 |
| Academic reference | <p>Cartwright, S. and Cooper, C.L. (1997), Managing workplace stress, Sage Publications, Inc., Chapters 1, 4, 5 and 6. Crawshaw, J.R., Budhwar, P. and Davis, A. (2017), Human Resource Management: Strategic & International perspectives, Sage, 2nd Edition, Chapters 1, 7, 11 and 13. George, J.M. and Jones, G.R. (2012), Understanding & Managing Organizational Behavior, Pearson, 6th Edition, Chapter 1. Howard, G. (2008), The five minds for the future, Vol 5, N°1/2, pp.17-24 (https://www.jstor.org/stable/10.1086/591814) Robbins (2005), Organizational Behavior, Prentice Hall Inc., Chapter 18. Robbins, Coulter, and Langton (2005), Management, Pearson Education Canada Inc., Eighth Canadian Edition, Chapter 16. Robbins, S.P. (2005), Fundamentals of Management, 4th Canadian Edition, Pearson Education Canada Inc., Chapter 2. Robbins, S. P., Judge, T. A. and Campbell, T. T. (2010), Organizational Behavior, Pearson Education Limited, Chapters 9, 10, 13, 15 and 18. Robbins, S.P. and Coulter, M. (2014), Management, Pearson, 12th Edition, Chapters 1, 4, 5, 7, 13, 14 and 18. Schermerhorn, J.R., Wright, Jr. &</p> |

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| | Barry (2007), Management, Canadian Edition, John Wiley & Sons Canada, Ltd, Chapter 12. Snell, B. (2013), Management: Leading and collaborating in a competitive world, McGraw-Hill/Irwin, 10th Edition, Chapters 11 and 13. Wilkinson, A., Redman, T. and Dundon, T. (2017), Contemporary Human Resources Management, Pearson Education Limited, 5th Edition, Chapters 3, 4, 6, 18, 22. |
| Websites | |

MARKETING STUDIES

| | |
|----------------------------------|--|
| Course Code | PGE.FINM1.MKCOR.0411 |
| ECTS Credits | 3 |
| Course Leader | ZEUGNER ROTH Katharina |
| Synchronous | 18 |
| Discipline | Marketing |
| Program | M1 GE- Further Challenges |
| Prerequisites | Marketing principles |
| Course Description | This course aims at developing critical decision making skills in strategic marketing and brand management. We use the Brand PRO simulation platform to immerse students in a realistic problem solving environment, developing collaborative and analytical skills. |
| Evaluation | |
| Final Examination (%) | 40 |
| Continuous Assessment (%) | 60 |

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| Academic reference | - Kotler et al. (2015) Principles of Marketing. Pearson. - Kotler, Ph., Keller, K., Brady M., Goodman, M., & Hansen, T. (2019) Marketing Management, Pearson |
| Websites | https://web.stratxsimulations.com/simulation/brandpro |

STRATEGY

| | |
|---------------------------|--|
| Course Code | PGE.FINM1.STCOR.0855 |
| ECTS Credits | 5 |
| Course Leader | KROTOV Konstantin |
| Synchronous | 27 |
| Discipline | |
| Program | M1 GE- Further Challenges |
| Prerequisites | |
| Course Description | <p>Formulating a sound competitive strategy and achieving growth across multiple, different business units to sustain long-term superior performance are two of the critical tasks for general managers</p> <p>to ensure the success of the firms they lead. The objective of this course is to provide students with</p> <p>an opportunity to understand, through analytical approaches and critical thinking, how companies</p> <p>make strategic decisions to support the development of competitive advantages, corporate growth,</p> <p>and shareholder value through the simultaneous pursuit of economic as well as social and</p> <p>ecological performance dimensions. We will focus on strategic issues from the viewpoint of senior</p> |

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| | <p>management in both domestic and international corporations. Through a combination of lectures,</p> <p>readings, case studies, experiential exercises and a consultancy project, this course introduces</p> <p>students to the tools and knowledge required for critical and effective strategic analysis, thinking,</p> <p>and application. Mastery of these tools and knowledge has relevance to everyone seeking a career</p> <p>in strategy as a manager, an entrepreneur, or a consultant.</p> <p>The course will help students develop a general management point of view and appreciate strategy</p> <p>to the firm's overall growth and welfare. You will learn how to analyze the firm, and its</p> <p>environment, and then align strategies to the firm's revenue and profitability goals.</p> <p>You will work in teams on selected companies to produce a final consultancy project. This course</p> <p>will require hard work and thinking, augmented by your creativity, to produce a fun and enriching</p> <p>experience.</p> |
| Evaluation | |
| Final Examination (%) | 30 |
| Continuous Assessment (%) | 70 |
| Academic reference | |
| Websites | |

Corporate Financial Management

| MSc Corporate Financial Management Academic Year 2025-2026 - Campus Suzhou | | | |
|---|---|--------------|--------------------|
| Course Code | Course Title | ECTS credits | Face-to-Face hours |
| Semester Fall | | | |
| Core courses | | | |
| MSC.CFMM2.FIELE.0146 | Accounting prerequisite* | 0 | online |
| MSC.CFMM2.FIELE.0147 | Corporate finance prerequisites* | 0 | online |
| MSC.CFMM2.FICOR.0140 | Capital Budgeting | 2 | 18 |
| MSC.CFMM2.FICOR.0139 | Financial Reporting and Analysis | 2 | 18 |
| MSC.CFMM2.FICOR.0138 | Corporate Valuation Methods | 2 | 18 |
| MSC.CFMM2.FICOR.0141 | Capital Structure and Dividend Policy | 2 | 18 |
| MSC.CFMM2.FICOR.0143 | Money, Banking, International and sustainable Finance | 2 | 18 |
| MSC.CFMM2.FICOR.0142 | Corporate Treasury Management | 2 | 18 |
| MSC.CFMM2.FICOR.0153 | Operational risks management | 1 | 12 |
| MSC.CFMM2.FICOR.0200 | Power BI and AI | 1 | 12 |
| MSC.TRCM2.OTCOR.0105 | Career Management 1 | 0,5 | 6 |
| MSC.CFMM2.FIELE.0148 | Applied research in Finance** | 2 | 18 |
| MSC.CFMM2.FICOR.0024 | Excel Financial modeling I | 1 | 12 |
| MSC.CFMM2.FICOR.0161 | VBA I | 1 | 12 |
| MSC.CFMM2.FICOR.0207 | Programming with Python I | 2 | 18 |
| | Chinese | 0,5 | 30 |
| Total Semester Fall | | 21 | 198 |

Accounting prerequisites

| | |
|----------------------|----------------------|
| Course Code | MSC.CFMM2.FIELE.0146 |
| ECTS Credits | 0 |
| Course Leader | CHIKH Sabrina |
| Synchronous | 6 |
| Discipline | Comptabilité |

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| Program | Corporate Financial Management |
| Prerequisites | Objective: This module is a prerequisite course for students having a first level or limited knowledge in accounting. It enables them to understand and analyze basic annual reports and financial statements of general businesses. |
| Course Description | Description: This module emphasizes on the fundamentals of financial accounting and is customized for students entering postgraduate level studies, without a substantial accounting background. The module will introduce general accounting standards, but students are NOT expected to have a comprehensive knowledge of IAS/IFRS standards in financial reporting and analysis. It is a foundation course where an understanding of accounting is a basic requirement. |
| Evaluation | |
| Final Examination (%) | 100 |
| Continuous Assessment (%) | 0 |
| Academic reference | David Alexander and Christopher Nobes (2020), Financial Accounting – an international introduction, Pearson (Higher Edition), 7th edition. |
| Websites | |

Applied Research in Finance

| | |
|----------------------|--------------------------------|
| Course Code | MSC.CFMM2.FIELE.0148 |
| ECTS Credits | 2 |
| Course Leader | SAIDANE Dhafer |
| Synchronous | 18 |
| Discipline | Autre |
| Program | Corporate Financial Management |

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| Prerequisites | Mandatory for the MSc candidates |
| Course Description | The aim of the course is to train students to benchmark existing discipline-based knowledge and develop strategies for keeping up to date with new techniques or issues in both an academic research and a practitioner environment. |
| Evaluation | |
| Final Examination (%) | 60 |
| Continuous Assessment (%) | 40 |
| Academic reference | Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings : Biggam, J., 2008. Succeeding with Your Master s Dissertation : A step-by-step handbook, McGraw-Hill. Available online on La Fusée website in Cyberlibris / Scholarvox: http://ezp.skema.edu:2057/bookshelf/list/folderid/62679 Additional references will be provided by the instructor during the class. |
| Websites | 0 |

Capital Budgeting

| | |
|----------------------|-------------------------------------|
| Course Code | MSC.CFMM2.FICOR.0140 |
| ECTS Credits | 2 |
| Course Leader | SU Yuxin |
| Synchronous | 18 |
| Discipline | Finance |
| Program | Corporate Financial Management |
| Prerequisites | Master1 Accounting prerequisites |

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| | corporate finance prerequisites |
| Course Description | The main objective of this course is to teach students how to make effective capital budgeting decisions as financial managers. Focusing on asset valuation, this course emphasis on the evaluation of cash flows that is fundamental to the capital budgeting decision. Starting with a general introduction to the framework of corporate finance, students will learn (i) methods to evaluate projects and investment rules, (ii) skills to analyze risk and return of various projects, and finally (iii) the different ways of raising capital in a corporation. |
| Evaluation | |
| Final Examination (%) | 60 |
| Continuous Assessment (%) | 40 |
| Academic reference | Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings : |
| Websites | |

Capital Structure and Dividend Policy

| | |
|----------------------|----------------------------------|
| Course Code | MSC.CFMM2.FICOR.0141 |
| ECTS Credits | 2 |
| Course Leader | RENUCCI Céline |
| Synchronous | 18 |
| Discipline | Finance |
| Program | Corporate Financial Management |
| Prerequisites | Corporate Finance prerequisites. |

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| Course Description | The main objective of this course is to teach students the fundamentals of capital structure in a company and how to make effective dividend policies as financial managers. Focusing on the nature of debt and equity, this course emphasis on the effects of financing the company through debt and equity. Starting with a general introduction to the framework of debt and equity valuation, students will learn (i) importance of capital structure and limits to the use of debt, (ii) the cost of capital in a leveraged firm, and finally (iii) the principles of setting dividend policy in a company. |
| Evaluation | |
| Final Examination (%) | 40 |
| Continuous Assessment (%) | 60 |
| Academic reference | Vernimmen, Pierre. Corporate Finance: Theory and Practice. John Wiley & Sons, 2005. Chapters 32 to 39. |
| Websites | |

CAREER MANAGEMENT 1

| | |
|---------------------------|--|
| Course Code | MSC.TRCM2.OTCOR.0105 |
| ECTS Credits | 0,5 |
| Course Leader | BIANCHI Stéphanie |
| Synchronous | 6 |
| Discipline | Stratégie, Innovation & Entrepreneuriat |
| Program | Corporate Financial Management |
| Prerequisites | No prerequisites. |
| Course Description | This course is managed by the Career Center. In order to validate this course, students have to: |

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| | <p>1 MANDATORY : Attend two workshops (1h30 each) on specific themes (1st workshop : Wage Negotiation & 2nd workshop : How to succeed in the first position (Risks/Leadership/Corporate Codes) ?) + EVALUATION</p> <p>2 NOT MANDATORY : Attend Career Events during the semester (date to be determined) organized by the career center of your campus</p> <p>MAIN CONTACTS FOR YOUR PROGRAM:</p> <p>LILLE: Audrey BEAUGRAND & Feryel HOUSSEIN</p> <p>PARIS: Laura SINDONINO, Sophie Ripoche & Janice M'BENGO (for International students)</p> <p>SOPHIA: Sylvie MARTINAUD, Anne DUFLOS (for International students)</p> <p>SUZHOU : April YANG</p> <p>RALEIGH : Laura SCLAFANI</p> <p>BELO HORIZONTE : Geneviève POULINGUE</p> |
| Evaluation | |
| Final Examination (%) | 100 |
| Continuous Assessment (%) | 0 |
| Academic reference | |
| Websites | |

Chinese - BASIC 1

| | |
|----------------------------------|--|
| Course Code | MSC.TRCM2.LGCOR.0105 |
| ECTS Credits | 0,5 |
| Course Leader | DURANTON Hélène |
| Synchronous | 30 |
| Discipline | Langues |
| Program | Corporate Financial Management |
| Prerequisites | No |
| Course Description | This course is a beginning level course of Mandarin Chinese designed for students without any Chinese Language background. |
| Evaluation | |
| Final Examination (%) | 30 |
| Continuous Assessment (%) | 70 |
| Academic reference | Jiang Liping, HSK Standard Course (Book 1). |
| Websites | |

Chinese - BASIC 2

| | |
|----------------------|----------------------|
| Course Code | MSC.TRCM2.LGCOR.0106 |
| ECTS Credits | 0,5 |
| Course Leader | DURANTON Hélène |
| Synchronous | 30 |
| Discipline | Langues |

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| Program | Corporate Financial Management |
| Prerequisites | About 30h Chinese learning experience |
| Course Description | This course is an beginner level course of Mandarin Chinese designed for students wanting to keep learning after beginner level 1. And new students coming from other campus who have studied Chinese for 30 hours. |
| Evaluation | |
| Final Examination (%) | 30 |
| Continuous Assessment (%) | 70 |
| Academic reference | Jiang Liping, HSK Standard Course (Book 1) |
| Websites | |

Chinese - FUNCTIONAL

| | |
|---------------------------|---|
| Course Code | MSC.TRCM2.OTCOR.0033 |
| ECTS Credits | 0,5 |
| Course Leader | DURANTON Hélène |
| Synchronous | 30 |
| Discipline | Langues |
| Program | Corporate Financial Management |
| Prerequisites | Students who have studied Chinese for 120 hours. |
| Course Description | This course is an elementary level course of Mandarin Chinese designed for students want to keep learning after post-beginner2. |
| Evaluation | |

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|----------------------------------|---|
| Final Examination (%) | 30 |
| Continuous Assessment (%) | 70 |
| Academic reference | Jiang Liping, HSK Standard Course (Book 3). |
| Websites | |

Chinese - PROFICIENT

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|----------------------------------|---|
| Course Code | MSC.TRCM2.OTCOR.0034 |
| ECTS Credits | 0,5 |
| Course Leader | DURANTON Hélène |
| Synchronous | 30 |
| Discipline | Langues |
| Program | Corporate Financial Management |
| Prerequisites | Having attended beginner Pre Intermediate in Suzhou campus. Or having attended the Elementary level (180 hours) at other campus. |
| Course Description | This course is an intermediate level course of Mandarin Chinese designed for students who want to keep learning after Pre Intermediate. |
| Evaluation | |
| Final Examination (%) | 30 |
| Continuous Assessment (%) | 70 |

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| Academic reference | Jiang Liping, HSK Standard Course (Book 3). The books will be bought by students, and Soochow University recommended for the students to use. |
| Websites | |

Corporate finance prerequisites

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

Corporate treasury management

| | |
|----------------------------------|--|
| Course Code | MSC.CFMM2.FICOR.0142 |
| ECTS Credits | 2 |
| Course Leader | GROSLAMBERT Bertrand |
| Synchronous | 18 |
| Discipline | Finance |
| Program | Corporate Financial Management |
| Prerequisites | Corporate Finance prerequisites. |
| Course Description | <p>The main objective of this course is to introduce students to the different financial instruments used for treasury management in a company. It prepares students to make treasury management decisions as financial managers.</p> <p>Starting with a general introduction to the financial markets, students will learn (i) how each market functions, (ii) the specifics of various financial instruments, and finally (iii) the foundations of investment management.</p> <p>The second part of the course focus on the banking system, and evaluation of credit risks, as students learn how financial managers work with the corporate banks in the treasury management process.</p> |
| Evaluation | |
| Final Examination (%) | 40 |
| Continuous Assessment (%) | 60 |
| Academic reference | |
| Websites | |

Corporate Valuation Methods

| | |
|---------------------------|--|
| Course Code | MSC.CFMM2.FICOR.0138 |
| ECTS Credits | 2 |
| Course Leader | SU Yuxin |
| Synchronous | 18 |
| Discipline | Finance |
| Program | Corporate Financial Management |
| Prerequisites | <p>Advanced understanding of Corporate Finance acquired through intensive reading of Vernimmen (Pascal Quiry) or any advanced corporate finance book. A paper version is often the best format for learning.</p> <p>Daily reading of Financial Times or Wall Street Journal is a non-negotiable daily routine of any financial professional hence including you as a new member of tomorrows financial expert.</p> |
| Course Description | <p>Analysing financial statements and valuing firms is an integrated process in which the student must understand industry competitive dynamics, firm strategy, accounting information content and quality, profitability and risk assessment, forecasting, and valuation models. This course strives to integrate these six components of the process. Interpreting profitability and risk ratios requires an understanding of the economic characteristics of the industries in which a firm competes and the business strategies a firm has selected to compete in those industries. The student should not naively accept reported financial statement information when performing profitability and risk analysis but should first assess its quality and make appropriate adjustments. Forecasts of future earnings, cash flows, and dividends provide the bases for valuing a firm. The students will analyse a listed company applying the theories of the course terminating with</p> |

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| | individual report of approximately 10 pages and a fully integrated excel model. |
| Evaluation | |
| Final Examination (%) | 50 |
| Continuous Assessment (%) | 50 |
| Academic reference | James M. WAHLEN, Stephen BAGINSKI, Mark BRADSHAW, Financial Reporting, Financial Statement Analysis and Valuation, A Strategic Perspective, 8th Edition, 2015, Cengage, |
| Websites | www.ft.com www.wsj.com www.vernimmen.net Damodaran Stern University |

Financial Modeling I Suzhou

| | |
|---------------------------|---|
| Course Code | MSC.CFMM2.FICOR.0024 |
| ECTS Credits | 1 |
| Course Leader | WOO Jack |
| Synchronous | 12 |
| Discipline | Finance |
| Program | Corporate Financial Management |
| Prerequisites | NO |
| Course Description | Our objective is to provide learning which to incorporate templates, implement formulas, create pivot tables, analyze data, and much more. The key objective is to equip students with the skills and knowledge of building financial models using Excel. The student shall able to apply Excel's advanced features such as Goal-seek and Solver to modelling problems that require an iterative method for their solution. |

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| Evaluation | |
| Final Examination (%) | 100 |
| Continuous Assessment (%) | 0 |
| Academic reference | John Walkenbach, Excel 2016, Wiley Publisher. |
| Websites | |

Financial Reporting and Analysis

| | |
|---------------------------|--|
| Course Code | MSC.CFMM2.FICOR.0139 |
| ECTS Credits | 2 |
| Course Leader | XUE Jing |
| Synchronous | 18 |
| Discipline | Finance |
| Program | Corporate Financial Management |
| Prerequisites | Fundamentals of Accounting, |
| Course Description | <p>This module aims to prepare students for an in-depth examination and comprehensive analysis of various financial accounting topics. It introduces the students to the basic framework of international financial reporting standards (IFRS). Nowadays, financial reporting objectives are much broader than just “crunching” or generating numbers.</p> <p>This course will illustrate that reporting involves a comprehensive knowledge of businesses in order to provide the information required by the many stakeholders. The main objective of this course is to develop students’ analytical skills and critical assessment of individual financial</p> |

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| | statements, and/or consolidated integrated annual reports in an international environment. |
| Evaluation | |
| Final Examination (%) | 60 |
| Continuous Assessment (%) | 40 |
| Academic reference | Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings : 1. Robinson Alexander D., Britton A., Jorissen A., Hoogendoorn M. & Van Mourik C. (2017), International Financial Reporting and Analysis, 7th Edition, Cengage Learning EMEA. 2. Th., Henry E. Pirie W. & Broihahn M. (2015), International Financial Statement Analysis, 3rd Edition, CFA Institute Investment Series, John Wiley & Sons, |
| Websites | |

Money, Banking, International and sustainable Finance

| | |
|---------------------------|---|
| Course Code | MSC.CFMM2.FICOR.0143 |
| ECTS Credits | 2 |
| Course Leader | SAIDANE Dhafer |
| Synchronous | 18 |
| Discipline | Finance |
| Program | Corporate Financial Management |
| Prerequisites | Principles of micro-economics |
| Course Description | The main objective of this course is to teach students how to be a global financial expert in banking and finance. With the rapid globalization of the world economy, all finance is becoming international even in China. The managers of a firm have to understand that their decisions will be increasingly influenced by international financial environment. Starting with |

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| | <p>a general introduction to the framework of international finance comparatively to the Chinese financial system, students will learn (i) knowledge of international financial market activities, (ii) how different exchange rate systems work and (iii) understand the relation between exchange rate, interest rate and growth and the of FinTech and digital finance in this new financial world.</p> <p>The courses key objective is to provide students with a personalized academic environment to obtain a solid understanding of Multinational Finance and Banking activities. The course aims at analyzing and assessing the Globalized Banking Strategies. It is opened to no-specialists and gives a clear understanding between international banking forces, the global economy, regulation and financial instability in globalized economy. The course will assess the impact of financial deregulation as well as structural reforms upon the banking business models.</p> <p>The target students might want to work in the financial department of corporates, to join Investments Banks or international financial institutions, or to hold responsibility positions in a company working with international banks. Accordingly, these students need a deeper understanding of international banking issues.</p> |
| Evaluation | |
| Final Examination (%) | 60 |
| Continuous Assessment (%) | 40 |
| Academic reference | <p>Academic and scientific papers Allen F. et A.M. Santomero, 2001, What do financial intermediaries do?, Journal of Banking and Finance, 25, 271-294. Battacharya S., Thakor A.V., 1993, « Contemporary Banking Theory », Journal of Financial Intermediation, 3. Geoffron P. et Saïdane D. (1996) Du réseau aux réseaux : concurrence et surcapacités dans l'industrie bancaire, Revue d'Economie Industrielle, pp. 81-95, n° 78, 4e trimestre. Geoffron P. et Saïdane D. (1999), La concurrence bancaire spatiale : enseignements et nouvelles perspectives, rédaction du Chapitre 8, dans Emploi, localisation et économie spatiale, Economica in M. Catin, J-Y Lesueur et Y Zenou, 1999,</p> |

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| | <p>pp. 193-216. La Porta, Lopez-de-Silanes, Shleifer et Vishny (1997), « Legal Determinants of External Finance », Journal of Finance, 52(3). Lewis M. K., 1992, « Modern Banking in Theory and Practice », Revue économique, n°2, Mars. Saidane D. (2010), How to Identify the Best Target in the M&A Banking Operations? Case of Cross-Border Strategies in Europe by Line of Activity, Review of Quantitative Finance and Accounting. Saidane D. (2010), Banking transparency: a good idea but difficult to implement, Bankers Markets & Investors. Saidane D; and Grandin P. 2010), « What are the main causes of Bank Merger and Acquisition? » Bankers Markets & Investors, n°104, January-February 2010. Academic Books Allen F., D. Gale, (2000), Comparing Financial Systems, MIT Press, Cambridge, Massachusetts. Bain K., Howells P. (2005), The Economics of Money, Banking and Finance: A European Text, Financial Times Prentice Hall, 2005. Mishkin F. (2010), The Economics of Money, Banking, and Financial Markets, Business School Edition Saidane D. (forthcoming 2011), La finance durable, Editions de la Revue Banque, with P. GRANDIN. Saidane D. (2009 and 2011), La finance islamique à l'heure de la mondialisation, preface of Arnaud de BRESSON, Editions de la Revue Banque. Saidane D. (2007), L'industrie bancaire mondiale, preface of Daniel LEBEGUE, Editions de la Revue Banque. Saidane D. (2006), La nouvelle banque : métiers et stratégies bancaires, preface of Christian de BOISSIEU, Editions de la Revue Banque, second edition 2009. Saidane D. (2006), Les banques, acteurs de la globalisation financière, La documentation française. Reports Annual Report of the Bank for International Settlements (BIS) Annual Report of the European Central Bank (ECB) Bank for International Settlements, « Report on Consolidation in The Financial Sector ». Group of Ten, 2001. Banking Annual Reports (see banks Website). European Central Bank, « Structural Analysis of the EU Banking Sector », BCE.</p> |
| Websites | <p>Website Fédération Bancaire Française : http://www.fbf.fr/ Banque de France : http://www.banque-france.fr/ European Central Bank: http://www.ecb.int/ China Banking Regulatory Commission : http://www.cbrc.gov.cn Bank for International Settlements: http://www.bis.org/ ePaynews : http://www.epaynews.com/statistics/bankstats.html Datamonitor : http://www.datamonitor.com International Data Corporation (IDC) : http://www.idc.com/ Federal Deposit Insurance Corporation : http://www.fdic.gov The Bond Market Association : http://www.bondmarkets.com Federal Reserve System,</p> |

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| | http://www.federalreserve.gov Forbes, Global 2000 Leading Compagnie, http://www.forbes.com |
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Operational Risks Management

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|---------------------------|--|
| Course Code | MSC.CFMM2.FICOR.0153 |
| ECTS Credits | 1 |
| Course Leader | SAIDANE Dhafer |
| Synchronous | 12 |
| Discipline | Finance |
| Program | Corporate Financial Management |
| Prerequisites | Financial risk management |
| Course Description | <p>The course offers an introduction into the evolving and expanding practice of operational financial risk management analyzing and discussing the various sources of risk.</p> <p>The course describes the operational risks that the companies have to deal with. It also provides a deep approach the organization of a modern corporation and ethics matter in Business.</p> <p>Some not limited topics:</p> <ul style="list-style-type: none"> Best practices in operational risk management Risk culture change How integrate human errors How to use root cause analysis most effectively Influencing behaviours for better control Emerging risks Vendor risk management Cyber security and threats |

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| | Risk networks |
| Evaluation | |
| Final Examination (%) | 60 |
| Continuous Assessment (%) | 40 |
| Academic reference | <p>- Basel Committee on Banking Supervision. Principles for Effective Risk Data Aggregation and Risk Reporting. January 2013. http://www.bis.org/publ/bcbs239.pdf</p> <p>Cermeño, Javier Sebastián. - Blockchain in Financial Services: Regulatory Landscape and Future Challenges for its Commercial Application. BVA Research Working Paper 16/20. December 2016. https://www.bbva.com/wp-content/uploads/2016/12/WP_16-20.pdf</p> <p>Dias, - Denise and Staschen, Stefan. Data Collection for DFS Supervisors. CGAP Working Paper. 2017. (forthcoming) Annual Report of the Bank for International Settlements (BIS) Annual Report of the European Central Bank (ECB) Bank for International Settlements, « Report on Consolidation in The Financial Sector ». Group of Ten, 2001. European Central Bank, « Structural Analysis of the EU Banking Sector », BCE. - Bank for International Settlements. Committee on Payments and Market Infrastructures. Distributed Ledger Technology in Payment, Clearing and Settlement: An Analytical Framework. February 2017. http://www.bis.org/cpmi/publ/d157.pdf</p> <p>Financial Stability Board. Financial Stability Implications from FinTech: Supervisory and Regulatory Issues that Merit Authorities' Attention. June 2017. http://www.fsb.org/wp-content/uploads/R270617.pdf (Referenced in the text as 2017a.)</p> <p>- Financial Stability Board. FinTech Credit: Market Structure, Business Models and Financial Stability Implications. May 2017. http://www.fsb.org/017/05/fintech-credit-market-structure-business-models-and-financial-stability-implications/ (Referenced in the text as 2017b.)</p> <p>- Institute of International Finance. RegTech in Financial Services: Technology Solutions for Compliance and Reporting. March 2016. https://www.iif.com/system/files/regtech_in_financial_services_-_solutions_for_compliance_and_reporting.pdf</p> |
| Websites | Banking Annual Reports (see banks Website). |

Power BI and AI

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|---------------------------|--|
| Course Code | MSC.CFMM2.FICOR.0200 |
| ECTS Credits | 1 |
| Course Leader | SAIDANE Dhafer |
| Synchronous | 12 |
| Discipline | Business Analytics, Data Science & AI |
| Program | Corporate Financial Management |
| Prerequisites | NO |
| Course Description | <p>1- Introduction (Finance IA Business analysis Business Intelligence-modification in the market)</p> <p>2- Importing data from an excel, from the web, heterogenous data, sources</p> <p>3- Pre-treatments and transforming data (adding, deleting, appending data), why?? Practical cases</p> <p>4- Visualisation (axe, extraction information from the graphs)</p> <p>5- Still missing the information: What to do => to enrich the data</p> <p>6- Introduction to IA, model, machine learning, supervised/unsupervised model</p> <p>7- Use the Dataflows (inputs) => with the appropriate learning algorithm</p> <p>8- Reporting</p> <p>9- Advantages of using Power BI:</p> <ul style="list-style-type: none"> - no need to get well the ML skills (prediction/ regression/ classifications,) - updating data and reports automatically <p>10- disadvantage/ limitation:</p> <ul style="list-style-type: none"> - Visual configuration - Not the easiest to deal with |

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| | <ul style="list-style-type: none"> - Slow when dealing with Big Data <p>11- Example with Financial Data</p> <ul style="list-style-type: none"> - Selecting data - Fields, outputs type - Using automatic ML <ul style="list-style-type: none"> o Binary Prediction o Classification model o Prediction model |
| Evaluation | |
| Final Examination (%) | 100 |
| Continuous Assessment (%) | 0 |
| Academic reference | |
| Websites | |

Programming with Python I

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|----------------------|--------------------------------|
| Course Code | MSC.CFMM2.FICOR.0207 |
| ECTS Credits | 2 |
| Course Leader | SAIDANE Dhafer |
| Synchronous | 18 |
| Discipline | Finance |
| Program | Corporate Financial Management |
| Prerequisites | - |

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| Course Description | This programming module introduces some basic topics including procedures and functions, iteration, lists, strings, dictionaries, object-oriented programming and classes. We will provide guided practice on the computer. Furthermore, we will introduce some packages for data analysis. |
| Evaluation | |
| Final Examination (%) | 50 |
| Continuous Assessment (%) | 50 |
| Academic reference | Wes McKinney, Python for Data Analysis: Data Wrangling with Pandas, Numpy and IPython. |
| Websites | 0 |

VBA I

| | |
|------------------------------|---|
| Course Code | MSC.CFMM2.FICOR.0161 |
| ECTS Credits | 1 |
| Course Leader | MILLELIRI André |
| Synchronous | 12 |
| Discipline | Autre |
| Program | Corporate Financial Management |
| Prerequisites | Financial modeling with Excel |
| Course Description | Macro VBA applied to corporate financial management |
| Evaluation | |
| Final Examination (%) | 60 |

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|----------------------------------|---|
| Continuous Assessment (%) | 40 |
| Academic reference | <p>MANDATORY RESOURCES (textbooks, references apps...) REES MICHAEL. (2012) FINANCIAL MODELLING IN PRACTICE: A CONCISE GUIDE FOR INTERMEDIATE AND ADVANCED LEVEL, JOHN WILEY & SON.</p> <p>RECOMMENDED READINGS The readings have been selected to provide additional information on particular concepts and topics. 1) REES MICHAEL. (2018) PRINCIPLES OF FINANCIAL MODELING. JOHN WILEY & SONS 2) ALBRIGHT C. (2006) VBA FOR MODELLER. PALISADE. 3) JOHN C. HULL. (2014) OPTIONS, FUTURES, AND OTHER DERIVATIVES, 9TH 3ED. PRENTICE HALL. 4) JOHN C. HULL. (2015) RISK MANAGEMENT AND FINANCIAL INSTITUTIONS, 4TH ED. JOHN WILEY & SONS. 5) ZVI BODIE, ALEX KANE, ALAN MARCUS. (2014) INVESTMENTS 10TH ED. IRWIN MCGRAW-HILL.</p> |
| Websites | 0 |

International Business

| MSc in International Business Campus Suzhou | | | |
|---|--|--------------|---------------|
| Course Code | Course Title | ECTS credits | Contact hours |
| Semester Fall | | | |
| Core courses | | | |
| MSC.IBUM2.STCOR.0061 | Importing and Exporting in a Global Market (Incoterms) | 3 | 30 |
| MSC.IBNM2.PMCOR.0005 | International Project Management | 3 | 30 |
| MSC.IBUM2.STELE.0058 | Research Methods | 2 | 18 |
| MSC.IBNM2.STCOR.0028 | Internationalization of the Firm | 3 | 30 |
| | Chinese Language | 0,5 | 30 |
| MSC.TRCM2.OTCOR.0105 | Career management 1 | 0,5 | 6 |
| Track courses: Asian Transformation: Manufacturing the Future | | | |
| MSC.IBSM2.PMCOR.0007 | Global Supply Chain Management | 3 | 24 |
| MSC.IBUM2.STCOR.0062 | International Entrepreneurship | 2 | 18 |
| MSC.IBRM2.STCOR.0034 | AI for International Business | 2 | 18 |
| Elective courses (choose 1 from the list) | | | |
| MSC.IBUM2.MLELE.0031 | Marketing to Chinese Customers | 2 | 18 |
| MSC.IBSM2.STCOR.0046 | Cultural aspects of Business | 2 | 18 |
| MSC.IBRM2.STELE.0056 | Geopolitics of World Business | 2 | 18 |
| Total Semester Fall | | 25 | 180 |

AI FOR INTERNATIONAL BUSINESS

| | |
|------------------------------|--|
| Course Code | MSC.IBRM2.STCOR.0034 |
| ECTS Credits | 2 |
| Course Leader | EZZEROUALI Amine |
| Synchronous | 18 |
| Discipline | Business Analytics, Data Science & AI |
| Program | International Business |
| Prerequisites | None |
| Course Description | <p>Artificial Intelligence, or AI, is a very trendy word and a subject of multiple interpretations, some of which may converge or diverge. There is one fact however that is common for all actors- researchers, politicians, and practitioners alike: AI is transforming our societies, our businesses, our lives. This transformative impact is at the core of this course.</p> <p>Indeed, the purpose of the course is to help future International Business professionals deal with AI and use it as a tool to help improve the performance of their teams and their organizations.</p> <p>From a theoretical perspective, we will start by breaking down the meaning behind AI terminology (Machine Learning, Data Science, Neural Networks, etc.). We will then explore how International Trade and Global Businesses react to and deal with AI development and spread.</p> <p>From a practical perspective, we will be exploring and testing one of the most used zero/low code platforms for AI: the Microsoft PowerApps Platform. The core philosophy of the course being the ""Citizen Developer"" approach to AI.</p> |
| Evaluation | |
| Final Examination (%) | 50 |

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|----------------------------------|--|
| Continuous Assessment (%) | 50 |
| Academic reference | Stuart, R., & Peter, N. (2016). Artificial intelligence-a modern approach 3rd ed. Akerkar, R. (2018). Artificial intelligence for business. Springer. Yao, M., Zhou, A., & Jia, M. (2018). Applied artificial intelligence: A handbook for business leaders. Topbots Inc.. |
| Websites | https://skemagloballab.io/ https://sloanreview.mit.edu/tag/artificial-intelligence/ https://www.csail.mit.edu/ http://news.mit.edu/topic/artificial-intelligence2 |

CAREER MANAGEMENT 1

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|---------------------------|--|
| Course Code | MSC.TRCM2.OTCOR.0105 |
| ECTS Credits | 0,5 |
| Course Leader | BIANCHI Stéphanie |
| Synchronous | 6 |
| Discipline | Stratégie, Innovation & Entrepreneuriat |
| Program | International Business |
| Prerequisites | No prerequisites. |
| Course Description | <p>This course is managed by the Career Center. In order to validate this course, students have to:</p> <p>1 MANDATORY : Attend two workshops (1h30 each) on specific themes (1st workshop : Wage Negotiation & 2nd workshop : How to succeed in the first position (Risks/Leadership/Corporate Codes) ?) + EVALUATION</p> <p>2 NOT MANDATORY : Attend Career Events during the semester (date to be determined) organized by the career center of your campus</p> |

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| | <p>MAIN CONTACTS FOR YOUR PROGRAM:</p> <p>LILLE: Audrey BEAUGRAND & Feryel HOUSSEIN</p> <p>PARIS: Laura SINDONINO, Sophie Ripoché & Janice M'BENGO (for International students)</p> <p>SOPHIA: Sylvie MARTINAUD, Anne DUFLOS (for International students)</p> <p>SUZHOU : April YANG</p> <p>RALEIGH : Laura SCLAFANI</p> <p>BELO HORIZONTE : Geneviève POULINGUE</p> |
| Evaluation | |
| Final Examination (%) | 100 |
| Continuous Assessment (%) | 0 |
| Academic reference | |
| Websites | |

Chinese - BASIC 1

| | |
|----------------------|------------------------|
| Course Code | MSC.TRCM2.LGCOR.0105 |
| ECTS Credits | 0,5 |
| Course Leader | DURANTON Hélène |
| Synchronous | 30 |
| Discipline | Langues |
| Program | International Business |

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|----------------------------------|--|
| Prerequisites | No |
| Course Description | This course is a beginning level course of Mandarin Chinese designed for students without any Chinese Language background. |
| Evaluation | |
| Final Examination (%) | 30 |
| Continuous Assessment (%) | 70 |
| Academic reference | Jiang Liping, HSK Standard Course (Book 1). |
| Websites | |

Chinese - BASIC 2

| | |
|------------------------------|---|
| Course Code | MSC.TRCM2.LGCOR.0106 |
| ECTS Credits | 0,5 |
| Course Leader | DURANTON Hélène |
| Synchronous | 30 |
| Discipline | Langues |
| Program | International Business |
| Prerequisites | About 30h Chinese learning experience |
| Course Description | This course is an beginner level course of Mandarin Chinese designed for students wanting to keep learning after beginner level 1. And new students coming from other campus who have studied Chinese for 30 hours. |
| Evaluation | |
| Final Examination (%) | 30 |

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| Continuous Assessment (%) | 70 |
| Academic reference | Jiang Liping, HSK Standard Course (Book 1) |
| Websites | |

Chinese - FUNCTIONAL

| | |
|----------------------------------|---|
| Course Code | MSC.TRCM2.OTCOR.0033 |
| ECTS Credits | 0,5 |
| Course Leader | DURANTON Hélène |
| Synchronous | 30 |
| Discipline | Langues |
| Program | International Business |
| Prerequisites | Students who have studied Chinese for 120 hours. |
| Course Description | This course is an elementary level course of Mandarin Chinese designed for students want to keep learning after post-beginner2. |
| Evaluation | |
| Final Examination (%) | 30 |
| Continuous Assessment (%) | 70 |
| Academic reference | Jiang Liping, HSK Standard Course (Book 3). |
| Websites | |

Chinese - PROFICIENT

| | |
|----------------------------------|---|
| Course Code | MSC.TRCM2.OTCOR.0034 |
| ECTS Credits | 0,5 |
| Course Leader | DURANTON Hélène |
| Synchronous | 30 |
| Discipline | Langues |
| Program | International Business |
| Prerequisites | Having attended beginner Pre Intermediate in Suzhou campus. Or having attended the Elementary level (180 hours) at other campus. |
| Course Description | This course is an intermediate level course of Mandarin Chinese designed for students who want to keep learning after Pre Intermediate. |
| Evaluation | |
| Final Examination (%) | 30 |
| Continuous Assessment (%) | 70 |
| Academic reference | Jiang Liping, HSK Standard Course (Book 3). The books will be bought by students, and Soochow University recommended for the students to use. |
| Websites | |

CULTURAL ASPECTS OF BUSINESS

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|----------------------|----------------------|
| Course Code | MSC.IBSM2.STCOR.0046 |
| ECTS Credits | 2 |
| Course Leader | DESBORDES Rodolphe |

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|----------------------------------|---|
| Synchronous | 18 |
| Discipline | Management & Organisation |
| Program | International Business |
| Prerequisites | knowledge of basic functions |
| Course Description | Cross-cultural communication is a critical challenge for businesses that operate internationally. The course provides a fundamental understanding of how culture affects business behavior, as well as practical tips and tools for enhancing cultural sensitivity and communication efficiency in international organizations, specifically for those operating in China. |
| Evaluation | |
| Final Examination (%) | 70 |
| Continuous Assessment (%) | 30 |
| Academic reference | <p>Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings : Page Scott E. (2007), The Difference: How the Power of Diversity Creates Better Groups, Firms, Schools, and Societies, Princeton University Press. Trompenaars, F (1993) Riding the Waves of Culture: Understanding cultural diversity in business, Economist Books, London</p> <p>This course may not be launched in Suzhou campus in 25-26.</p> |
| Websites | |

GEOPOLITICS OF WORLD BUSINESS

| | |
|--------------------|----------------------|
| Course Code | MSC.IBRM2.STELE.0056 |
|--------------------|----------------------|

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|----------------------------------|---|
| ECTS Credits | 2 |
| Course Leader | COSTE-MANIERE Ivan |
| Synchronous | 18 |
| Discipline | Economie |
| Program | International Business |
| Prerequisites | n/a |
| Course Description | This course is designed to prepare students to understand how geography and politics intersect with and influence international business and multinational firms. Upon successful completion of the course, students should possess an awareness of important geopolitical facts and should be able to demonstrate the analytical and strategic thinking skills that reflect an understanding of how these facts interact with and affect international business competition. In particular, the course will examine how geographic location, natural resource endowments, historical relationships, and national and institutional political factors influence global companies. |
| Evaluation | |
| Final Examination (%) | 50 |
| Continuous Assessment (%) | 50 |
| Academic reference | This course may not be launched in Suzhou Campus for 25-26 |
| Websites | |

GLOBAL SUPPLY CHAIN MANAGEMENT

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|---------------------|----------------------|
| Course Code | MSC.IBSM2.PMCOR.0007 |
| ECTS Credits | 3 |

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|----------------------------------|---|
| Course Leader | DESBORDES Rodolphe |
| Synchronous | 24 |
| Discipline | Management des Opérations |
| Program | International Business |
| Prerequisites | n/a |
| Course Description | Key objective of the course is to introduce students into the business challenges and solutions of supply chain management in a global environment. Students should learn to identify and analyze specific basic and global supply chain management problems and relate it to theories, methods, and adaptable solutions. For the application and discussion of solutions they should acquire knowledge on concepts, structures, tools and processes, which are necessary for the management of global supply chains as well as on their application context of global supply chain management issues. Finally, the students should learn to demonstrate the use of “Total Cost Mind” and SCM terminology that is central to this course. |
| Evaluation | |
| Final Examination (%) | 50 |
| Continuous Assessment (%) | 50 |
| Academic reference | A variety of white papers, articles, blogs, websites, news stories, etc. will be added to required readings. |
| Websites | |

IMPORTING AND EXPORTING IN A GLOBAL MARKET

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|----------------------|----------------------|
| Course Code | MSC.IBUM2.STCOR.0061 |
| ECTS Credits | 3 |
| Course Leader | COSTE-MANIERE Ivan |

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|----------------------------------|---|
| Synchronous | 30 |
| Discipline | Finance |
| Program | International Business |
| Prerequisites | None |
| Course Description | The conduct of international trade, including Strategy & Management, Global Marketing, Trade Finance and Supply Chain. Specific focus with Harmonized Codes, terms of sale (INCOTERMS), financing arrangements, means of payment, credit insurance, shipping and insurance issues, market research, support services, legal and tax implications, and trade facilitation. Course will cover global trade functions that will be seen daily by an international trade professional, but will be focused through a USA perspective. |
| Evaluation | |
| Final Examination (%) | 40 |
| Continuous Assessment (%) | 60 |
| Academic reference | - Albaum, G. and E. Duerr (2016), "International Marketing and Export Marketing", Printice Hall FT, 7th Edition. - Weiss, Kenneth D. (2010), "Building an Import/Export Business", 4th Edition. - ICC Chamber of Commerce (2010), "Incoterms 2010". - Selected case studies to be provided before the begining of the course. |
| Websites | |

INTERNATIONAL ENTREPRENEURSHIP

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|----------------------|----------------------|
| Course Code | MSC.IBUM2.STCOR.0062 |
| ECTS Credits | 2 |
| Course Leader | DESBORDES Rodolphe |

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|----------------------------------|--|
| Synchronous | 18 |
| Discipline | Stratégie, Innovation & Entrepreneuriat |
| Program | International Business |
| Prerequisites | Basic knowledge, or personal interest in entrepreneurial project and / or experiences and / or practices on entrepreneurship, acquired through internship or learned courses. |
| Course Description | International Entrepreneurship (IE) is a course targeted towards students who plan to become involved with entrepreneurial ventures across the world either right after graduation, or at some future point in their careers. The course is meant to help students evaluate and analyze international opportunities, particularly in emerging and innovative countries like China. |
| Evaluation | |
| Final Examination (%) | 40 |
| Continuous Assessment (%) | 60 |
| Academic reference | Recommended Books: - Doing Business with China - Fourth Edition (by Jonathan Reuvid and Li Yong) - Entrepreneurship, starting, developing, and managing a new enterprise – Third Edition (by Hisrich, Peter) - Emerging Paradigms in International Entrepreneurship (Marian V Jones, Pavlos Dimitratos) - Born Global Firms, A new International Enterprise (Gary Knight) Recommended Journals: - Entrepreneurship Theory and Practice Journal (ETP) - Entrepreneurship and Regional Development Journal (ERD) - Journal of Small Business management (JSBM) |
| Websites | |

INTERNATIONAL PROJECT MANAGEMENT

| | |
|---------------------|----------------------|
| Course Code | MSC.IBNM2.PMCOR.0005 |
| ECTS Credits | 3 |

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|------------------------------|---|
| Course Leader | DAHMANI Sarra |
| Synchronous | 30 |
| Discipline | Management des Opérations |
| Program | International Business |
| Prerequisites | The prerequisites for this course are that participants have already led or contributed to a project in their life, any type of project (association, professional, event, etc.). All participants in the course can testify to this during the first session by sharing their experiences on Wooclap, and some students are invited to share their experiences orally in front of their classmates. The basic definitions and concepts will then be drawn from the various testimonies. |
| Course Description | <p>This course aims to provide students with the core knowledge of project management in international context. This is an interdisciplinary course that analyses the different management areas of strategy, business development, organization, finance, and leadership integrated to project management.</p> <p>The course combines the knowledge available in project management with the PMI Body of Knowledge (PMBOK®). Focus will be on 1) understanding macro and micro context for project in general, and the growing impact of project on global economy and management processes (the projectification of economy, of society...); 2) The roles and responsibilities in a project, programme and portfolios (3P); 3) the application of project management tools: scope management (work breakdown structure), time management (critical path method,..), stakeholder management, risk management, cost management, communication management, with an openness to agile practices. The course also introduces the potential impact of AI on increasing project schedules resilience. Case studies will be used to support the theoretical constructs and strengthen the learning.</p> |
| Evaluation | |
| Final Examination (%) | 50 |

| | |
|----------------------------------|----|
| Continuous Assessment (%) | 50 |
| Academic reference | |
| Websites | |

INTERNATIONALIZATION OF THE FIRM

| | |
|----------------------------------|---|
| Course Code | MSC.IBNM2.STCOR.0028 |
| ECTS Credits | 3 |
| Course Leader | LINDER Christian |
| Synchronous | 30 |
| Discipline | Stratégie, Innovation & Entrepreneuriat |
| Program | International Business |
| Prerequisites | none |
| Course Description | The course will teach students through academic lectures and tutorials the practice of the process of internationalization of firms, from the decision to internationalize to the organizational structuring of internationalization. |
| Evaluation | |
| Final Examination (%) | 40 |
| Continuous Assessment (%) | 60 |
| Academic reference | Lectures obligatoires / Required readings : Mike Peng and Klaus Meyer (2019) International Business (3rd edition), Cengage. ISBN: 978-1-4737-5843-8. Lectures Recommandées / Recommended readings : -Individual articles (posted) |

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| Websites | |
|-----------------|--|

MARKETING TO CHINESE CUSTOMERS

| | |
|------------------------------|--|
| Course Code | MSC.IBUM2.MLELE.0031 |
| ECTS Credits | 2 |
| Course Leader | DESBORDES Rodolphe |
| Synchronous | 18 |
| Discipline | Marketing |
| Program | International Business |
| Prerequisites | none |
| Course Description | <p>Today's business world is often presented as globalised and uniform - at the expense of a deep understanding of local markets. In many respects, the Asian and Chinese market are unique in today's global economy. Underestimating this uniqueness is a key reason why businesses fail in Asia / China.</p> <p>This course is designed for students to appreciate the specifics of doing business in Asia / China and open doors for success. The course will cover key topics (see below) with a balance between describing market situations and offering relevant keys for businesses to succeed. The course material will largely draw from market facts and observations and real cases of companies.</p> <p>The focus is clearly Chinese market / consumers, although regional cases and situations will be discussed.</p> |
| Evaluation | |
| Final Examination (%) | 40 |

| | |
|----------------------------------|---|
| Continuous Assessment (%) | 60 |
| Academic reference | <p>1. Lisa Peñaloza, Nil Toulouse , Luca Massimiliano Visconti, Marketing Management: A Cultural Perspective, ISBN: 0415606837 2. O. C. Ferrell, Michael Hartline, Marketing Strategy, ISBN: 1285084799 3. Philip Kotler Kevin Lane Keller Marketing Management, Global Edition ISBN: 1119341205 4. Michael G. Solomon, Consumer Behavior: Buying, Having, and Being, Global Edition, Pearson Education Limited; 12th edition, 21st March 2017, ISBN: 1292153105 5. Michael B. Griffiths, Consumers and Individuals in China: Standing Out, Fitting In, ISBN-13: 978-0415535724, ISBN-10: 0415535727 6. Philip Kotler Hermawan Kartajaya, Iwan Setiawan, Marketing 4.0: Moving from Traditional to Digital, ISBN: 1119341205 7. Brian Solis , Travis Wright , Chris J. Snook, Digital Sense: The Common Sense Approach to Effectively Blending Social Business Strategy, Marketing Technology, and Customer Experience (2016) – 2016, ISBN: 1119291704 8. Laura Ries, Visual Hammer: positioning in the Visual Era, China Machine Press K, ISBN: 7111404556, 9787111404552 9. Andrew Macarthy, 500 Social Media Marketing Tips: Essential Advice, Hints and Strategy for Business: Facebook, Twitter, Pinterest, Google+, Youtube, Instagram, LinkedIn, and More! Createspace Independent Publishing Platform (2013), ISBN: 1482014092 10. Theodore Levitt, HBR's 10 Must Reads on Strategic Marketing (with featured article ""Marketing Myopia,"" Harvard Business Review, Clayton M. Christensen, Theodore Levitt, Philip Kotler, Fred Reichheld, (2013), ISBN: 1422189880</p> |
| Websites | none |

RESEARCH METHOD

| | |
|----------------------|----------------------|
| Course Code | MSC.IBUM2.STELE.0058 |
| ECTS Credits | 2 |
| Course Leader | FERRARA Laurent |
| Synchronous | 18 |

| | |
|----------------------------------|---|
| Discipline | Business Analytics, Data Science & AI |
| Program | International Business |
| Prerequisites | n/a |
| Course Description | <p>This course provides a comprehensive introduction to research proposal writing. It is designed to help students to identify a study topic, critically analyze published research, formulate inquiry questions, organize a literature review, and select appropriate (quantitative or qualitative) data collection method. By the end of the course, students will complete a proposal that includes an introduction, problem statement, literature review, methods section and references. This course will also develop students' awareness of the ethical principles of research. After a successful completion of this course, students will convert this proposal into a full research that will include the following sections: findings, discussion, conclusions, and references.</p> <p>THIS ELECTIVE IS MANDATORY FOR THOSE PURSUING A MSc DEGREE.</p> |
| Evaluation | |
| Final Examination (%) | 0 |
| Continuous Assessment (%) | 100 |
| Academic reference | |
| Websites | |

International Marketing and Business Development Suzhou

| MSc IMBD Academic Year 2025-2026 - Campus Suzhou | | | |
|---|---|------------------------|---------------|
| Course Code | Course Title | Number of ECTS credits | Contact hours |
| Semester Fall | | | |
| Core courses | | | |
| MSC.IMBM2.MKCOR.0077 | International Business Development | 3 | 24 |
| MSC.IMBM2.MKCOR.0058 | Strategic Brand Management | 4 | 30 |
| MSC.IMBM2.MKCOR.0057 | Marketing Research | 3 | 24 |
| MSC.IMBM2.MKCOR.0055 | New Business Development: From Idea to Market | 3 | 24 |
| MSC.TRCM2.OTCOR.0105 | Career Management 1 | 0,5 | 6 |
| Chinese has 7 levels, with 7 course codes | | 0,5 | 30 |
| MSC.IMBM2.MKCOR.0084 | Digital marketing project | 2 | 18 |
| MSC.IMBM2.MKCOR.0085 | Digital media | 1 | 15 |
| Elective courses (choose 2 out of 4) | | | |
| MSC.IMBM2.MKELE.0078 | Managing an export project | 2 | 18 |
| MSC.IMBM2.MKELE.0187 | Business negotiation | 2 | 18 |
| MSC.IMBM2.MKELE.0143 | Research methods (mandatory for MSc dissertation) | 2 | 18 |
| MSC.IMBM2.MKELE.0202 | AI and Data analytics | 2 | 18 |
| Total Semester Fall | | 21 | 207 |

AI & Data Analytics

| | |
|----------------------|--|
| Course Code | MSC.IMBM2.MKELE.0202 |
| ECTS Credits | 2 |
| Course Leader | OLMEDILLA FERNANDEZ Maria |
| Synchronous | 18 |
| Discipline | Business Analytics, Data Science & AI |
| Program | International Marketing and Business Development Suzhou |
| Prerequisites | A computer is necessary to pursue the course (not a tablet or similar) |

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| Course Description | <p>This course will give an overview to the students without programming skills on what is Artificial Intelligence and how it can be used in fields such as Marketing or Business among others.</p> <p>This course also uncovers a role that the students could acquire at the end if they happen to work in a company using AI.</p> <p>The course is divided into two main phases, the first phase is about teaching an introduction to the concepts of AI, and the second phase involves practical application based on several projects that do not require a programming background or skills.</p> <p>During the first part the students are taught what are the different applications of AI in marketing, the benefits of using AI in a company, different types of AI, what is Machine Learning, what is Deep Learning, etc.</p> |
| Evaluation | |
| Final Examination (%) | 30 |
| Continuous Assessment (%) | 70 |
| Academic reference | Slides with the lessons provided by the professor. Full access to the Microsoft tools (Power BI, Power Automate, and Azure) to be used during the course. |
| Websites | The links will be available on K2 (SKEMA's knowledge platform) |

BUSINESS NEGOTIATION

| | |
|----------------------|----------------------|
| Course Code | MSC.IMBM2.MKELE.0187 |
| ECTS Credits | 2 |
| Course Leader | SPIER Peter |
| Synchronous | 18 |

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|----------------------------------|--|
| Discipline | Management & Organisation |
| Program | International Marketing and Business Development Suzhou |
| Prerequisites | - |
| Course Description | The essence of the subject is to introduce students to the world of negotiation and explain its structure and detail. Whilst centred in business negotiation theory, the subject also draws on other areas such as ethics, conflict resolution and learning styles theory. There is a particular emphasis on negotiation in a Chinese environment. |
| Evaluation | |
| Final Examination (%) | 30 |
| Continuous Assessment (%) | 70 |
| Academic reference | "NEGOTIATION: READINGS, EXERCISES, AND CASES" BY ROY J. LEWICKI, DAVID M. SAUNDERS, AND BRUCE BARRY. THIS COMPREHENSIVE TEXTBOOK COVERS THE FUNDAMENTAL CONCEPTS, THEORIES, AND STRATEGIES IN NEGOTIATION, SUPPLEMENTED WITH REAL-WORLD EXAMPLES, EXERCISES, AND CASE STUDIES. |
| Websites | |

CAREER MANAGEMENT 1

| | |
|---------------------|----------------------|
| Course Code | MSC.TRCM2.OTCOR.0105 |
| ECTS Credits | 0,5 |

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|------------------------------|---|
| Course Leader | BIANCHI Stéphanie |
| Synchronous | 6 |
| Discipline | Stratégie, Innovation & Entrepreneuriat |
| Program | International Marketing and Business Development Suzhou |
| Prerequisites | No prerequisites. |
| Course Description | <p>This course is managed by the Career Center. In order to validate this course, students have to:</p> <p>1 MANDATORY : Attend two workshops (1h30 each) on specific themes (1st workshop : Wage Negotiation & 2nd workshop : How to succeed in the first position (Risks/Leadership/Corporate Codes) ?) + EVALUATION</p> <p>2 NOT MANDATORY : Attend Career Events during the semester (date to be determined) organized by the career center of your campus</p> <p>MAIN CONTACTS FOR YOUR PROGRAM:</p> <p>LILLE: Audrey BEAUGRAND & Feryel HOUSSEIN</p> <p>PARIS: Laura SINDONINO, Sophie Ripoche & Janice M'BENGO (for International students)</p> <p>SOPHIA: Sylvie MARTINAUD, Anne DUFLOS (for International students)</p> <p>SUZHOU : April YANG</p> <p>RALEIGH : Laura SCLAFANI</p> <p>BELO HORIZONTE : Geneviève POULINGUE</p> |
| Evaluation | |
| Final Examination (%) | 100 |

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| Continuous Assessment (%) | 0 |
| Academic reference | |
| Websites | |

Chinese - BASIC 1

| | |
|----------------------------------|--|
| Course Code | MSC.TRCM2.LGCOR.0105 |
| ECTS Credits | 0,5 |
| Course Leader | DURANTON Hélène |
| Synchronous | 30 |
| Discipline | Langues |
| Program | International Marketing and Business Development Suzhou |
| Prerequisites | No |
| Course Description | This course is a beginning level course of Mandarin Chinese designed for students without any Chinese Language background. |
| Evaluation | |
| Final Examination (%) | 30 |
| Continuous Assessment (%) | 70 |
| Academic reference | Jiang Liping, HSK Standard Course (Book 1). |
| Websites | |

Chinese - BASIC 2

| | |
|----------------------------------|---|
| Course Code | MSC.TRCM2.LGCOR.0106 |
| ECTS Credits | 0,5 |
| Course Leader | DURANTON Hélène |
| Synchronous | 30 |
| Discipline | Langues |
| Program | International Marketing and Business Development Suzhou |
| Prerequisites | About 30h Chinese learning experience |
| Course Description | This course is an beginner level course of Mandarin Chinese designed for students wanting to keep learning after beginner level 1. And new students coming from other campus who have studied Chinese for 30 hours. |
| Evaluation | |
| Final Examination (%) | 30 |
| Continuous Assessment (%) | 70 |
| Academic reference | Jiang Liping, HSK Standard Course (Book 1) |
| Websites | |

Chinese - FUNCTIONAL

| | |
|----------------------|----------------------|
| Course Code | MSC.TRCM2.OTCOR.0033 |
| ECTS Credits | 0,5 |
| Course Leader | DURANTON Hélène |
| Synchronous | 30 |

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|----------------------------------|---|
| Discipline | Langues |
| Program | International Marketing and Business Development Suzhou |
| Prerequisites | Students who have studied Chinese for 120 hours. |
| Course Description | This course is an elementary level course of Mandarin Chinese designed for students want to keep learning after post-beginner2. |
| Evaluation | |
| Final Examination (%) | 30 |
| Continuous Assessment (%) | 70 |
| Academic reference | Jiang Liping, HSK Standard Course (Book 3). |
| Websites | |

Chinese - PROFICIENT

| | |
|----------------------|---|
| Course Code | MSC.TRCM2.OTCOR.0034 |
| ECTS Credits | 0,5 |
| Course Leader | DURANTON Hélène |
| Synchronous | 30 |
| Discipline | Langues |
| Program | International Marketing and Business Development Suzhou |
| Prerequisites | Having attended beginner Pre Intermediate in Suzhou campus. Or having attended the Elementary level (180 hours) at other campus. |

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| Course Description | This course is an intermediate level course of Mandarin Chinese designed for students who want to keep learning after Pre Intermediate. |
| Evaluation | |
| Final Examination (%) | 30 |
| Continuous Assessment (%) | 70 |
| Academic reference | Jiang Liping, HSK Standard Course (Book 3). The books will be bought by students, and Soochow University recommended for the students to use. |
| Websites | |

Digital Marketing project

| | |
|---------------------------|--|
| Course Code | MSC.IMBM2.MKCOR.0084 |
| ECTS Credits | 2 |
| Course Leader | SPIER Peter |
| Synchronous | 18 |
| Discipline | Marketing |
| Program | International Marketing and Business Development Suzhou |
| Prerequisites | |
| Course Description | In the age of ESG and AI, marketers need to be aware of the ever-changing marketing environment and be vigilant to help companies, institutions, organisations, etc. better respond to the increasing uncertainty in the external environment. Using a project-based learning approach, the course provides state-of-the-art foundations and tools for planning digital marketing strategies and tactics, including human-centric marketing for brand attraction, content marketing for brand curiosity, omni-channel marketing for brand commitment, and engagement marketing for brand affinity. |

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| Evaluation | |
| Final Examination (%) | 0 |
| Continuous Assessment (%) | 100 |
| Academic reference | BOOKS Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan.(2017). Marketing 4.0: Moving from traditional to digital. Philip Kotler, Kevin Lane Keller & Alexander Chernev.(2022). Marketing Management, 16th edition RECOMMENDED READINGS BOOK Philip Kotler, Hermawan Kartajaya, Iwan Setiawan. (2021). Marketing 5.0: Technology for humanity. |
| Websites | WEBSITES E5 www.e5.be Sustainable development www.un.org/sustainabledevelopment WEBSITES Tencent www.tencent.com Douyin www.creator.douyin.com/creator-school Xiaohongshu www.xiaohongshu.com/en Weibo www.weibo.com Sustainable fashion www.fashionrevolution.org Sustainable business model www.flourishingbusiness.org |

Digital Media

| | |
|---------------------------|---|
| Course Code | MSC.IMBM2.MKCOR.0085 |
| ECTS Credits | 1 |
| Course Leader | SPIER Peter |
| Synchronous | 15 |
| Discipline | Marketing |
| Program | International Marketing and Business Development Suzhou |
| Prerequisites | Intermediate marketing |
| Course Description | Given the importance of digital in China and the very different digital universe there, electives on the Suzhou campus have a strong digital component. |

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| | <p>The digital media electives covers different parts of the digital landscape in the fall and the spring</p> <p>Fall:</p> <p>DIGITAL MEDIA</p> <p>Media is the communication outlets used to store and deliver information and data. They are components in the world of mass media communication. Historically, these outlets have been offline. With the advent of technology and devices, everything is moving digital. This course explores the concepts, tools and techniques of digital media in terms of paid, owned and earned media. In this course, you will learn:</p> <ul style="list-style-type: none"> • How to create, manage and measure digital media content across different media formats such as display ads, social media posts, blogs, videos, podcasts, etc. • How to develop and implement a content strategy that aligns with the brand's marketing objectives and target audience. • The course aims to develop student's creativity, analytical and strategic skills in digital media, content and communication. <p>The spring elective zooms in on influencer marketing:</p> <p>Influencer marketing is the practice of engaging internal and industry experts with active networks to help achieve measurable business goals. This course will introduce you to the influencer marketing landscape and teach you how to plan, execute, and measure effective influencer marketing campaigns. You will learn how to identify and choose the best influencers for your brand, how to create compelling content and stories with them, how to comply with ethical and legal guidelines, and how to amplify and optimize your influencer marketing efforts. By the end of this course, you</p> |
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| | will be able to design and implement your own influencer marketing strategy and pitch deck. |
| Evaluation | |
| Final Examination (%) | 40 |
| Continuous Assessment (%) | 60 |
| Academic reference | <p>Readings will be assigned before or after class. You must read the material given to you, either as preparation before class or after class as an in-depth follow-up to the topics discussed in class.</p> <p>The material discussed in class and the assigned readings will show up in the FINAL EXAM.</p> |
| Websites | |

International Business Development

| | |
|----------------------|--|
| Course Code | MSC.IMBM2.MKCOR.0077 |
| ECTS Credits | 3 |
| Course Leader | MADUREIRA Luis |
| Synchronous | 24 |
| Discipline | Stratégie, Innovation & Entrepreneuriat |
| Program | International Marketing and Business Development Suzhou |
| Prerequisites | Recommended: Overall understanding of Marketing and Management will help students excel in the course. |

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| Course Description | The course is organized as a sequence of lectures and case studies providing students with their first approach to International Business. The course has four pillars. First, to challenge the paradigm of competition by emphasizing the need for cooperation in international settings. The second pillar is understanding the modes of internationalization; the different paths undertaken by companies that want to expand their businesses beyond the national frontier. The third element is an overview of how the organizational structure of a company must be adapted for handling international business. The last element is how to deal with local sensibilities and the importance of culture in the process of internationalization. This course will look closely at these four aspects of internationalization through concrete examples and case studies with a wide range of companies, sectors, and countries. |
| Evaluation | |
| Final Examination (%) | 40 |
| Continuous Assessment (%) | 60 |
| Academic reference | <p>Base: Collinson, S., Narula, R., & Rugman, A. M. (2016). International business. Pearson. (Chapter 1)</p> <p>Extra: Brandenburger, A.M. and Nalebuff, B.J., 2002. Use game theory to shape strategy. Strategy: critical perspectives on business and management, 4, p.260.</p> <p>Jacobides, M.G., Cennamo, C. and Gawer, A., 2018. Towards a theory of ecosystems. Strategic Management Journal.</p> <p>Moore, J.F., 1993. Predators and prey: a new ecology of competition. Harvard Business Review, 71(3), pp.75-86.</p> <p>Teece, D.J., 2007. Explicating dynamic capabilities: the nature and microfoundations of (sustainable) enterprise performance. Strategic Management Journal, 28(13), pp.1319-1350.</p> |

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| | <p>Mandatory: Dass, M., & Kumar, S. (2014). Bringing product and consumer ecosystems to the strategic forefront. <i>Business Horizons</i>, 57(2), 225-234.</p> <p>Case study: Jumia Nigeria: from Retail to Marketplace by Ramon Casadesus-Masanell, Namrata Arora</p> <p>Base: Collinson, S., Narula, R., & Rugman, A. M. (2016). <i>International business</i>. Pearson. (Chapter 2)</p> <p>Extra: Ghemawat, P., 2001. Distance still matters. <i>Harvard Business Review</i>, 79(8), pp.137-147.</p> <p>Mandatory: Friedrich, J., Noam, A., & Ofek, E. (2014). Right up the middle: how Israeli firms go global. <i>Harvard Business Review</i>, 92(5), 113-117.</p> <p>Case study: Xiaomi: Entering International Markets by Miao Cui, Yan Zhao, Sitara Aziz and Mimi Xiao</p> <p>Base: Collinson, S., Narula, R., & Rugman, A. M. (2016). <i>International business</i>. Pearson. (Chapter 8 & 9)</p> <p>Mandatory: Kumar, N., & Puranam, P. (2011). Have you restructured for global success? <i>Harvard Business Review</i>, 89(10), 123.</p> <p>Case study: Natura: Expanding Beyond Latin America. Amitava Chattopadhyay, Nina Paavola, Tanure Betania.</p> <p>Base: Collinson, S., Narula, R., & Rugman, A. M. (2016). <i>International business</i>. Pearson. (Chapter 6)</p> <p>Mandatory: Meyer, E. (2018). Being the Boss in Brussels, Boston, and Beijing. <i>Harvard Business Review</i>.</p> <p>Case study: Merck Sharp & Dohme Argentina, Inc. (A) by Lynn Sharp Paine, Harold F. Hogan Jr</p> |
| Websites | |

MANAGING AN EXPORT PROJECT (ELECTIVE)

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|----------------------------------|--|
| Course Code | MSC.IMBM2.MKELE.0078 |
| ECTS Credits | 2 |
| Course Leader | FELIX Michel |
| Synchronous | 18 |
| Discipline | Management des Opérations |
| Program | International Marketing and Business Development Suzhou |
| Prerequisites | M1 marketing |
| Course Description | <p>This course describes the numerous challenges for companies to manage export. What is exporting? What are the different steps to succeed in it. This course addresses issues relevant to international trade, including Strategy & Management, Global Marketing, Trade Finance and Supply Chain. There will be a specific focus on Harmonized Codes, terms of sales (INCOTERMS), financing arrangements, means of payment, shipping and insurance issues, market research, support services, legal and tax implications, and trade facilitation. The course will cover global trade functions with a worldwide scope.</p> <p>At the end of the course students should be knowledgeable about key aspects involved with international trade including market entry strategy, compliance, supply chain, finance and global market issues and details; as well as the common threads such as culture, legal, documentation, regulatory, technology and resources. The students will have practical knowledge of export methodology and how to evaluate the relevance of a project.</p> |
| Evaluation | |
| Final Examination (%) | 40 |
| Continuous Assessment (%) | 60 |

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| Academic reference | Required readings : Students are expected to come to class having read as mandatory readings: - The entitled document “Managing an Export project: Methodology of an export project – Part One-- - The course book required by the module “International Marketing” of MSc International Business: Hollensen.S, (2011), “Global Marketing”, 5th edition, Pearson, Prentice Hall |
| Websites | These sites will be proposed in the document “Managing an Export Project: Methodology of an export Project” |

Marketing Research

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|---------------------------|---|
| Course Code | MSC.IMBM2.MKCOR.0057 |
| ECTS Credits | 3 |
| Course Leader | SOSCIA Isabella |
| Synchronous | 24 |
| Discipline | Marketing |
| Program | International Marketing and Business Development Suzhou |
| Prerequisites | Basic Marketing Course |
| Course Description | <p>The purpose of marketing research is to provide information for making better business decisions relevant for both international companies and small business (i.e. start up). In this course you will be introduced to different stages of the marketing research process. We will focus on qualitative and quantitative aspects of marketing research as it relates to business problems such as market segmentation, positioning, the definition of the communication mix, etc.</p> <p>To get straight to the point, the goals of the course are to:</p> <ol style="list-style-type: none"> 1) Understand the concepts and techniques required to conduct marketing research 2) Apply this knowledge in real-world marketing research problems. |

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| | The course will involve a company project that will allow students to apply the methods they will be learning about |
| Evaluation | |
| Final Examination (%) | 50 |
| Continuous Assessment (%) | 50 |
| Academic reference | Textbooks and References: Malhotra(2007). Marketing research: An applied orientation. Pearson Education Australia. Ryan, G. W., & Bernard, H. R. (2003). Techniques to identify themes. Field methods, 15(1), 85-109. |
| Websites | |

New Business Development: From Idea to Market

| | |
|---------------------------|--|
| Course Code | MSC.IMBM2.MKCOR.0055 |
| ECTS Credits | 3 |
| Course Leader | RIBEIRO Barbara |
| Synchronous | 24 |
| Discipline | Stratégie, Innovation & Entrepreneuriat |
| Program | International Marketing and Business Development Suzhou |
| Prerequisites | M1 Marketing |
| Course Description | This courses will apply business model strategy and design-thinking as complementary approaches to developing an idea and taking it to market. |

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| | <p>While moving through the different stages, it will address issues of creativity, ideation, prototyping, seeking proof of concept and pitching ideas to potential investors. It will also explore ideas, models and frameworks relevant to developing creative and innovative learning environments using Knowledge Management principles.</p> <p>This kind of approach may be familiar to some, but as final-year master students, the teams involved will be expected to raise their game and show mastery and understanding of the various stages. There are a range of methods and tools available that must become an integral part of each student's 'toolbox'. And for that, it is not enough to know they are there - skilful application is key.</p> <p>In practical terms, the course will develop the skills needed to generate innovative ideas, test them and then present them with conviction. It will also use real-world innovation tools in the process.</p> <p>These are precisely the skills needed to thrive in an innovation economy.</p> |
| Evaluation | |
| Final Examination (%) | 50 |
| Continuous Assessment (%) | 50 |
| Academic reference | <p>Osterwalder, A. and Pigneur, Y. (2010) Business Model Generation. Knapp, J et al. (2016). SPRINT: How to generate ideas and solve problems in just five days by Google Ventures. Liedtka, Jeanne (2013) Solving Problems with Design Thinking : Ten Stories of What Works. Columbia University Press. MIT Sloan Management Review (2019) When Innovation Moves at Digital Speed : Strategies and Tactics to Provoke, Sustain, and Defend Innovation in Today's Unsettled Markets.</p> |
| Websites | |

RESEARCH METHODS

| | |
|---------------------------|---|
| Course Code | MSC.IMBM2.MKELE.0143 |
| ECTS Credits | 2 |
| Course Leader | HE Guojun |
| Synchronous | 18 |
| Discipline | Marketing |
| Program | International Marketing and Business Development Suzhou |
| Prerequisites | In addition to the Market Research course, which explores research methodologies (i.e., qualitative vs. quantitative methods) there are additional courses such as Research writing and critical thinking or Research methods that aim to help students prepare for the Master thesis. These courses are different in their aims and can take place simultaneously. |
| Course Description | <ol style="list-style-type: none"> 1. Building connections between academic research and practical business activities by getting to know more about how we can use research to make better sense to business; 2. Helping you prepare your upcoming Master Thesis in terms of developing thesis topics and research questions, and better understand research methods; 3. Helping you master the essential skills useful for not only thesis writing, but also marketing consulting/research firms; 4. Helping you better understand marketing practices in a structured and logical way, and major areas of marketing research and/or marketing practices; 5. Helping you dramatically improve your skills in reading, writing, thinking, and public speech/presentation. 6. Helping you strategise your thesis design in order to use your thesis to better position yourself in the job market you are interested in |

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| Evaluation | |
| Final Examination (%) | 0 |
| Continuous Assessment (%) | 100 |
| Academic reference | Saunders M., Lewis P., Thornhill A. (2016), ""Research methods for business students"", Pearson. |
| Websites | On research topics and questions: www.msi.org On writing a literature review: http://www.lib.ncsu.edu/tutorials/litreview/ On citing your references: http://fr.slideshare.net/coma-hovadak/harvard-referencing-2011 On quoting and paraphrasing: http://owl.english.purdue.edu/owl/resource/563/1/ Paraphrasing guidelines : http://owl.english.purdue.edu/owl/resource/619/1/ Paraphrasing exercise: http://owl.english.purdue.edu/owl/resource/619/02/ |

Strategic Brand Management

| | |
|---------------------------|--|
| Course Code | MSC.IMBM2.MKCOR.0058 |
| ECTS Credits | 4 |
| Course Leader | SPIER Peter |
| Synchronous | 30 |
| Discipline | Marketing |
| Program | International Marketing and Business Development Suzhou |
| Prerequisites | Intermediate marketing is essential Limits may apply to group sizes |
| Course Description | Few would deny the importance of brands as valuable assets and a potential source of sustainable competitive advantage. Nestlé bought Rowntree (KitKat, After Eight...) for almost three times its stock market value and 26 times its earnings. BMW bought the Mini not for the technology, but |

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| | <p>for the history and the associations. This value is created by the place occupied by the brands in the minds of customers: brand awareness, image, trust and reputation - all built up over many years - are the best guarantee of future cash flows. As one commentator puts it: 'products are created in the factory. Brands are created in the mind'. Brands provide a short cut for customers when making a purchasing decision, seeking to avoid risk and obtain value for money. Brands provide a relevant, exciting experience. Brands connote a certain life style, values or attitude. Brands can become objects of affection: 'Lovemarks', even. Buying a brand is an integral part of an individual's quest for identity and meaning.</p> <p>The course will balance theory and practical application, with considerable use of case studies and student project work.</p> <p>Students will learn how companies manage 'brand equity', clearly a major strategic issue. This course provides a comprehensive introduction to strategic brand management, covering such areas as the building of brand equity, brand identity, brand extension, brand portfolios etc. in national, regional and global markets. It will also address issues such as brand personality, emotional branding, brand communities and purpose-driven branding.</p> <p>IMPORTANT: the course may vary between campuses</p> |
| Evaluation | |
| Final Examination (%) | |
| Continuous Assessment (%) | 100 |
| Academic reference | <p>Mark Gobe (2010), Emotional branding (Allworth Press)</p> <p>Tilde Heding et al. (2020), Brand management: research, theory and practice (Routledge)</p> |

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|-----------------|--|
| | <p>Douglas Holt (2004), How brands becomes icons (Harvard University Press)</p> <p>Douglas Holt (2012), Cultural strategy (Oxford University Press)</p> <p>Jean-Noel Kapferer (2012), New strategic brand management (Kogan Page)</p> <p>Kevin Keller & Vanitha Swaminatham (2019), Strategic brand management (Pearson)</p> <p>Chris Malone & Susan Fiske (2013), The human brand (John Wiley & Sons)</p> <p>Karen Nelson-Feld (2020), The attention economy and how media works: simple truths for marketers (Springer Verlag, Singapore)</p> <p>Lisa Penalosa et al (2011), Marketing management: a cultural perspective (Routledge)</p> <p>Jenni Romaniuk (2018) Building distinctive brand assets (Oxford)</p> <p>Jenni Romaniuk (2023) Measures and metrics for a How brands grow world (Oxford)</p> <p>Byron Sharp (2010) How brands grow (Oxford)</p> <p>Byron Sharp (2021) How brands grow, Part Two (Oxford)</p> |
| Websites | Links will be available on K2 (SKEMA's knowledge platform) |