



Course list

Master Programmes

Incoming Exchange Students

Suzhou Campus (China)

Spring 2026

Dear Exchange IN Students,

Welcome to SKEMA Business School !

Here are a few key instructions on how to consult properly the **Suzhou Course catalogue Spring 2026**.

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) **Special Note for Corporate Financial Management:** This specialization is only open to students with the required pre-requisites for each course.
- 3) Courses within the catalogue are subject to slight changes.
- 4) There is a maximum number of seats available per specialization program.

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Master 1

M1 Programme			
Academic year 2025/ 2026 - Suzhou campus			
Course code	Courses	ECTS credits	Face-to-face hours
Semester Spring			
PGE.FINM1.FICOR.0514	International Finance	5	30
PGE.FINM1.ISCOR.0714	Operations Management	5	30
PGE.FINM1.STCOR.0843	Entrepreneurship	3	18
PGE.FINM1.ISCOR.0703	Management of Information Systems in the Digital Age	3	18
PGE.FINM1.MKCOR.0413	International Marketing	3	18
PGE.FINM1.HRCOR.0345	Corporate Social Responsibility: beyond the mainstream	3	18
	LANGUAGES	2	30
PGE.FINM1.ISCOR.0715	Power BI	1	10
PGE.FINM1.CRCOR.1004	CAREER MANAGEMENT 4: Personal branding tools	1	10
PGE.FINM1.ECCOR.0931	Circular Economy and Sustainable Business Models	2	18
SUZHOU ELECTIVE COURSE (1 to be chosen)			
PGE.FINM1.LGELE.2227	China/France Interculture	2	12
PGE.FINM1.LGELE.2229	ou China/France Interculture II	2	18
Total semester Spring		30	212

CAREER MANAGEMENT 4: Personal branding tools

Course Code	PGE.FINM1.CRCOR.1004
ECTS Credits	1
Course Leader	DUFLOS Anne
Synchronous	10
Discipline	Autre
Program	M1 GBE Suzhou
Prerequisites	no
Course Description	Career management course, including all element of employability from professionnall project to job search tools and networking.
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	0

Websites	0
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CHINA / FRANCE INTERCULTURAL II

Course Code	PGE.FINM1.LGELE.2229
ECTS Credits	2
Course Leader	DREYFUSS Julien
Synchronous	18
Discipline	Autre
Program	M1 GBE Suzhou
Prerequisites	0
Course Description	0
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	0
Websites	0

CHINA / FRANCE INTERCULTURE

Course Code	PGE.FINM1.LGELE.2227
ECTS Credits	2

Course Leader	DREYFUSS Julien
Synchronous	12
Discipline	Management & Organisation
Program	M1 GBE Suzhou
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

CIRCULAR ECONOMY AND SUSTAINABLE BUSINESS MODELS

Course Code	PGE.FINM1.ECCOR.0931
ECTS Credits	2

Course Leader	SIMARD Dominique
Synchronous	18
Discipline	Autre
Program	M1 GBE Suzhou
Prerequisites	NO
Course Description	<p>There shouldn't be any doubt by now that the world's climate and environment are quickly degrading and becoming unpredictable. The most recent IPCC report highlighted that global emissions will most likely surpass the Paris Agreement limit global warming to 1.5C above pre-industrial baseline within few years. Meanwhile, biodiversity is declining at a rate unprecedented in human history, with about one million species now threatened by extinction, which affects the economy and society much further than what we had imagined. Deeply interrelated recent events are only exacerbating the challenges of transforming our economy and society putting at risk the future of those participating in this course. The scale of transformation needed requires government, corporates and society to put sustainability at the heart of their strategy, take tough decisions and create new behaviours. Companies that postpone or miss their transformation will, sooner than later, be punished by both consumers and governments, and might just become irrelevant.</p> <p>The course in an overall introduction to equip participants with the knowledge, skills, and mindset shift to develop, launch and manage the critical transformation of businesses, with a particular focus on consumer goods industries (especially fashion & luxury brands) which counts on an estimate market of around 14 trillion US\$ and a large share of the global negative impact on climate and biodiversity.</p> <p>Achieving sustainable development that include low emissions and regenerating biodiversity economic growth is the greatest challenge and</p>

	opportunity of this generation, and every participant in this course will have responsibility to play an active role in coming years.
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	0
Websites	0

CORPORATE SOCIAL RESPONSIBILITY: BEYOND THE MAINSTREAM

Course Code	PGE.FINM1.HRCOR.0345
ECTS Credits	3
Course Leader	GOETHALS Samentha
Synchronous	18
Discipline	Autre
Program	M1 GBE Suzhou
Prerequisites	None
Course Description	Amid growing challenges like environmental degradation, wealth disparity, and complex globalized issues, this course equips emerging organizational leaders to critically assess the shortcomings of established business models. We delve into the reasons for and implications of adopting a model of social responsibility that transcends legal obligations, advocating for a more holistic consideration of overlooked stakeholders, including ecological systems and rights-holders.

	<p>The curriculum offers an interdisciplinary approach, weaving together theoretical constructs, practical application techniques, global standards, and case studies that exemplify both the risks and opportunities inherent in corporate social responsibility (CSR).</p> <p>This course is designed with an emphasis on problem-based learning approaches. This approach maximizes student engagement through simulations, case studies, group projects and activities that link with the topic at hand. Frontal lectures are minimized to the extent it is possible, and the short (interactive) lectures that occur are interchanged with activities that train learners to realize common goals via teamwork and systems thinking.</p>
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	<p>Course handbook available as e-copy from SKEMA Learn. Recommended chapters are essential reading to accompany the students learning in each session of the course, to prepare for the final exam, and support the group project development. Rasche A., Morsing M., Moon J., Kourula A., (2023) Corporate Sustainability – Managing Responsible Business in a Globalized World, (2nd Ed) Cambridge University Press.</p>
Websites	<p>Other resources including slides, reading, videos, cases and podcasts to prepare and use during the workshops and lectures will be available for each session on K2</p>

ENTREPRENEURSHIP

Course Code	PGE.FINM1.STCOR.0843
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ECTS Credits	3
Course Leader	MARINO Marianna
Synchronous	18
Discipline	Stratégie, Innovation & Entrepreneuriat
Program	M1 GBE Suzhou
Prerequisites	No prerequisite
Course Description	<p>This course introduces the fundamental concepts at the basis of entrepreneurship. We will use a combination of lectures, case studies and a team project to explore and apply theoretical frameworks and methodologies in different industry and company situations. Basic mastery of these tools has relevance to everyone seeking a career in business as a manager, an entrepreneur or a consultant.</p> <p>By interacting with entrepreneurs, you ll have the chance to discover their life and their entrepreneurial venture. More specifically, you will be able to grasp the processs of developping an idea and of transforming an invention into an innovation (from the idea to the market). You ll discover the diversity of entrepreneurial ventures led by committed entrepreneurs and will be able to grasp what the entrepreneurs life is. In addition, you will also discover how did they select the first market.</p>
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	<p>Reading list: • Marx, Matt, and David H. Hsu. 2021. Revisiting the Entrepreneurial Commercialization of Academic Science: Evidence from “Twin” Discoveries. Management Science. https://doi.org/10.1287/mnsc.2021.3966 (see introduction) • Nanda, Ramana, and Jesper B. Sørensen. 2010. Workplace Peers and Entrepreneurship. Management Science 56(7): 1116-1126. https://doi.org/10.1287/mnsc.1100.1179 (see introduction) • Giannetti,</p>

Mariassunta, and Andrei Simonov. 2009. Social Interactions and Entrepreneurial Activity. *Journal of Economics & Management Strategy* 18(3): 665- 709. <https://doi.org/10.1111/j.1530-9134.2009.00226.x> (see introduction) • Lindquist, Matthew J., Joeri Sol, and Mirjam Van Praag. 2015. Why Do Entrepreneurial Parents Have Entrepreneurial Children? *Journal of Labor Economics* 33(2): 665- 709. <https://doi.org/10.1086/678493> (see introduction) • Eesley, Charles, and Yanbo Wang. 2017. Social influence in career choice: evidence from a randomized field experiment on entrepreneurial mentorship. *Research Policy* 46(3): 636- 650. <https://doi.org/10.1016/j.respol.2017.01.010> (see introduction) • Lerner, Josh, and Ulrike Malmendier. 2013. With a Little Help from my (Random) Friends: Success and Failure in Post-Business School Entrepreneurship. *The Review of Financial Studies* 26(10): 2411-2452. <https://doi.org/10.1093/rfs/hht024> (see introduction) • Vladasel, T., Lindquist, M. J., Sol, J., & Van Praag, M. 2021. On the origins of entrepreneurship: Evidence from sibling correlations. *Journal of business venturing*, 36(5), 106017 <https://www.sciencedirect.com/science/article/pii/S0883902619301247> (see introduction) • This article reports the results of the survey-research of the authors on the crisis in decision-making: Dan Lovallo & Olivier Sibony, The case for behavioral strategy, *McKinsey Quarterly* : <https://www.mckinsey.com/business-functions/strategy-andcorporate-finance/our-insights/the-case-for-behavioral-strategy> • This article discusses the author's view of «strategy as theory». By registering as a member you can enjoy up to 3 free downloads from the journal: Teppo Felin & Todd Zenger, What sets breakthrough strategies apart, *MIT Sloan Review*: <https://sloanreview.mit.edu/article/what-sets-breakthrough-strategies-apart/> • Camuffo, A., Cordova, A., Gambardella, A., & Spina, C. (2020). A scientific approach to entrepreneurial decision making: Evidence from a randomized control trial. *Management Science*, 66(2), 564-586 (see introduction & Inkdome case) • Berg, J. M. (2016). Balancing on the creative highwire: Forecasting the success of novel ideas in organizations. *Administrative Science Quarterly*, 61(3), 433-468 (see introduction) • This article explains how to develop testable hypotheses <https://blog.leanstack.com/the-art-of-the-scientist/> • This article shows how Airbnb systematically tests key hypotheses and evaluates the results of these tests <https://medium.com/airbnb-engineering/experiments-atairbnb-e2db3abf39e7> • Learn how to pick the right metrics and avoid

	<p>pitfalls related to numbers https://hbr.org/2010/02/entrepreneurs-beware-of-vanity-metrics • Learn how Google leveraged data and analytics to improve its HR management https://www.insidehr.com.au/how-google-reinvented-hr/ • This article describes the growing relevance of evidence-based decision making: Pfeffer, J., & Sutton, R. I. (2006). Evidence-based management. Harvard business review https://hbr.org/2006/01/evidence-based-management • Disney's New Pricing Magic: More Profit From Fewer Park Visitors, Wall Street Journal https://www.wsj.com/articles/disneys-new-pricing-magic-more-profitfrom-fewer-park-visitors-11661572819</p>
Websites	0

INTERNATIONAL FINANCE

Course Code	PGE.FINM1.FICOR.0514
ECTS Credits	5
Course Leader	DE SOUZA BARBOSA Klenio
Synchronous	30
Discipline	Autre
Program	M1 GBE Suzhou
Prerequisites	None
Course Description	<p>Our objective is to provide students with the fundamentals of international finance with emphasis on the basics and emphasis on a managerial perspective. This course starts by presenting an overview of the foundations of International Financial Management while discussing the following topics: Globalization, International Monetary System and Balance of Payments. Next, it presents the foundation of Foreign Exchange Markets, when it covers exchange rate determination, currency derivatives and hedging foreign currency. To conclude, the course presents corporate governance around the world and discusses topics related to foreign direct investment and cross-border acquisitions.</p>
Evaluation	

Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	<p>Main Textbooks and References.</p> <p>“International Financial Management”, by Cheol Eun, Bruce Resnick and Tuugi Chuluun, 10th Edition, McGraw-Hill Intl. Ed., 2024.</p> <p>“Economics for Investment Decision Makers: Micro, Macro, and International Economics”, by Piros and Pinto, Wiley & Sons, 2013. [eBook available at Skema KCenter Scholarvox]</p> <p>Corporate Finance, by David Hillier, 4e, McGraw-Hill Intl. Ed., 2016.</p> <p>Other Textbooks and References.</p> <p>“International Finance: Theory and Policy, by Paul R. Krugman, Maurice Obstfeld and Marc Melitz, 11th Edition, Pearson Education Limited, 2020.</p> <p>“Corporate Finance”, by de Jonathan Berk and Peter DeMarzo, 6th Edition, Global Edition, Pearson Education Limited, 2023.</p> <p>“Investments”, by Zvi Bodie, Alex Kane and Alan Marcus, 13th Edition, McGraw-Hill Intl. Ed., 2023.</p> <p>“Options, Futures, and Other Derivatives”, by John Hull, 2021, 11th Edition, Pearson Education Limited, 2021.</p>
Websites	

INTERNATIONAL MARKETING

Course Code	PGE.FINM1.MKCOR.0413
ECTS Credits	3

Course Leader	BISOGNIN CASTILHOS Rodrigo
Synchronous	18
Discipline	Autre
Program	M1 GBE Suzhou
Prerequisites	none
Course Description	Today's highly globalized economy imposes several challenges for firms. Cultural, economic, competitive, regulatory, and infrastructural particularities of regions and countries fundamentally affect the ways in which companies conceive and implement their international presence worldwide. This course provides state-of-art foundations and tools to (1) critically analyze the globalized marketplace and international consumers, (2) identify country-specific opportunities for doing business internationally, (3) devise marketing strategies for successfully competing in international markets, (4) critically understand how firms can leverage Artificial Intelligence in International Marketing, and (5) critically understand the role of transnational firms as drivers of sustainable development
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	0
Websites	0

LANGUAGE: CHINESE BASIC I SPRING

Course Code	PGE.FINM1.LGCOR.4335
ECTS Credits	2

Course Leader	LI LANTIGNER Jing
Synchronous	30
Discipline	Autre
Program	M1 GBE Suzhou
Prerequisites	There are no-prerequisites for this course.
Course Description	<p>Note: this Chinese Beginner course is not suitable if you are not a French speaker or do not have an advanced level of French as most explanations are given in French.</p> <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	0
Websites	Chine-Nouvelle.com : http://www.chine-nouvelle.com/methode/chinois Apprendre le chinois, vidéos en ligne :

	https://www.youtube.com/channel/UCb1WxDqtR3OuNbZriKf2Ydw Parlez Chinois: www.parlezchinois.free.fr Coursera Learning Chinese: www.coursera.org/browse/language-learning
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LANGUAGE: CHINESE BASIC II SPRING

Course Code	PGE.FINM1.LGCOR.4387
ECTS Credits	2
Course Leader	LI LANTIGNER Jing
Synchronous	30
Discipline	Autre
Program	M1 GBE Suzhou
Prerequisites	There are no-prerequisites for this course.
Course Description	<p>Note: this Chinese Beginner course is not suitable if you are not a French speaker or do not have an advanced level of French as most explanations are given in French.</p> <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	0
Websites	<p>Chine-Nouvelle.com : http://www.chine-nouvelle.com/methode/chinois</p> <p>Apprendre le chinois, vidéos en ligne : https://www.youtube.com/channel/UCb1WxDqtR3OuNbZriKf2Ydw Parlez Chinois: www.parlezchinois.free.fr Coursera Learning Chinese: www.coursera.org/browse/language-learning</p>

LANGUAGE: CHINESE FUNCTIONAL SPRING

Course Code	PGE.FINM1.LGCOR.4336
ECTS Credits	2
Course Leader	LI LANTIGNER Jing
Synchronous	30
Discipline	Autre
Program	M1 GBE Suzhou
Prerequisites	There are no pre-requisites for this course.
Course Description	<p>Note: this Chinese course is not suitable if you are not a French speaker or do not have an advanced level of French as most explanations are given in French.</p> <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</p>

	<p>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	0
Websites	<p>Chine-Nouvelle.com : http://www.chine-nouvelle.com/methode/chinois Apprendre le chinois, vidéos en ligne : https://www.youtube.com/channel/UCb1WxDqtR3OuNbZriKf2Ydw Parlez Chinois: www.parlezchinois.free.fr Coursera Learning Chinese: www.coursera.org/browse/language-learning</p>

LANGUAGE: CHINESE PROFICIENT SPRING

Course Code	PGE.FINM1.LGCOR.4359
ECTS Credits	2
Course Leader	LI LANTIGNER Jing
Synchronous	30

Discipline	Autre
Program	M1 GBE Suzhou
Prerequisites	There are no pre-requisites for this course.
Course Description	<p>Note: this Chinese course is not suitable if you are not a French speaker or do not have an advanced level of French as most explanations are given in French.</p> <p>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 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	0
Websites	<p>Chine-Nouvelle.com : http://www.chine-nouvelle.com/methode/chinois</p> <p>Apprendre le chinois, vidéos en ligne : https://www.youtube.com/channel/UCb1WxDqtR3OuNbZriKf2Ydw Parlez</p>

	Chinois: www.parlezchinois.free.fr Coursera Learning Chinese: www.coursera.org/browse/language-learning
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LANGUAGE: FRENCH BASIC I SPRING (for non Native Speakers)

Course Code	PGE.FINM1.LGCOR.4339
ECTS Credits	2
Course Leader	CAI Yujie
Synchronous	30
Discipline	Autre
Program	M1 GBE Suzhou
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	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 BASIC II SPRING (for non Native Speakers)

Course Code	PGE.FINM1.LGCOR.4361
ECTS Credits	2
Course Leader	CAI Yujie
Synchronous	30
Discipline	Autre
Program	M1 GBE Suzhou
Prerequisites	Students must have completed French Beginner I.
Course Description	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.

	Overall, this course prepares students to reach a level comparable to A1 CEFR.
Evaluation	
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 FUNCTIONAL SPRING (for non Native Speakers)

Course Code	PGE.FINM1.LGCOR.4340
ECTS Credits	2
Course Leader	CAI Yujie
Synchronous	30
Discipline	Autre
Program	M1 GBE Suzhou
Prerequisites	There are no pre-requisites for this course.
Course Description	This course is designed for students who have an elementary knowledge of French and who have approximately 100-150 hours of prior study. Students

	<p>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	
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 PROFICIENT SPRING (for non Native Speakers)

Course Code	PGE.FINM1.LGCOR.4341
ECTS Credits	2
Course Leader	CAI Yujie

Synchronous	30
Discipline	Autre
Program	M1 GBE Suzhou
Prerequisites	There are no pre-requisites for this course.
Course Description	<p>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 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 Dictionnaire en ligne Reverso : http://dictionnaire.reverso.net/</p>

MANAGEMENT OF INFORMATION SYSTEMS IN THE DIGITAL AGE

Course Code	PGE.FINM1.ISCOR.0703
ECTS Credits	3
Course Leader	BOUKEF Nabila
Synchronous	18
Discipline	Autre
Program	M1 GBE Suzhou
Prerequisites	You need to have basic knowledge about management and economics, including understanding the general structure and functioning of organizations.
Course Description	<p>Advances in information technology (IT) have transformed business models, organizational structures and processes, and the methods for sustaining innovation and firm performance. IT has impacted business activities such as product design, production, purchasing, marketing, customer and supplier relationships, and human resource management, and has contributed significantly to productivity growth. Most firms have realized that IT-based innovation is a strategic imperative. The Internet and associated technological innovations have helped in restructuring the global economy into a networked economy characterized by unprecedented levels of electronically-mediated communication, collaboration, and commerce.</p> <p>With information technologies becoming an important force that shapes entire industries and creates value in firms, it is important that you as future business leaders understand the potential role of IT in creating value and competitive advantage. The objective of this course is to help you develop the critical thinking to assess how IT and systems shape business strategy, innovation, and operations in firms, with the key goal of helping you be better prepared to analyse and evaluate business challenges for maximizing the impact of IT on products, processes and services in different settings. This course will help you develop sophisticated understanding of the links between IT, business strategy and business process. You will also gain an appreciation of the organizational and</p>

	management practices that complement IT investments and that are needed to extracting the appropriate return on IT investments.
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Required readings will be provided to you.
Websites	We will use K2 as the course website.

OPERATION MANAGEMENT

Course Code	PGE.FINM1.ISCOR.0714
ECTS Credits	5
Course Leader	DAVARI Morteza
Synchronous	30
Discipline	Management des Opérations
Program	M1 GBE Suzhou
Prerequisites	<p>Foundational Mathematics:</p> <p>Proficiency in basic mathematical concepts, including arithmetic, algebra, and problem-solving.</p> <p>Fundamental Probability Knowledge:</p> <p>Understanding of basic probability theory, including concepts such as probability distributions and statistical reasoning.</p> <p>Basic Excel Proficiency:</p>

	Competency in fundamental Excel skills, encompassing data entry, formula usage, and spreadsheet navigation.
Course Description	<p>Course Description:</p> <p>This comprehensive course provides students with a foundational understanding of Operations Management, a critical discipline that focuses on the effective design, execution, and improvement of organizational processes. Through a series of engaging chapters, students will delve into key aspects of operations, from process analysis to quality management, gaining practical insights that can be applied across various industries.</p> <p>Chapter 1: Introduction to Operations Management</p> <p>Chapter 2: Process Analysis</p> <p>Chapter 3: Inventory Management</p> <p>Chapter 4: Service Management</p> <p>Chapter 5: Revenue Management</p> <p>Chapter 6: Quality Management</p> <p>Throughout the course, students will engage in case studies, business games, practical exercises, and discussions to apply theoretical concepts to real-world scenarios. By the end of the course, participants will have a solid foundation in Operations Management, enabling them to contribute</p>

	effectively to the enhancement of organizational processes and overall efficiency.
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	Managing Business Process Flows: Principles of Operations Management (Anupindi et al) Managing Supply with Demand: An Introduction to Operations Management (Cachon and Terwiesch) Operations Management (Stevenson) Production and Operations Analysis (Steven Nahmias- Tava Lennon Olsen)
Websites	0

POWER BI

Course Code	PGE.FINM1.ISCOR.0715
ECTS Credits	1
Course Leader	CAPELLA David
Synchronous	10
Discipline	Management des Opérations
Program	M1 GBE Suzhou
Prerequisites	<p>Good knowledge of advanced excel functions such as VLOOKUP, IF and the use of Pivot tables is required</p> <p>it is recommended to have taken the Advanced Excel course before taking the Power BI course</p> <p>Knowledge of databases and their relational models will be a plus</p>

Course Description	In this Power BI (PWBI) fundamentals course, we will discover how to use MS Power BI to handle and process Data, Model, and Report views. You will load multiple datasets in the Data view, build a data model to understand the relationships between your tables in Model view, perform with advanced calculations using DAX language to analyze Data on related tables and finally, create your visuals and interactive visualizations in Report view to publish and share on Power BI Service.
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	0
Websites	https://www.microsoft.com/en-us/power-platform/products/power-bi https://www.microsoft.com/en-us/power-platform

Corporate Financial Management

MSc Corporate Financial Management Academic Year 2025-2026 - Campus Suzhou			
Course Code	Course Title	ECTS credits	Face-to-Face hours
Semester Spring			
Core courses			
MSC.CFMM2.FICOR.0018	M&A and corporate restructuring strategy	3	24
MSC.CFMM2.FICOR.0026	Financial Risk management	2	18
MSC.CFMM2.FICOR.0106	Reporting for Control & Performance Management	2	18
MSC.CFMM2.FICOR.0173	Financial modeling II	2	18
MSC.CFMM2.FICOR.0155	Fintech Venture	2	18
MSC.CFMM2.FICOR.0181	Cybersecurity, privacy and Regtech for Finance	2	18
MSC.CFMM2.FICOR.0182	Blockchain and Cryptocurrency	2	18
MSC.CFMM2.FICOR.0130	Governance and Sustainable Finance	2	18
MSC.CFMM2.FIELE.0139	Programming with Python II	2	18
MSC.CFMM2.FICOR.0164	Digital Job Market Opportunities	1	6
MSC.TRCM2.OTCOR.0205	Career Management 2	0,5	6
	Chinese	0,5	30
Total Semester Spring		21	180

Blockchain and Cryptocurrency

Course Code	MSC.CFMM2.FICOR.0182
ECTS Credits	2
Course Leader	SAIDANE Dhafer
Synchronous	18
Discipline	Finance
Program	Corporate Financial Management
Prerequisites	TBC
Course Description	This course will introduce the fundamental building blocks of blockchain technology and its application in cryptocurrencies and decentralized finance. In addition, we will emphasize the application of blockchain technology in the Chinese market and related topics, such as mining.

	Topics will begin with fundamentals of exchange in economics, financial intermediary, and relevant areas of computer science such as cryptography and distributed systems. Then, it will be divided into two parts: Blockchain and Cryptocurrencies. Finally, if time is allowed, we will also discuss the platforms of Cryptocurrencies.
Evaluation	
Final Examination (%)	70
Continuous Assessment (%)	30
Academic reference	0
Websites	<p>1. The great chain of being sure about things https://www.economist.com/briefing/2015/10/31/the-great-chain-of-being-sure-about-things</p> <p>2. What s Blockchain Actually Good for, Anyway? For Now, Not Much https://www.wired.com/story/whats-blockchain-good-for-not-much/</p> <p>3. Who Controls the Blockchain? https://hbr.org/2017/04/who-controls-the-blockchain</p> <p>4. Can blockchain, a swiftly evolving technology, be controlled? https://theconversation.com/can-blockchain-a-swiftly-evolving-technology-be-controlled-73471</p> <p>5. Blockchain: What It Is, What It Isn t, and What It Means for The Produce Industry https://www.pma.com/content/articles/blockchain</p> <p>6. Could We Fight Misinformation With Blockchain Technology? https://www.nytimes.com/2020/07/06/insider/could-we-fight-misinformation-with-blockchain-technology.html</p> <p>7. China is cracking down on crypto again — here’s what that actually means, and how it affects U.S. crypto investors https://www.cnbc.com/2021/09/24/what-investors-should-know-about-chinas-cryptocurrency-crackdown.html</p>

CAREER MANAGEMENT 2

Course Code	MSC.TRCM2.OTCOR.0205
ECTS Credits	0,5
Course Leader	ANDRE Nathalie
Synchronous	6
Discipline	Autre
Program	Corporate Financial Management
Prerequisites	N/A
Course Description	Career management, focusing on recruitment and employability
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
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
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	
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	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
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	

Cybersecurity, Privacy and Regtech for Finance

Course Code	MSC.CFMM2.FICOR.0181
ECTS Credits	2

Course Leader	SAIDANE Dhafer
Synchronous	18
Discipline	Finance
Program	Corporate Financial Management
Prerequisites	no prerequisite
Course Description	<ol style="list-style-type: none"> 1. Students will gain general knowledge of information privacy and data protection, including data breach and cybersecurity, in the financial sector 2. Be familiar with “key” EU regulations impacting traditional financial actors as well as Fintechs in the field of cybersecurity and privacy 3. Have an appreciation for the impact of “deep tech” (blockchain, AI, quantum computing) on cybersecurity, privacy and Regtech 4. Be familiar with the basics and learn about the potential of state-of-the-art AI/ machine learning, IoT, blockchain with respect to various use cases such as fraud detection, fraud prediction, AML, credit scoring, Insurtech 5. Be familiar with cryptocurrencies and their implications in terms of cybersecurity/privacy
Evaluation	
Final Examination (%)	0
Continuous Assessment (%)	100
Academic reference	<p>Thierry Bonneau, Thibault Verbiest, Fintech et Droit - RB Edition, février 2020</p> <p>Didier Geiben, Olivier Jean-Marie, Jean-François Vilotte, Thibault Verbiest, Bitcoin et Blockchain. Vers un nouveau paradigme de la confiance numérique ? - RB Edition , juillet 2016</p> <p>Prix Turgot 2017 du meilleur ouvrage collectif • Franklin Dehousse, Thibault Verbiest, Tania Zgajewski, Introduction au droit de la société de l information : synthèse en droits belge et européen convergence télécoms, audiovisuel, internet , 2007, Larcier</p> <p>De Coster, T., Vandercammen, M., Verbiest, T., Demoulin, M.,</p>

	<p>Jacquemin, H. & Montero, E, Les pratiques du commerce électronique, 2007, Bruxelles: Académia Bruylant. 191 p. (Cahiers du CRID; vol. 30)</p> <p>Thibault Verbiest , Le nouveau droit du commerce électronique : La loi pour la confiance dans l'économie numérique et la protection du cyberconsommateur, 2004, Larcier</p> <p>Thibault Verbiest La protection juridique du cyber-consommateur, Litec, Paris, 2002</p> <p>Thibault Verbiest et Etienne Wéry, Le droit de l'internet et de la société de l'information. Droits européen, belge et français, 2001, Larcier Scientific publications (66)</p> <p>Jonathan J. Attia, Thibault Verbiest, Bitcoin, Ethereum, Libra et CBDC : Blockchain, une valse à quatre temps, décembre 2019, Revue Banque n° 839</p> <p>Thibault Verbiest, Thierry Granier, Marchés financiers et technologie blockchain, octobre 2019, Banque & Droit n° 187</p> <p>Thibault DOUVILLE, Thibault VERBIEST, Blockchain et tiers de confiance : incompatibilité ou complémentarité ? Recueil Dalloz (n°20, 2018)</p> <p>Thibault Verbiest, Frédéric Bellanca, Cadre juridique : Initial Coin Offerings (ICO) : l'inévitable régulation?, janvier 2018, Revue Banque n° 817</p> <p>Thibault Verbiest, Conformité : Données personnelles et FinTechs : un mariage de raison, juin 2017, Revue Banque n° 810</p> <p>Thibault VERBIEST, Voiture connectée et voiture autonome, Revue Lamy droit de l'immatériel (n°133, 2017)</p> <p>Thibault VERBIEST, Le data, moteur des projets smart cities , Revue Lamy droit de l'immatériel (n°140, 2017)</p> <p>Thibault Verbiest, « Quelle valeur juridique pour les smart contracts ? », RLDA, 2017, n° 129.</p> <p>Thibault VERBIEST. Quelle relation entre la protection des données à caractère personnel et la blockchain ?, RLDA, 2017, n° 144</p> <p>Thibault Verbiest, Robert Devin, Les robo-advisors ou l'automatisation du conseil financier : Vers un nouveau cadre juridique en France et en Europe ? , avril 2017, Revue Banque n° 808</p> <p>Thibault Verbiest, Banque et assurance : Quel régime applicable à l'égard des comparateurs en ligne ?, janvier 2017, Revue Banque n° 805</p> <p>Thibault Verbiest, Régulation : Quelle approche légale de la blockchain ? , septembre 2016, Banque & Stratégie n° 350</p> <p>Thibault VERBIEST, Technologies de registre distribué (blockchain) : premières pistes de régulation , Revue Lamy droit de l'immatériel (n°129, 2016)</p> <p>Pelletier, Perrine, Verbiest, Thibault, and Lebon, Geoffroy, Betting in France , in Paul M. Anderson, et al. (eds.), Sports Betting: Law and Policy, 2012, Thibault Verbiest, Pascal Reynaud. Skill Games for Money in France: Are They Legal?, Gaming Law Review, Oct 2011</p> <p>Elise DUFOUR, Thibault VERBIEST, Alexandre DREYFUS, Eric BOUHANNA, E-commerce : l'ouverture du marché français des jeux d'argent et de hasard en ligne : écher ou mat ?</p>
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	<p>Revue Lamy droit de l'immatériel (n°58, 2010) Verbiest, G. Lebon and P. Pelletier, Libéralisation des jeux en ligne: aperçu juridique du futur cadre légal , RLDA, No. 49, May 2010, p. 37 Thibault VERBIEST, Momtchil MONOV,, L'arrêt Santa Casa : frein ou accélérateur à la libéralisation du secteur des jeux de hasard sur internet ? , Revue Lamy droit de l'immatériel (n°54, 2009) Thibault VERBIEST, Geoffroy LEBON, La FFT remporte aisément le second set dans le match qui l'oppose à Unibet , Revue Lamy droit de l'immatériel (n°55, 2009) Thibault VERBIEST, Pascal REYNAUD, Alexandre MANASTERSKI, Le principe de remboursabilité comme condition de licéité des loteries payantes ? Revue Lamy droit de l'immatériel (n°54, 2009) Thibault VERBIEST, Le fonds de commerce électronique : vers une reconnaissance juridique ? Communication commerce électronique (n°4, 2008) Thibault VERBIEST, Pascal REYNAUD, Bertrand VANDEVELDE, Le web 2,0 dans l'entreprise : quelle responsabilité ? , Revue Lamy droit de l'immatériel (n°40, 2008) Bruno SIDO, Auteur ; Emmanuel BINOCHE, Auteur ; Thibault VERBIEST, Auteur ; Giuseppe DE MARTINO, Responsabilité : opérateurs, tous responsables ? utilisateurs, irresponsables ? Revue Lamy droit de l'immatériel (n°39, 2008) Van der Perre, A., Verbiest, T., Spindler, G., Maria Riccio, G., & Montero, E. (2007). Study on the liability of Internet intermediaries: general trends in the EU. Namur: CRID. Frédérique VANHAELEN, Thibault VERBIEST, Jeux d'argent en ligne : l'impact de l'arrêt Placanica, Revue Lamy droit de l'immatériel (n°27, 2007) Van Den Bulck, Paul, et Thibault Verbiest. « Jeux vidéo : synthèse d'un cadre juridique naissant » (2007) JCP Semaine juridique - Édition générale, n°100 Thibault VERBIEST, La Voix sur IP : à la recherche d'un cadre réglementaire , Communication commerce électronique (n°2, 2007) Thibault VERBIEST, Administration électronique : l'ordonnance n° 2005-1516 du 8 décembre 2005 était-elle nécessaire ? Revue Lamy droit de l'immatériel (n°15, 2006) François Coupez et Thibault Verbiest, Commercialisation à distance des services financiers : bilan d'un nouveau cadre juridique, Recueil Dalloz 2006 N° 44, page 3057 Thibault VERBIEST, Evelyn HEFFERMEHL, Le cadre réglementaire des jeux d'argent en ligne en France : évolutions et tendances à l'oeuvre , Revue Lamy droit de l'immatériel (n°20, 2006) Thibault VERBIEST, Paul VAN DEN BULCK, Convergence : la révision de la directive Télévision sans frontières, Revue Lamy droit de l'immatériel (n°21, 2006) Thibault VERBIEST, Pascal REYNAUD, Adoption de la loi DADVSI et décision du Conseil constitutionnel : point de répit estival ! Revue Lamy droit de l'immatériel (n°19, 2006) Thibault VERBIEST, Télévision sur téléphone mobile</p>
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	<p>: quel cadre juridique ? , Revue Lamy droit de l'immatériel (n°7, 2005)</p> <p>Thibault VERBIEST, Webradios : vers un régime de rémunération équitable ? Revue Lamy droit de l'immatériel (n°1, 2005) G. Lebon and T. Verbiest; F. Rizzo, Les droits d'exploitation audiovisuelle des manifestations sportives , Dr. et patr., No. 139, 2005, p. 69. Thibault VERBIEST, Ewout KEULEERS, Gambelli case makes it harder for nations to restrict gaming Gaming Law Review (n°1, 2004) Keuleers, E. & Verbiest, T., Gambelli Case Makes it harder for Nations to Restrict Gaming, 2004, In : Gaming Law Review. 8, 1, p. 9-13 5 p. Thibault VERBIEST, Jeux et paris en ligne : répression ou régulation, Expertises (n°287, 2004) Thibault VERBIEST, Affaire Microsoft : la Commission européenne condamne, Expertises (n°281, 2004) Thibault VERBIEST, Pascal REYNAUD, Jeux et paris virtuels : évolution ou révolution du droit européen ? , Communication commerce électronique (n°11, 2004) Thibault VERBIEST, Loi pour la confiance dans l'économie numérique : examen du nouveau régime du commerce électronique Lamy droit de l'informatique et des réseaux (n°172, 2004) Keuleers, E. & Verbiest, T., The eCommerce Directive and online gaming activities, 2003, World Online Gambling Report. Keuleers, E. & Verbiest, T., Advocate General backs passive cross-border gaming, 2003, World Online Gambling Report. Keuleers, E. & Verbiest, T., Cross-border gaming: the European regulatory perspective, 2003, Gaming Law Review. 7, 3, p. 185-196 12 p. Janice DERVAUX, Auteur ; Thibault VERBIEST, Application service provider : aspects contractuels, Lamy droit de l'informatique et des réseaux (n°157, 2003) Thibault VERBIEST, Ewout KEULEERS, Cross-border gaming : the European regulatory perspective , Gaming Law Review (n°3- vol. 7, 2003) Thibault VERBIEST, Projet de loi pour la confiance dans l'économie numérique : analyse critique , Communication commerce électronique (n°2, 2003) Thibault VERBIEST, Sommet mondial sur la société de l'information : quel rôle pour les professions libérales, Lamy droit de l'informatique et des réseaux (n°163, 2003) Thibault VERBIEST, Inge De BRUYN, De technische tijdelijke kopie geconfronteerd met het reproductierecht, Auteurs & média (n°4, 2002) LEBON (Geoffroy) et VERBIEST (Thibault), « Ethique et paris sportifs: une combinaison gagnante », Cah. Dr. sp. (2012) Thibault VERBIEST, Auteur ; Etienne WERY, Les professions libérales sur Internet : des prestataires comme les autres ? Expertises (n°256, 2002) Thibault VERBIEST, Maxime LE BORNE, Les assurances en ligne : quel cadre juridique ? Lamy droit de l'informatique et des réseaux (n°146, 2002) Thibault VERBIEST, La nouvelle réglementation</p>
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	<p>européenne des communications électroniques , Expertises (n°261, 2002) Thibault VERBIEST, Places de marché électroniques : vers de nouvelles règles du jeu ? Expertises (n°264, 2002) Thibault Verbiest, Les copies provisoires techniques confrontées au droit de reproduction, LEGICOM 2001/2 (N° 25) Thibault VERBIEST, Droit international privé et commerce électronique : état des lieux Expertises (n°248, 2001) Etienne WERY, Thibault VERBIEST, Le cadre juridique du commerce électronique après l'ordonnance du 23 août 2001 et le projet de loi sur la société de l'information, Lamy droit de l'informatique et des réseaux (n°140, 2001) Thibault VERBIEST, TVA et commerce électronique : quelles règles appliquer? , Dans Expertises (n°251, 2001) Thibault VERBIEST, Internet et fiscalité directe : les nouvelles règles, Expertises (n°254, 2001) Thibault VERBIEST, Les casinos virtuels : les jeux de hasard et les loteries sur Internet Journal des tribunaux (n°5910, 1999) Frédérique VANHAELEN, Thibault VERBIEST, Internet : concurrence et distribution sélective : une coexistence parfois difficile , Communication commerce électronique (n°7, 2000) Thibault VERBIEST, La nouvelle loi belge sur le commerce électronique, Expertises (n°243, 2000) Laetitia ROLIN JACQUEMYS, Thibault VERBIEST, L'offre de service et produits financiers sur Internet , Revue de droit des affaires internationales (n°1, 2000) Thibault VERBIEST, Les casinos virtuels : une nouvelle cybercriminalité ? Expertises (n°227, 1999) Thibault VERBIEST, Entre bonnes et mauvaises références : A propos des outils de recherche sur Internet , Auteurs & média (n°1, 1999) Thibault VERBIEST, La responsabilité des outils de recherche sur Internet en droit français et en droit belge, Lamy droit de l'informatique et des réseaux (n°116, 1999) Articles en ligne (357) Depuis 1999, 357 articles sur le site de doctrine juridique https://www.droit-technologie.org/ Derniers articles :</p> <ul style="list-style-type: none"> • Cryptomonnaie : l'Europe s'oppose aux stablecoins, décembre 2019 • Crowdfunding : le règlement européen va-t-il aussi régir les ICOs (Initial Coin Offering) ?, septembre 2018 • Les bitcoins sont-ils soumis à l'impôt ?, mai 2018 Chroniques (132) Depuis 1998, 132 chroniques dans le quotidien belge L'Echo (www.lecho.be) Dernières chroniques : • Les 10 commandements du contact tracing, 13 avril 2020 • Le libra et les banques centrales sont-ils des ennemis ou des alliés?, 19 décembre 2019 • Faut-il interdire ou réglementer les drones tueurs?, 6 juin 2019
Websites	0

Digital job market opportunities

Course Code	MSC.CFMM2.FICOR.0164
ECTS Credits	1
Course Leader	SAIDANE Dhafer
Synchronous	6
Discipline	Autre
Program	Corporate Financial Management
Prerequisites	No
Course Description	Organisation de sequences de négociations de Job Market avec l'appui techniques d'entreprises locale dont Village by CA.
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	0
Websites	Video clips will be play in class and the websites of top firms that are recruiting will be reviewed in class.

Financial modeling II

Course Code	MSC.CFMM2.FICOR.0173
ECTS Credits	2
Course Leader	CHIKH Sabrina
Synchronous	18

Discipline	Finance
Program	Corporate Financial Management
Prerequisites	Financial modeling I / Excel and vba level I
Course Description	This course will help the students to deepen their knowledge in Excel and to optimize formulas and fuctions for financial analysis.
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	Classic reference: Financial Modeling - Simon Benninga (2008) Available on ScholarVox: Excel for Finance and Accounting : Learn how to optimize Excel formulas and functions for financial analysis Kumar Lohani, Suraj (2023) Financial Analysis and Modeling using Excel and VBA Chandan Sengupta (2009)
Websites	

Financial Risk Management

Course Code	MSC.CFMM2.FICOR.0026
ECTS Credits	2
Course Leader	LAI Wan Ni
Synchronous	18
Discipline	Finance
Program	Corporate Financial Management

Prerequisites	International financial economics, derivatives.
Course Description	<p>The main objective of this course is to teach students how to identify and manage risks at the enterprise level as financial managers.</p> <p>This course emphasis on enterprise risk management that covers the four main aspects of risk in a corporation: Hazard risks, financial risks, operational risks and strategic risks.</p> <p>The course provides an introduction to enterprise risk management, explains the financial risk exposures of a company (foreign exchange, transaction, economic) and methods of hedging financial risks.</p>
Evaluation	
Final Examination (%)	60
Continuous Assessment (%)	40
Academic reference	Lectures obligatoires / Required readings: Lectures Recommandées / Recommended readings:
Websites	None.

Fintech Venture

Course Code	MSC.CFMM2.FICOR.0155
ECTS Credits	2
Course Leader	SAIDANE Dhafer
Synchronous	18
Discipline	Finance
Program	Corporate Financial Management

Prerequisites	Capital Budgeting Valuation
Course Description	<p>The aim of the course is to present different financing forms of entrepreneurial firms active in the fintech area. The course will discuss traditional sources such as venture capital and new trends in financial innovation available to fintech startups. Special attention will be devoted to understanding the motivations of the different players (mainly investors and entrepreneurs) and how to reconcile their interests through specific contracting mechanisms.</p> <p>Lectures build on theory, business cases and exercises that will be discussed in class. Students will be required to work on real-world business cases to develop their own view on different forms of entrepreneurial finance. This year, we will also do business cases on (equity) crowdfunding and ICO.</p>
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	<p>Most relevant reading material will be distributed in electronic format at the beginning of the course. These include: [1] Metrick, A., and A. Yasuda (2011), “Venture Capital and Other Private Equity: A Survey,” <i>European Financial Management</i> 17 (4), 619–654. [2] Hornuf, L., and A. Schwienbacher (2016), “Crowdinvesting – Angel Investing for the Masses?,” with L. Hornuf, in: <i>Handbook of Research on Venture Capital: Volume 3. Business Angels</i>: Edward Elgar (Ed. C. Mason and H. Landström); pp. 381-397. Also available on SSRN: ssrn.com/abstract=2401515. [3] Howell, S.T., M. Niessner, and D. Yermack (2019), “Initial Coin Offerings: Financing Growth with Cryptocurrency Token Sales,” <i>The Review of Financial Studies</i>, forthcoming. [4] Schwienbacher, A. (2015), “(Book chapter) “Financing the</p>

	Business”, in: Routledge Companion on Entrepreneurship: Routledge (Ed. T. Baker and F. Welter), pp. 193-206. In addition, students interested in reading issues covered in class will find related discussions in the following textbooks (suggested reading, not required): L. Alemany and J.J. Andreoli, (2018). Entrepreneurial Finance: The Art and Science of Growing Ventures (Cambridge University Press) A. Metrick and A. Yasuda, Venture Capital and the Finance of Innovation, 2nd Edition (Wiley) M. Iansiti and K.R. Lakhani, (2020). Competing in the Age of AI: Strategy and Leadership When Algorithms and Networks Run the World (Harvard Business Review Press)
Websites	0

Governance and sustainable finance

Course Code	MSC.CFMM2.FICOR.0130
ECTS Credits	2
Course Leader	SAIDANE Dhafer
Synchronous	18
Discipline	Finance
Program	Corporate Financial Management
Prerequisites	Corporate Finance prerequisites.
Course Description	The course describes the operational risks that the companies have to deal with. It also provides a deep approach about the organization of a modern corporation and ethics matter in Business. Corporate governance is discussed from different perspectives. An overview of international practice is also provided.
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60

Academic reference	Handbook of Sustainable Finance. Roncalli, Thierry (2023).
Websites	

M&A and Corporate Restructuring

Course Code	MSC.CFMM2.FICOR.0018
ECTS Credits	3
Course Leader	AHMAD Muhammad Farooq
Synchronous	24
Discipline	Finance
Program	Corporate Financial Management
Prerequisites	Introduction to finance, Financial Mathematics and Corporate Finance.
Course Description	<p>This course is dedicated to the valuation, structuring, financing and negotiation of controlling-equity transactions.</p> <p>It will present some aggregate and historical evidence, before it delves into the core issue of valuation, and then structuring (and restructuring).</p> <p>It provides the students with a background for understanding mergers and acquisitions and corporate restructuring. Most importantly, it provides the building blocks to understand the activity of evaluating a business firm.</p>
Evaluation	
Final Examination (%)	60

Continuous Assessment (%)	40
Academic reference	Lectures obligatoires / Required readings: Lectures Recommandées / Recommended readings:
Websites	0

Programming with Python II

Course Code	MSC.CFMM2.FIELE.0139
ECTS Credits	2
Course Leader	SAIDANE Dhafer
Synchronous	18
Discipline	Autre
Program	Corporate Financial Management
Prerequisites	Python I
Course Description	Python is a programming language which is becoming increasingly popular in data science/machine learning. This course is the continuation of Python I. The objective of this course is to prepare students to use Python for solving simple problems in machine learning and data science and to understand existing solutions. The course will be geared towards practice, students will be expected to write programs for solving data science problems with real-life data.
Evaluation	
Final Examination (%)	60
Continuous Assessment (%)	40
Academic reference	0

Websites	0
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Reporting for Control & Performance Management

Course Code	MSC.CFMM2.FICOR.0106
ECTS Credits	2
Course Leader	CHIKH Sabrina
Synchronous	18
Discipline	Comptabilité
Program	Corporate Financial Management
Prerequisites	Financial analysis or equivalent year 1 accounting module.
Course Description	<p>The module examines the techniques of management accounting which will help operational managers make decisions, achieve their objectives and contribute to the overall performance of the company.</p> <p>Specifically, it provides students with the necessary understanding, methodology and tools to be able to:</p> <ul style="list-style-type: none"> •Measure, analyse and control costs and profitability. •Manage the planning process and prepare operating and cash budgets. •Measure and monitor performance. •Assess long-term capital investment projects.
Evaluation	
Final Examination (%)	100

Continuous Assessment (%)	0
Academic reference	Lectures obligatoires / Required readings: Lectures Recommandées / Recommended readings:
Websites	None.

International Business

MSc in International Business Campus Suzhou			
Course Code	Course Title	ECTS credits	Contact hours
Semester Spring			
Core courses			
MSC.IBSM2.FICOR.0084	International Finance	3	30
MSC.IBNM2.STCOR.0032	International Business Game: Skema SIM	2	18
PGE.APPM2.STCOR.3311	Advanced Strategy	2	18
MSC.IBSM2.MLCOR.0003	China Legal issues for Business	2	18
	Chinese Language	0,5	30
MSC.TRCM2.OTCOR.0205	Career management 2	0,5	6
Track courses: Asian Transformation: Manufacturing the Future			
MSC.IBUM2.STCOR.0060	Management in International Environment from a chinese perspective	4	33
MSC.IBSM2.PMCOR.0009	New Business Models: Internet Applications in Business with a focus in China	3	24
Elective courses (choose 2 from the list)			
MSC.IBUM2.STELE.0061	Cross-cultural Communication and Leadership	2	18
MSC.IBNM2.STELE.0047	International Negotiation Practice	2	18
MSC.IBUM2.STELE.0057	Company failure and Renewal in China	2	18
Total Semester Spring		21	180

ADVANCED STRATEGY

Course Code	PGE.APPM2.STCOR.3311
ECTS Credits	2
Course Leader	JOLINK Albert
Synchronous	18
Discipline	Stratégie, Innovation & Entrepreneuriat
Program	International Business
Prerequisites	Strategy 1 (M1)

Course Description	<p>In this course you will learn more about the theory and practice of collaborations of firms, from the motivation to collaborate with other firms to the organizational structuring of collaboration. The objective of the course is to understand how companies elaborate strategic collaboration to support corporate performance. It is a condition to survive for startup companies. It often is a means to guarantee profitability for larger corporations. However, it is difficult to achieve in the long run and may put the company at risk if not successful.</p> <p>By using a combination of lectures, case studies, and team projects, this course will provide an overview of collaborative options in different contexts.</p>
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	Child et al. (2019) Cooperative Strategy, Oxford University Press
Websites	

CAREER MANAGEMENT 2

Course Code	MSC.TRCM2.OTCOR.0205
ECTS Credits	0,5
Course Leader	ANDRE Nathalie
Synchronous	6
Discipline	Autre
Program	International Business
Prerequisites	N/A

Course Description	Career management, focusing on recruitment and employability
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

CHINA LEGAL ISSUES FOR BUSINESS

Course Code	MSC.IBSM2.MLCOR.0003
ECTS Credits	2
Course Leader	DALLOZ Marc
Synchronous	18
Discipline	Droit & Humanités
Program	International Business
Prerequisites	n/a
Course Description	The aim of the course is to give students a comprehensive look at China legal issues arising in business. It is key for future managers to understand the legal implications of certain business activities and the potential risks they may imply. This course focuses on Chinese law, students will be aware of how Chinese law operates in a business environment. The case study approach will be used to enhance learning.
Evaluation	

Final Examination (%)	80
Continuous Assessment (%)	20
Academic reference	Textbooks: Ewan McKendrick, Contract Law, Palgrave Macmillan, 2000 Janet Dine, Company Law, MacMillan, 2005 Yikun Zhu, Concise Chinese Law, China Law Press, 2007
Websites	http://www.npc.gov.cn/englishnpc/index.shtml https://www.lawinfochina.com https://guides.library.harvard.edu/ChineseLegalResearch https://harrisbricken.com/chinalawblog/

Chinese - BASIC 1

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

COMPANY FAILURE AND RENEWAL IN CHINA

Course Code	MSC.IBUM2.STELE.0057
ECTS Credits	2
Course Leader	DESBORDES Rodolphe
Synchronous	18
Discipline	Stratégie, Innovation & Entrepreneuriat
Program	International Business
Prerequisites	n/a
Course Description	This course aims to equip students with the knowledge and skills to diagnose why organizations experience crises and what might be done to identify problems, to avoid potential failure, and to transform the organization to enable it to succeed in the future. Particular focus will be

	placed on Chinese companies many of which have attracted world-wide attention for adopting new business models and innovative operations. The course will also examine symptoms as well as the causes of company failure by introducing to students the techniques that may be used to identify the onset of difficulties as early as possible, based on the assumption that successful turnaround strategies will more likely be achieved if problems are recognized early. The experiences of Chinese companies will form the backdrop against which the universality of such a phenomenon will be tested.
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	
Websites	

CROSS CULTURAL COMMUNICATION AND LEADERSHIP

Course Code	MSC.IBUM2.STELE.0061
ECTS Credits	2
Course Leader	DESBORDES Rodolphe
Synchronous	18
Discipline	Management & Organisation
Program	International Business
Prerequisites	The participants should have read the reference and texts in CSI (Course Study Information).

Course Description	<p>In today's professional life, everyone is dealing with leadership at all levels. But the understanding, the process, as well as the outcome are different. Leadership is not, in today's fast moving business environment, just motivating yourself and your team to perform as well as your KPIs require. Further considerations on new elements and factors, such as CSR, and corporate governance, legal compliance and cross cultural factors come into account.</p> <p>Execution is the implementation of management and shareholder's strategy. Why are there so many conflicts between bosses and the executives? Why the execution is often so difficult and even painful? How shall we do to succeed our leadership?</p>
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	<p>- Michael Watkins (2003), The first 90 days, Critical success strategies for new leaders at all levels, Harvard Business School Press, Boston, Massachusetts, USA - Hofstede, Geert (2010), Cultures and Organizations, Software of the mind (3rd edition), New York, NY, McGraw Hill - House et al (2005), Culture, leadership and organizations: the GLOBAL study of 62 societies. New York, NY, Sage Publications - Hampden-Turner & Trompenaars (2000), Building cross cultural competence, New York, Wiley - Lewis, Richard D (1999), When cultures collide: managing successfully across cultures. London, Nicolas Brealey Publishing - Lewis, Richard D (2003), The culture imperative: global trends in 21th century, Yarmouth, ME - Walter Isaacson (2011), Steve Jobs, Simon & Schuster, New York - David R. Hawkins (2014), Power vs. Force. Hay House, Inc. Publications</p>
Websites	

INTERNATIONAL BUSINESS GAME: SKEMASIM

Course Code	MSC.IBNM2.STCOR.0032
ECTS Credits	2
Course Leader	MESCHI Pierre-Xavier
Synchronous	18
Discipline	Stratégie, Innovation & Entrepreneuriat
Program	International Business
Prerequisites	Strategy
Course Description	<p>The « SKEMA Multicampus Business Simulation » (otherwise known as SKEMASIM) course is a</p> <p>5-day seminar organized simultaneously in the different SKEMA campuses across the world</p> <p>(France, Brazil, China and USA). It is made up of the business simulation itself, some tutorial</p> <p>conferences, and the writing of an annual activity report. The « SKEMA Multicampus Business</p> <p>Simulation » is a business game simulating the general management of mid-sized fictitious firms located in different countries (France, Brazil, China and USA, for further information, see</p> <p>Participant's Guide). Some tutorial conferences will be arranged in order to present the "rules of the game," the simulation scenarios, the features of the different countries' environment, the quarterly (strategic, partnership, managerial, financial, marketing, human ...) decisions that will have to be made by each team of students. A comprehensive analysis presenting the corporate strengths and weaknesses of these fictitious firms will be provided to each team. To this aim, a particular attention will be paid to the comparative economic advantage of each country (especially in terms of labour cost, R&D cost, long-term interest rate, tax rate ...) and to the different growth options that available in this simulation (local and international alliances, subcontracting, ...). Throughout the seminar, the tutorial conferences will also allow the simulation administrators to inform</p>

	the different teams about the changes in their respective country's environment as well as their quarterly firm performance. At the end of the seminar, each team will be asked to send over an annual activity report to simulation administrators. The teams will be assessed according to 1/ the performance of their company (measured by the ROI and ROE evolution) and 2/ the relevance and accuracy of their activity report.
Evaluation	
Final Examination (%)	25
Continuous Assessment (%)	75
Academic reference	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings : (1) BRULHART F., GUIEU, G. & MESCHI P.-X., La Croissance de l'Entreprise avec la Méthode des Cas, Eyrolles et Centrale des Cas et des Médias Pédagogiques, 2011. (2) RUGMAN A. & HODGETTS R., International Business, Prentice Hall, 2003.
Websites	www.webtolearn.com/skemasim

INTERNATIONAL FINANCE

Course Code	MSC.IBSM2.FICOR.0084
ECTS Credits	3
Course Leader	CAI Yujie
Synchronous	30
Discipline	Finance
Program	International Business
Prerequisites	None
Course Description	This course is designed to train business leaders of tomorrow's multinational enterprises to recognize and capitalize on the unique characteristics of global markets. We will discuss exchange rate

	determination, the international monetary system and global financial markets, and gain firmer understanding of FX markets that underpin the rapid evolution of our global marketplace. Further, we will consider financing options for the global firm and study the intricacies of foreign investment, including cross-border mergers and acquisitions. Throughout the course we will work on a number of real-world cases to help is gain hands-on experience and understanding of international finance.
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Available on Cyberlibris at www.scholarvox.com : 1) Economics for Investment Decision Makers Workbook : Micro, Macro, and International Economics, Piros and Pinto, John Wiley & Sons, 2013, Chapters 5, 8, 9 and 10. 2) International Economics 6th edition, Dunn and Mutti, Taylor & Francis, 2003, Chapters 12 to 20 Lectures Recommandées / Recommended readings : Ephraim CLARK, INTERNATIONAL FINANCE, (London: Thomson Learning, 2002)
Websites	http://databank.worldbank.org/data/home.aspx http://stats.oecd.org/

INTERNATIONAL NEGOTIATION PRACTICE

Course Code	MSC.IBNM2.STELE.0047
ECTS Credits	2
Course Leader	RIVAS-SIEDEL Béatrice
Synchronous	18
Discipline	Stratégie, Innovation & Entrepreneuriat
Program	International Business

Prerequisites	No academic prerequisite; however, students should think about their prior negotiation experiences.
Course Description	<p>In today's globalized economy, negotiation skills are essential for business professionals to navigate complex interactions, secure advantageous agreements, and foster lasting partnerships.</p> <p>This course focuses on equipping students with practical negotiation techniques and strategies tailored to international business contexts. Participants will learn to identify their own relational profiles, adapt to cultural differences, and apply negotiation techniques to uncover interests and create win-win outcomes. Through interactive role-playing, case studies, and simulations, students will explore fundamental principles such as BATNA, ZOPA, and trust-building while mastering tactics for multi-party and cross-cultural negotiations.</p> <p>By the end of the course, students will have acquired tools to negotiate more effectively in diverse and challenging international environments.</p>
Evaluation	
Final Examination (%)	0
Continuous Assessment (%)	100
Academic reference	<p>Hofstede, G, Hofstede G.J., Minkov, M, "Cultures and Organisations. Software of the Mind", McGraw-Hill, 2010</p> <p>Meyer, Erin "The Culture Map"</p> <p>T. Hall, Edward "Understanding cultural differences"</p> <p>Trompenaars, Fons "Riding the waves of culture"</p> <p>Roger FISHER, William URY, Bruce PATTON Getting to Yes</p> <p>Jim CAMP</p> <p>George KOHLRIESER Hostage at the Table: How Leaders Can Overcome Conflict, Influence Others, and Raise Performance</p>

	<p>Kerry PATTERSON, Joseph GRENNY, Ron MCMILLAN and Al SWITZLER Crucial conversations</p> <p>Terri MORRISON Kiss, Bow or Shake Hands</p> <p>Birgit WELCH, Charles LAFOND, Sheila VINE Express Series English for Negotiating: A short, specialist English course</p> <p>Sun TZU, The Art of War</p>
Websites	<p>www.cultureconnector.com</p> <p>https://geert-hofstede.com/</p> <p>http://export.businessfrance.fr : guides des affaires, études et dossiers thématiques</p> <p>Steven Spielberg Bridge of Spies</p> <p>Martin Scorsese The Wolf of Wall Street</p>

MANAGEMENT IN INTERNATIONAL ENVIRONMENT FROM A CHINESE PERSPECTIVE

Course Code	MSC.IBUM2.STCOR.0060
ECTS Credits	4
Course Leader	DESBORDES Rodolphe
Synchronous	33
Discipline	Management & Organisation
Program	International Business
Prerequisites	n/a
Course Description	In recent years, more and more scholars are showing their interest on the management practices of Chinese companies. Although China has yet to

	<p>produce a world-class company, China offers more management lessons today than do most other countries. Successful Chinese companies are leveraging their unique management practices to get standing in the world market.</p> <p>Considering this background, this course, by combining theoretical discussion and case study, will open the window for students to deepen their understanding of Chinese companies management philosophy and practices in the world market. The contents included in the course will cover broad issues in management, from strategic management to organizational design and development, from new product development to innovation, from leadership to marketing.</p> <p>The study of this course provides a good opportunity for students to reflexively thinking and discussing some management theories and practices through the Chinese perspective.</p>
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	<p>1. China: To Get Rich Is Glorious 2. China Myths, China Facts 3. West meets East: Toward an Ambicultural approach to management 4. A Chinese Approach to Management. Harvard Business Review, 2014.9 5. https://hbr.org/2014/09/a-chinese-approach-to-management 6. China's Miracle Economy: Causes, Consequences, and Current Status 7. What Chinas five-year plan means for business 8. Guanxi as a complex adaptive system: definition, description and underlying principals 9. Does Managerial Ties in China Always Produce Value 10. The High Cost of Cheap Chinese Labor 11. Business in China-Innovation: Fast and furious 12. Why Western Digital Firms Have Failed in China 13. What Western Marketers Can Learn from China 14. How China's Government Helps — and Hinders — Innovation 15. Business in China: Entrepreneurship and technology 16. Inside the Mind of Chinese Consumers 17. What Panasonic Learned in China 18. Chinese Negotiation 19. In China: The Right Political Ties Count</p>

	20. Business Leadership in the Chinese Context: Trends, Findings and Implications 21. Leading Huawei: Lessons from China's Most Successful Executive 22. Chinese companies non-market strategy in exploring opportunities (Case. TONGWEI) (This would be provided later) 23. Harvard Business Case: Yili Group: China's Pioneering Dairy Brand (This would be provided later) 24. Harvard Business Case: Xiaomi, Inc.: The Rise of a Chinese Indigenous Competitor (This would be provided later)
Websites	25. https://www.worldbank.org/en/news/press-release/2019/10/24/doing-business-2020-chinas-strong-reform-agenda-places-it-in-the-top-10-improver-list-for-the-second-consecutive-year 26. China's 40 Years of Reform and Development: 1978–2018. https://www.jstor.org/stable/j.ctv5cgbnk

NEW BUSINESS MODELS: INTERNET APPLICATIONS IN BUSINESS WITH FOCUS ON CHINA

Course Code	MSC.IBSM2.PMCOR.0009
ECTS Credits	3
Course Leader	CAI Yujie
Synchronous	24
Discipline	Stratégie, Innovation & Entrepreneuriat
Program	International Business
Prerequisites	n/a
Course Description	Business model describes how an organization creates, delivers and captures value. Our objective of this subject is to provide students with the fundamentals of the concepts, theories, tools, and techniques that enable organizations to design, implement and evaluate business models. The content includes some practical frameworks such as VARIM and tools like business model canvas, which help students quickly master the building blocks of business model development. Featured Chinese cases will be used to illustrate the business model innovations.

Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	<p>MANDATORY RESOURCES (textbooks, references apps...) Afuah, A. (2014). Business model innovation: concepts, analysis and cases. New York: Routledge. Amit, R., & Zott, C. (2012). Creating Value Through Business Model Innovation. MIT Sloan Management Review, 53(3), 41-+. Zott, C., Amit, R., & Massa, L. (2011). The Business Model: Recent Developments and Future Research. Journal of Management, 37(4), 1019-1042. doi:10.1177/0149206311406265 RECOMMENDED READINGS Casadesus-Masanell, R., & Zhu, F. (2013). Business model innovation and competitive imitation: The case of sponsor-based business models. Strategic Management Journal, 34(4), 464-482. doi:10.1002/smj.2022 Chesbrough, H. (2010). Business Model Innovation: Opportunities and Barriers. Long Range Planning, 43(2-3), 354-363. doi:10.1016/j.lrp.2009.07.010 Cohen, B., & Kietzmann, J. (2014). Ride On! Mobility Business Models for the Sharing Economy. Organization & Environment, 27(3), 279-296. doi:10.1177/1086026614546199 Demil, B., & Lecocq, X. (2010). Business Model Evolution: In Search of Dynamic Consistency. Long Range Planning, 43(2-3), 227-246. doi:10.1016/j.lrp.2010.02.004 Johnson, M. W., Christensen, C. M., & Kagermann, H. (2008). Reinventing Your Business Model. Harvard Business Review, 86(12), 50-+. McGrath, R. G. (2010). Business Models: A Discovery Driven Approach. Long Range Planning, 43(2-3), 247-261. doi:10.1016/j.lrp.2009.07.005 Rogers, D. L. (2016). The Digital Transformation Playbook, New York: Columbia University Press. Teece, D. J. (2010). Business Models, Business Strategy and Innovation. Long Range Planning, 43(2-3), 172-194. doi:10.1016/j.lrp.2009.07.003</p>
Websites	0

International Marketing and Business Development

MSc IMBD			
Academic Year 2025-2026 - Campus Suzhou			
Semester Spring			
Core courses			
MSC.IMBM2.MKCOR.0031	Understanding the elusive consumer	4	30
MSC.IMBM2.MKCOR.0063	Product Management & Operational Marketing	3	24
MSC.IMBM2.MKCOR.0065	Business Development & Sales	3	30
MSC.TRCM2.OTCOR.0205	Career Management 2	0,5	6
Chinese has 7 levels, with 7 course c	Chinese	0,5	30
MSC.IMBM2.MKELE.0137	Managing social networks & communities	2	18
MSC.IMBM2.MKCOR.0061	Digital growth	2	18
MSC.IMBM2.MKCOR.0085	Influencer marketing	2	18
Elective courses (choose 2 out of 3)			
MSC.IMBM2.MKELE.0188	Cross-Cultural Business Communications	2	18
MSC.IMBM2.MKELE.0124	Graphic design	2	18
MSC.IMBM2.MKELE.0050	Perfect pitch	2	18
Total Semester Spring		21	210

BUSINESS DEVELOPMENT & SALES

Course Code	MSC.IMBM2.MKCOR.0065
ECTS Credits	3
Course Leader	SPIER Peter
Synchronous	30
Discipline	Marketing
Program	International Marketing and Business Development Suzhou
Prerequisites	Business models, negotiation, sales
Course Description	<p>This course covers two strongly related areas: business development and sales.</p> <p>Sales and business development are an essential component of the MSc in International Marketing and Business Development. Companies are seeking to recruit candidates with good potential for sales and a good</p>

	<p>number of students will begin their careers in the sales function, either moving up into sales management or across into marketing.</p> <p>Two other courses: international business development and new business development focus on these aspects of business development. This course is more concerned with areas such as key account management, sales methods and developing business in existing markets with existing customers.</p> <p>SALES:</p> <p>The sales component of the course provides will help to develop selling techniques and discover the different kinds of positions available in sales and business development. The course will look at different types of sales situation and reveal how very different sales can be in different sectors. We will look at 'transactional' bargaining situations moving through to more complex situations involving consultative- and solution-selling approaches.</p> <p>Throughout, the emphasis will be on developing students' ability to 'connect' with the other person, to use enquiry to better understand their point of view, to put forward their own position and to communicate and defend value.</p> <p>This course is a 'must' for students who wish to follow a career or spend their first years in sales or marketing. It will help to build confidence and cover the kind of techniques used in companies. The course will be interactive, and students will be expected to participate fully with live simulation.</p> <p>The skills developed in the course will certainly be useful elsewhere: selling ideas, pitching for resources, job interviews, internal selling...</p> <p>This part of the course goes hand in hand with the business development part that looks more specifically at Key account management and negotiation.</p> <p>BUSINESS DEVELOPMENT</p> <p>Business development involves identifying, analyzing and qualifying opportunities for growth that are both profitable and consistent with a company's strategy, and then making things happen. It is this combination</p>
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	<p>of analysis and strategic vision with a concern for the practical side of things that make the activity so satisfying.</p> <p>This course will look at how companies in a range of sectors grow - whether in new or existing markets, with new or existing clients -, how decisions about which options to pursue can be formulated and evaluated, and how growth strategies can be put in place. There will be a natural focus on the role of key account managers, who are key players in developing business.</p> <p>In Sophia, Lille, Belo and Suzhou, the course will culminate in the annual Sales Challenge, where students will meet and sell to companies. In Paris and Raleigh students will be able to opt for this event as an elective.</p>
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	<p>Cooper, I, (2012) Financial Times Guide to Business Development, The: How to Win Profitable Customers and Clients (The FT Guides)</p> <p>Dixon, M. & Adamson, B. (2013), The Challenger Sale : How to take control of the customer conversation (Portfolio Penguin)</p> <p>Eades, K. (2003,) The New Solution Selling (McGraw Hill)</p> <p>Heimann, S. (2007), The New Conceptual Selling : the consultative communication process for solution-led selling (Miller Heiman Group)</p> <p>Kohne, A, (2022) Business Development: Processes, Methods and Tools</p> <p>Maister, D. et al. (2002), The Trusted Advisor (Simon & Schuster)</p> <p>Rackham, N.(1995), Spin Selling (Routledge)</p>

	<p>Ross, A. & Tyler, M. (2011), Predictable revenue (PebbleStorm)</p> <p>Tyler, M. & Donovan, J. (2016), Predictable Prospecting : how to radically increase your B2B sales pipeline</p>
Websites	<p>https://www.insightsquared.com/blog/top-14-sales-skills-every-inside-sales-rep-must-master/</p> <p>https://blog.hubspot.com/sales/10-essential-selling-skills-2014-infographic</p> <p>https://blog.hubspot.com/sales/solution-selling</p> <p>https://en.wikipedia.org/wiki/Solution_selling</p> <p>https://www.forbes.com/sites/falonfatemi/2018/08/27/insight-selling-is-the-new-solution-selling/#6cda71f57646</p> <p>https://kapta.com/key-account-management/mean-trusted-advisor/</p> <p>https://www.gartner.com/en/sales-service/insights/challenger-sale</p> <p>https://www.gartner.com/smarterwithgartner/power-challenger-sales-model/</p> <p>https://testyourself.psychtests.com/bin/transfer</p> <p>https://fr.slideshare.net/Eloquens/pitch-method-simac-or-persuasive-selling-format</p> <p>https://en.wikipedia.org/wiki/SONCAS</p>

CAREER MANAGEMENT 2

Course Code	MSC.TRCM2.OTCOR.0205
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ECTS Credits	0,5
Course Leader	ANDRE Nathalie
Synchronous	6
Discipline	Autre
Program	International Marketing and Business Development Suzhou
Prerequisites	N/A
Course Description	Career management, focusing on recruitment and employability
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
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
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
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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.
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	

Cross-Cultural Business Communications

Course Code	MSC.IMBM2.MKELE.0188
ECTS Credits	2
Course Leader	SPIER Peter
Synchronous	18
Discipline	Marketing

Program	International Marketing and Business Development Suzhou
Prerequisites	none
Course Description	<p>This course uses the latest research and knowledge from the Science of Influence and Persuasion as well as international best practices in cross-cultural communication to help participants to communicate effectively to a broad range of stakeholders and across a wide spectrum of challenging but realistic business scenarios. Students in this course will gain expertise in successfully persuading target audiences in a variety of ‘real case’ situations from persuading individuals or small groups despite challenging scenarios to creating and successfully delivering effective formal presentations to large audiences. Special emphasis will be placed on bridging cross-cultural differences between France and China, to add relevance to the course content, but a cross-section of other key nations and cultures will also be explored via case studies and activities including role play. In terms of content, students will gain a strong foundation of theoretical knowledge and rich practical experience in communicating persuasively despite complex topics, fast-changing situations, opposing viewpoints, resistance to change, time limitations, technology issues, and culture-based biases or misunderstanding.</p>
Evaluation	
Final Examination (%)	55
Continuous Assessment (%)	45
Academic reference	<p>INTERCULTURAL COMMUNICATION: A CONTEXTUAL APPROACH, 8TH EDITION JAMES W. NEULIEP SAGE PUBLICATIONS ISBN-13: 9781506315133</p> <p>GUIDE TO MANAGERIAL COMMUNICATIONS, 10TH EDITION MARY MUNTER, LYNN HAMILTON PEARSON EDUCATION ISBN-13: 978-0133382938 ISBN-10: 0133382931</p>

Websites	
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Digital Growth

Course Code	MSC.IMBM2.MKCOR.0061
ECTS Credits	2
Course Leader	HE Guojun
Synchronous	18
Discipline	Marketing
Program	International Marketing and Business Development Suzhou
Prerequisites	No prerequisite
Course Description	<p>To seize the immense potential presented by the digital ecosystem, modern companies must continuously optimize their digital offerings.</p> <p>Marketing plays a pivotal role in winning digital organizations: marketers combine consumer insights, creativity with data analytics to develop the key digital interfaces of the company with the customer: e-commerce, a website, an application, social media platforms, digital advertising etc.</p> <p>Marketers must constantly innovate these digital offerings to remain competitive and to optimize the customer journey.</p> <p>Students will develop a strong understanding of the following key areas of business digital growth and learn by undertaking a real-world project presented at the end of the semester and through in class exercises and case studies:</p> <ul style="list-style-type: none"> • Winning Website (WordPress) / application development <ul style="list-style-type: none"> o CRM (Customer Relationship Marketing) • E-commerce / Direct to Consumer channel <ul style="list-style-type: none"> o User acquisition and conversion o Tracking, Data analytics and conducting A/B tests

	<ul style="list-style-type: none"> • Social Media marketing and Influencers • Digital advertising and 360° digital activity • Augmented Reality & the Metaverse • Artificial Intelligence (AI) in marketing <p>Important: this course may vary across different campuses</p> <p>Specific to Suzhou campus:</p> <p>This course will focus on the challenges of product management at a growing startup, driven by two major objectives: improvements to the user experience & conversion.</p> <p>We will learn some tools (i.e. A/B testing, Google analytics) and the data-driven mindset required to quickly and cheaply jumpstart an organizations KPIs.</p>
Evaluation	
Final Examination (%)	60
Continuous Assessment (%)	40
Academic reference	<p>Reference Textbook: Smith P. & Z. Zook (2019). Marketing Communication: Integrating Online and Offline, Customer Engagement, and Digital Technologies, 7th edition, Kogan. Case Studies: • SHEIN: ULTRA-FAST FASHION’S ESG CHALLENGES. Ivey Publishing 2024. W36090 • Glossier: Co-Creating a Cult Brand with a Digital Community. Harvard Business School 2020, 5-520-099 • Crocs: Using Community-Centric Marketing to Make Ugly Iconic. Harvard Business School 2023, 9-524-006</p> <p>Specific to Suzhou campus:</p>

	Ellis, Sean, and Morgan Brown. Hacking Growth: How Today's Fastest-Growing Companies Drive Breakout Success. Crown Business, 2017.
Websites	<p>For Suzhou campus:</p> <p>See Official website for Google Analytics: https://analytics.google.com/analytics/academy/</p> <p>Wordpress: A Step-by-Step Beginners' Guide to Build Your Own WordPress Website from Scratch. 2016 (https://www.amazon.cn/gp/product/1539991849/ref=oh_aui_detailpage_o00_s00?ie=UTF8&psc=1)</p> <p>See also official website https://wordpress.org/ for more references</p>

GRAPHIC DESIGN

Course Code	MSC.IMBM2.MKELE.0124
ECTS Credits	2
Course Leader	ZHAO Yunpeng
Synchronous	18
Discipline	Marketing
Program	International Marketing and Business Development Suzhou
Prerequisites	None
Course Description	Graphic design, which can be also called visual communication design, is deeply rooted in every aspect of society. It is a form of creative communication that aims at sending information through vision.

	<p>Graphic design is quite important in modern business activities. You can find design works everywhere, such as logos, ads, and posters. And usually, you recognize, judge, and choose brands via their design.</p> <p>This course includes two major parts: the “theory” part and the “practical” part. The theory part will tell students the basis of graphic design, such as morphological composition, basic design rules, and how to integrate graphic design into business activities. The practical part will introduce the most commonly used graphic design tool: Adobe Photoshop.</p> <p>Overall, the course starts from discussing ‘What is beauty’ and ends with ‘How to make things beautiful’ and ‘How to build brands and make profit by graphic design’. The design thinking and design methodology will help students perform better in their careers as well as in everyday life.</p>
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	<p>Don Norman. The Design of Everyday Things (Revised and Expanded ed.). Basic Books. 2013</p> <p>Naomi Asakura. Fundamental Problems of Creating in Two-Dimensional Space. Visual Mathematics (2010)</p> <p>Roberto Verganti. Design Driven Innovation: Changing the Rules of Competition by Radically Innovating What Things Mean (Pocket Mentor edition) . Harvard Business Press. 2009</p> <p>Kenya Hara. Designing Design (Reprint edition). Lars Muller Publishers. 2013 ? Radu Frasier. Graphic Design Handbook. Independently published. 2018</p> <p>Jens Müller. The History of Graphic Design. Vol. 2, 1960–Today -- multilingual. TASCHEN. 2018</p> <p>Robin Williams. The Non-Designer's Design Book (4th Edition). Peachpit Press.</p>

Websites	
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Influencer Marketing

Course Code	MSC.IMBM2.MKCOR.0086
ECTS Credits	2
Course Leader	LIMA Marcos
Synchronous	18
Discipline	Marketing
Program	International Marketing and Business Development Suzhou
Prerequisites	M1 marketing
Course Description	With the development of digital solutions and the development of mobile services, mobile phones, tablets and Smartphone are communication tools that are used by more and more companies. The objective of this elective is to acquire knowledge both globally and in details on what are the various areas and solutions of mobile marketing, including mobile advertising, mobile CRM, mobile direct marketing, M-Commerce ...
Evaluation	
Final Examination (%)	70
Continuous Assessment (%)	30
Academic reference	
Websites	

Managing Social Networks and Communities

Course Code	MSC.IMBM2.MKELE.0137
ECTS Credits	2
Course Leader	SPIER Peter
Synchronous	18
Discipline	Marketing
Program	International Marketing and Business Development Suzhou
Prerequisites	None
Course Description	<p>Global social media platforms are rapidly evolving and significantly influencing consumer behavior and digital marketing strategies. This course explores how brands can effectively engage with consumers, manage social media, and handle crisis communication to drive sales and protect brand reputation.</p> <p>Students will gain in-depth knowledge of major social media platforms in both Western countries and China. The course will highlight the key differences between the social media landscapes in these regions, emphasizing how these differences impact consumer behavior, marketing strategies, and crisis management.</p> <p>The course will focus on strategies for managing these platforms to support brand marketing efforts. This includes content creation, community engagement, performance analysis, and crisis communication—all aimed at enhancing brand image, managing reputational risks, and driving sales outcomes.</p>
Evaluation	
Final Examination (%)	25
Continuous Assessment (%)	75

Academic reference	<p>TEXTBOOKS (to be excerpted) • Reputation Management: The Key to Successful Public Relations and Corporate Communication, 4th Edition (2020) by John Doorley and Helio Fred Garcia, ISBN:9780815376972 • The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases and Viral Marketing to Reach Buyer Directly 7th Edition (2020) by David Meerman Scott, ISBN: 1119651603</p> <p>CASE STUDIES & ARTICLES • “Begin with Trust,” by Francis Frei & Anne Morris. Harvard Business Review, May-June 2020 issue • Subway—the World’s Largest Fast Food Chain on a Downward Spiral, by KBS Kumar and Indu Perepu, IBS Center for Management Research, 2020. • “After CVS Stopped Cigarette Sales, Smokers Stopped Buying Elsewhere,” FORBES, Feb 20, 2017. • “Uber’s problem with Trust,” On the Mark, 2019.</p>
Websites	

PERFECT PITCH

Course Code	MSC.IMBM2.MKELE.0050
ECTS Credits	2
Course Leader	SPIER Peter
Synchronous	18
Discipline	Marketing
Program	International Marketing and Business Development Suzhou
Prerequisites	General marketing knowledge
Course Description	<p>This course will take you to the world of public speaking in the business environment. How to overcome stage fright, how to use efficiently your body on stage; How to create a strong connection with the audience using nonverbal communication: voice, inner rhythm, breathing, and eye contact. How to embody a specific status to increase your impact. You will learn about building a business pitch, how to build effective PowerPoint, how to use storytelling, and how to be a better listener. How to adapt to the</p>

	audience and how to react positively to mistakes and unexpected situations
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	<p>Nabla Leviste : (TedX) créativité immédiate l'importance de se détendre</p> <p>David Servan-Scheiber: Guérir, Le stress, l'anxiété et la dépression sans médicaments ni psychanalyse: coherence cardiaque</p> <p>Keith Johnstone IMPRO, Improvisation& the Theater, Youtube Improv interviews , the suggestibles Improv company- Fear & Risk About spontaneity & originality - Don't do your best (TedX) : Mark Jane Jeux et enjeux, la boîte à outils de l'improvisation théâtrale: Niveaux de tension</p> <p>Jean-Laurent Cochet : L'art et la technique du comédien Keith Johnstone IMPRO,Improvisation & The Theater Status Improv interviews , the suggestibles Improv company: Status National Theater Youtube Channel</p> <p>The World of Comedia del Arte : Character Shape, Didi Hopkins Barbar McAfee: TedX The 5 element framework Wendy Leborgne : Ted X Vocal Branding Beyond Words: How Your Voice Shapes Your Communication</p> <p>Image Roger Love : TedX Is you voice ruining your life David J Philips: Ted X How to avoid death by powerpoint David Beckett best3minutes.com</p> <p>Youtube : How to give the perfect pitch? The Open-3 Close Pitch Canvas, The Pitch Canva Keith Johnstone : Impro for Storytellers Christian Vogler : The Hero's Journey Sebastien Durand : Storytelling ré-enchanter votre communication Les 7 histoires qui font la différence Michelle Golden : TedX : The Elevator Pitch is out of order Mace Horoff TedX : If you've had sex, you know how to sell</p>
Websites	

PRODUCT MANAGEMENT AND OPERATIONAL MARKETING

Course Code	MSC.IMBM2.MKCOR.0063
ECTS Credits	3
Course Leader	SPIER Peter
Synchronous	24
Discipline	Marketing
Program	International Marketing and Business Development Suzhou
Prerequisites	Having a marketing background in strategic marketing and some basic knowledge about the marketing mix.
Course Description	<p>After introducing the concepts of product management and then reviewing all the steps of the product development process, from market research to releasing a product range onto the market, the final part of this course will focus on the interactions between all the company departments during the product development process.</p> <p>This course will give for the student a clear vision about how the most innovative companies around the world are developing new products and services, managing products and services, and implementing a competitive marketing plan for all of them.</p> <p>Please note: This course may vary across different campuses.</p>
Evaluation	
Final Examination (%)	0
Continuous Assessment (%)	100
Academic reference	Mastering Product Management – A step-by-step guide, Kevin Brennan, 2019

	Product design and development, Ulrich Karl T., Eppinger Steve D., 2012. 5th ed. McGraw-Hill
Websites	

UNDERSTANDING THE ELUSIVE CONSUMER

Course Code	MSC.IMBM2.MKCOR.0031
ECTS Credits	4
Course Leader	MECIT Alican
Synchronous	30
Discipline	Marketing
Program	International Marketing and Business Development Suzhou
Prerequisites	Market research notion, Introduction to Marketing, Research Methods
Course Description	<p>Contemporary approaches to business emphasize the importance of adopting a customer focus. Marketing begins and ends with the consumer – from determining consumer needs to ensuring customer satisfaction. Today’s marketing manager has to possess an in-depth, scientific understanding of consumer judgment and decision-making but also of the way consumption functions in People’s lives.</p> <p>The primary goal of this course is to provide a strong foundation for critical thinking in the area of consumer behavior through:</p> <ul style="list-style-type: none"> - focusing on the transition from a traditional economics-driven to a subtler understanding of consumers, - discussing the recent developments in the area with special emphasis on the psychological and socio-cultural advances.

Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	<p>Blackwell, R.; Miniard, P; Engel, J. (2001). Consumer behavior (9th ed.). Orlando: Harcourt Publishers</p> <p>Khaneman , Daniel (2011). Thinking, fast and slow. New York: Farrar, Straus and Giroux, 2011. Arnould, Eric J., Thompson, Craig J. (2018). Consumer culture theory. London: Sage</p> <p>The list of weekly mandatory readings is provided below. - Recommended textbook: Solomon, Michael R. (2015). Consumer Behavior, Global Edition, 11th Edition, London: Pearson.</p> <p>Cass R. Sunstein, Nudging: A Very Short Guide, 37 J. Consumer Pol'y 583 (2014). Schau, Hope J. (2018) Identity Projects and the Marketplace, Consumer Culture Theory. London: Sage, pp. 19-39.</p> <p>Siebert, Anton, Ahir Gopaladas, Andrew Lindridge, and Cláudia Simões (2020), Customer Experience Journeys: Loyalty Loops Versus Involvement Spirals, JM, 45-66.</p> <p>Iyengar, Sheena S., and Mark R. Lepper. When choice is demotivating: Can one desire too much of a good thing? JPSP, 79.6 (2000): 995-1006.</p> <p>Simonson, Itamar (1989), Choice Based on Reasons: The Case of Attraction and Compromise Effects, JCR, 16, 158-174. Nedungadi, Prakesh. (1990), Recall and Consideration Sets: Influencing Choice Without Altering Brand Evaluations. JCR, 17, 263-276.</p> <p>Lee, A. Y., & Labroo, A. A. (2004). The effect of conceptual and perceptual fluency on brand evaluation. JMR, 41(2), 151-165. Gráinne M. Fitzsimons, Tanya L. Chartrand, and Gavan J. Fitzsimons (2008), Automatic Effects of Brand Exposure on Motivated Behavior: How Apple Makes You 'Think Different' JCR, 35, 21-35.</p>

	<p>Kupor, D. M. & Z. L. Tormala. (2015) Persuasion, interrupted: The effects of momentary interruptions on message processing and persuasion, JCR, 300-15</p> <p>Lowrey, Tina M., and Larry J. Shrum. (2007) Phonetic symbolism and brand name preference, JCR, 34(3), 406-414.</p> <p>Fishbach, A., & Zhang, Y. (2008) Together or apart: When goals and temptations complement versus compete. JPSP, 94(4), 547.</p> <p>Sundie, J. M., Kenrick, D. T., Griskevicius, V., Tybur, J. M., Vohs, K. D., & Beal, D. J. (2011) Peacocks, Porsches, and Thorstein Veblen: Conspicuous Consumption as a Sexual Signaling System, JPSP, 100 (4), 664-680.</p> <p>Albert M. Muniz, Jr., and Thomas C. O'Guinn. (2001). Brand Community, JCR, 27(4), pp. 412–32.</p> <p>HEDIN, Hans, Hirvensalo, Irmeli, Vaarnas, Markko (2014) The Handbook of Market Intelligence : Understand, Compete and Grow in Global Markets Ed. 2. John Wiley & Sons.</p> <p>KOTLER, P. KARTAJAYA, H. SETIAWAN, I (2010). Marketing 3.0: From Products to Customers to the Human Spirit. United States: John Wiley & Sons.</p> <p>KOTLER, P. KARTAJAYA, H. SETIAWAN, I. (2016) Marketing 4.0: Moving from Traditional to Digital. United States: Wiley.</p>
Websites	