

Course Catalogue
BBA Programme
Incoming Exchange Students
Sophia Antipolis Campus
Fall 2026



CATALOGUE 2026 / 2027

Dear Exchange Students,

Welcome to SKEMA Business School!

Here are a few key instructions on how to consult properly the Sophia Antipolis BBA Course Catalogue Fall 2026.

Please read these instructions carefully:

- Students are expected to follow a minimum of 15 ECTS credits per semester.
- Students can take maximum 30 ECTS credits per semester.
- There is a maximum number of seats available per course. Specific courses and timeslots cannot be guaranteed.
- Courses within the catalogue are subject to minor changes.
- Any requests to change courses must be communicated no later than the first week of the semester. All change requests must be **academically justified** by the home institution.

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BAC.EAINA.OTENG.1001 – ACADEMIC RESEARCH & WRITING I

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0.00h	0.00h	0.00h	30%	70%	100%

Course Manager & Teaching Team

Course Manager : MAUCLAIR-AUGUSTIN Brandon

Teaching Team : Sophia : GACHET Laura, MICHAELIDES - LE BELICARD Mary-Jane, SAUNDERS Alexandra, SZEBRAT Cathleen

Academic Characteristics

Credits : 6 **Discipline :** Droit & Humanités **Teaching Languages :** English **Open to Exchange :** Yes

Course Description

Course Description :

This course introduces students to the principal elements of argumentative research writing. It focuses on writing persuasively, developing research skills and improving critical reading skills through reading, writing and discussion. Students will learn how to formulate a coherent thesis and support it with evidence drawn from research. They will engage in A.I. literacy practices and learn how to work through the various stages of the writing process to produce a research paper and to do, at minimum, 3,300 words of in class writing.

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) - The student is expected to: To recognize and employ the stylistic principles necessary for writing coherent, unified, clear and persuasive academic prose. To locate, evaluate and acknowledge sources (APA style), including print and electronic sources.

Cognitive / Intellectual Skills (generic) - The student is expected to: To accurately summarize academic texts. To formulate and defend a thesis. To identify and evaluate various responses to a given problem.

Key Transferable Skills (generic) The student is expected to: To read, write and think critically. To be able to evaluate one another's work.

Practical Skills (subject specific) To navigate the writing process from planning, drafting, and revising to editing and proof reading. To employ the correct methodology to undertake academic research and write a research paper.

Prerequisites

Prerequisites :

520 TOEFL score or equivalent

Course Schedule

Course Schedule :

1. Introductory writing and writing genres
2. Academic sentences
3. academic paragraphs and APA
4. A.I. use
5. Research paper introduction
6. Conducting research and thesis development
7. Moving from outlines to drafts
8. A.I. misinformation and critical thinking
9. Topic sentences, conclusions, review
10. In-class assessment

Academic References

Academic Reference :

Lectures obligatoires / Required readings : Writing in the Disciplines, A Reader and Rhetoric for Academic Writers by Mary Lynch Kennedy and William J Kennedy (Pearson) Guidelines for Academic Writing (SKEMA) Lectures Recommandées / Recommended readings :

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.FIBUS.2203 – Accounting for Business Decisions

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0h	0h	0h	50%	50%	100%

Course Manager & Teaching Team

Course Manager : RAMID Souhail

Teaching Team : CELESCHI Gaëlle TARASSOV Evgueni BLANC Philippe

Academic Characteristics

Credits : 6 Discipline : Comptabilité Teaching Languages : N/A Open to Exchange : Yes

Course Description

Course Description :

This course covers the basic principles of U.S. financial accounting, including the presentation of the U.S. GAAP, the basic financial statements, the bookkeeping process, the principles of accounting control and safeguarding of assets

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) – The student is expected to:

Understand, analyze and interpret the four main financial statements (the income statement, balance sheet, statement of retained earnings and cash flows)

Cognitive / Intellectual Skills (generic) – The student is expected to:

Use financial terminology and assert her/his verbal communication

Key Transferable Skills (generic) – The student is expected to:

Develop problem solving ability as well as oral and written communication skills

Practical Skills (subject specific)

Demonstrate in clear English if a company or asset is in good financial shape or not

Prerequisites

Prerequisites :

None

Course Schedule

Course Schedule :

Session 1

Chapter 1. Basic Financial Statements

Session 2

Chapter 2. Journalizing. Posting. Accounting Equation. Revenues and Expenses. Trial Balance

Session 3

Chapter 3. Adjusting Entries. Adjusted Trial Balance

Chapter 3. Expert Content – Online (K2)

Session 4

Chapter 3. Practice

Chapter 4. Closing Process. Financial Statements Preparation

Session 5

Chapter 5. Basics of Merchandising. COGS (Periodic System Not Covered)

Chapter 5. Expert Content – Online (K2)

Session 6

Chapter 6. Inventory. Average Cost/FIFO

Chapter 6. Expert Content – Online (K2)

Session 7

Chapter 7. Financial Assets. Emphasis on Cash and Accounts Receivable Chapter 7. Expert Content – Online (K2)

Session 8

Chapter 8. Plant & Intangible Assets. Focus on depreciation: Straight-line/ Declining-balance Chapter 8.
Expert Content – Online (K2)

Session 9

Chapter 9. Cash Flow Statement (Indirect Method)

Session 10

Chapter 10. Financial Statement Analysis: Ratios and Interpretation

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.ISCSE.2301 – ADVANCED COMPUTER BUSINESS APPLICATION

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0.00h	0.00h	0.00h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : MILLELIRI André

Teaching Team : MILLELIRI André CAPELLA David

Academic Characteristics

Credits : 6 Discipline : Analytics Information and Operations

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

The course will review or introduce some advanced features of Excel such as: Pivot tables, What IF analysis, Data Validation rules, Matrix formulas ...

This course also introduce the basis of VBA programming of macros applied in Excel as well as general algorithms used in programming. Students will learn the general objects used in Excel programming as well as the basic keywords.

Applications will be reviewed along labs and the final project.

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) - The student is expected to:

Get skills in advanced Excel features. understand the basis of VBA programming and algorithm structures.

Cognitive / Intellectual Skills (generic) - The student is expected to:

be able to write a specific processing algorithm based on the goal to reach and how to find resources on internet

Key Transferable Skills (generic) The student is expected to:

be able to analyse a practical situation and propose an automatic treatment of data

Practical Skills (subject specific)

be able to write an Excel macro dedicated to a specific situation

Prerequisites

Prerequisites :

Consumer Computer Applications

Course Schedule

Course Schedule :

Session 1

Introduction

Advanced Excel 1

Conditional function If / Logical and information functions / Iferror function

Advanced conditional functions

- Ifs
- Sumif, Sumifs
- Averageif, averageifs
- Countif, countifs
- Minifs, maxifs

Lookup functions

- Vlookup
- Hlookup
- Lookup
- Xlookup
- Match
- Xmatch
- Index

Session 2

Assignment 1

Advanced Excel 2

What if Analysis

- What If
- Goal seek
- Scenario manager
- Data table
- Building table and using table
- Pivot Tables / Pivot charts
- Data validation

Assignment 2

Session 3

Advanced Excel 3

Assignment 3

Session 4

Advanced Excel 4

Assignment 4

Session 5

Introduction to VBA Macro

- How to activate the developer ribbon
- Recording a macro
- Absolute and relative recording
- Good practices when recording

Assignment 5

Session 6

Writing a macro or a function from scratch

- Modules and procedures
- Defining and using variable
- Explicit vs implicit declaration
- Data access Objects
 - o Cells / Range
 - o Rows / Columns
 - o Sheets / Worksheets
 - o Combining them all, qualified references

Session 7

Decision making

- Conditional statements
 - o If statement
 - o Select case
 - o Comparison operators
 - o logical operators
- Conditional loops
 - o While
 - o Do While
 - o Do until

o Loop
Assignment 6
Session 8
Loops
• For
• For each
Assignment 7
Session 9
Dealing with exceptions
Event Macros
Assignment 8
Session 10
Review before final

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.OTMTH.1901 – ADVANCED MATH FOR FINANCE

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	0h	0h	0h	0h	45%	55%	100%

Course Manager & Teaching Team

Course Manager : DALMASSO Audrey

Academic Characteristics

Credits : 6 Discipline : Finance Teaching Languages : English Open to Exchange : No

Course Description

Course Description :

The course is structured around three complementary pillars: mathematical analysis and linear algebra, statistics for finance and econometrics applications.

Pedagogical Objectives

Pedagogical Objectives :

By the end of the course, students will be able to:
apply calculus and linear algebra techniques to solve financial optimization problems
analyse and interpret financial data using statistical tools
evaluate relationship between financial variables using econometric methods

Course Schedule

Course Schedule :

Linear Algebra
Probability foundations
Econometrics

Academic References

Academic Reference :

Thomas' Calculus (12th Ed.) George B, Thomas, Maurice D, weir, Joel R, Hass
Introductory Econometrics for Finance, Chris Brooks

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.STBUS.4003 – AI Venture and Product Design

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0h	0h	0h	50%	50%	100%

Course Manager & Teaching Team

Course Manager : SMITH Devin

Academic Characteristics

Credits : 6 Discipline : Stratégie, Innovation & Entreprenariat

Teaching Languages : N/A Open to Exchange : Yes

Course Description

Course Description :

This course develops the capability to design ventures, products, and services in business environments increasingly shaped by AI, digital platforms, and accelerated experimentation.

Integrating opportunity identification, customer-centered design, concept development, and prototyping with critical attention to feasibility, desirability, viability, and responsible innovation. Students learn how AI can support ideation, pattern recognition, concept generation, and prototype refinement, while also examining the limitations of AI-generated outputs, including bias, superficiality, and weak problem framing.

This course is applied and studio-based: students will repeatedly move between problem analysis, concept development, testing, and revision. Students will be able to justify a venture or product concept not only as creative, but as strategically grounded and commercially defensible.

Pedagogical Objectives

Pedagogical Objectives :

- Explain the relationship between venture design, product design, and entrepreneurial opportunity formation.
- Identify and frame a meaningful customer, user, or market problem.
- Apply structured design methods to generate, compare, and refine solution concepts.
- Use AI tools critically to support ideation, synthesis, and prototype development.
- Evaluate a concept in terms of desirability, feasibility, viability, and ethical risk.
- Translate early insight into a coherent prototype or concept representation.
- Present and defend an AI-supported venture or product concept using user, market, and business logic.

Academic References

Academic Reference :

to be provided in class

Websites :

to be provided in class

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE IA

BAC.EAINA.STBUS.4009 – Applied Customer & Market Studio

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0h	0h	0h	50%	50%	100%

Course Manager & Teaching Team

Course Manager : SMITH Devin

Academic Characteristics

Credits : 6 Discipline : Stratégie, Innovation & Entreprenariat

Teaching Languages : N/A Open to Exchange : Yes

Course Description

Course Description :

This course leads students to move from assumptions about customers and markets to evidence-based decisions about what should be built, tested, refined, or rejected. Focused on customer discovery, market validation, value proposition design, early experimentation, and the disciplined interpretation of market signals.

Students learn how to use interviews, observation, secondary market data, simple experiments, and AI-assisted synthesis to understand customer problems and market opportunities.

The course is intentionally applied: students will work on a venture, product, or business concept and repeatedly test whether its market logic is credible. By the end of the course, students should be able to defend a customer and market opportunity on the basis of evidence rather than intuition alone.

Pedagogical Objectives

Pedagogical Objectives :

- Distinguish between customer assumptions, customer evidence, and market conclusions.
- Conduct structured customer discovery using interviews, observation, and secondary research.
- Evaluate customer pain points, jobs-to-be-done, and willingness-to-pay signals.
- Use AI tools critically to synthesize market information and identify patterns without replacing direct evidence collection.
- Assess the strength of an early-stage value proposition in relation to a defined target segment.
- Design and interpret simple tests or experiments to validate customer and market assumptions.
- Present a clear market opportunity recommendation supported by evidence.

Prerequisites

Prerequisites :

to be advised

Academic References

Academic Reference :

to be provided in class

Websites :

to be provided in class

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE IA

BAC.EAINA.OTMAE.2081 – APPLIED MECHANICS: STATICS

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
36.00h	0.00h	0.00h	0.00h	80.00h	0%	0%	0%

Course Manager & Teaching Team

Course Manager : GRASSELLI Yan

Academic Characteristics

Credits : 8 Discipline : N/A Teaching Languages : N/A Open to Exchange : Yes

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.STBUS.4302 – Artificial Intelligence for Business & Society

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0h	0h	0h	60%	40%	100%

Course Manager & Teaching Team

Course Manager : MILLELIRI André

Teaching Team : LA TORRE Davide

Academic Characteristics

Credits : 6
Discipline : Management & Organisation

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

Artificial Intelligence (AI) is transforming organizations, industries, and society at large. This course introduces the foundations of AI and explores how AI technologies influence business processes, entrepreneurship, labor markets, sustainability, and healthcare systems. Students will examine both opportunities and challenges of AI adoption, including governance, ethics, and societal implications. The course combines conceptual foundations with applied case studies and discussions.

Pedagogical Objectives

Pedagogical Objectives :

By the end of the course students will be able to:

- Understand core AI and machine learning concepts
- Analyze how AI supports data-driven decision making
- Evaluate AI adoption in business processes and organizations
- Assess the impact of AI on entrepreneurship and innovation ecosystems
- Understand societal implications including labor, sustainability, and healthcare
- Critically reflect on ethical, governance, and human-centered AI issues
- Apply frameworks to evaluate AI opportunities in organizations

Course Schedule

Course Schedule :

Module 1 — Introduction to AI in Business and Society (3 hours)

- AI evolution and current technological landscape
- AI as a driver of digital transformation
- Opportunities and risks of AI adoption
- Overview of AI in business and societal contexts

Learning outcomes

- Understand the strategic relevance of AI for organizations and society
- Identify key domains where AI is transforming industries

Reading

- Introduction chapter

PART I – Technological Foundations of AI

Module 2 — Artificial Intelligence and Machine Learning Fundamentals (3 hours)

Topics

- Definitions of AI and machine learning
- Types of AI systems
- AI applications across sectors
- Key components of intelligent systems

Learning outcomes

- Explain basic AI terminology and architecture
- Distinguish between AI, ML, and related technologies

Reading

- Chapter 1: Artificial and Machine Learning: Definitions and Applications

Module 3 — AI for Data-Driven Decision Making (3 hours)

Topics

- Data-driven organizations
- Predictive analytics and AI
- Business intelligence and AI integration
- AI decision-support systems

Learning outcomes

- Understand how AI supports managerial decision-making
- Evaluate the benefits and limitations of AI analytics

Reading

- Chapter 2: Adopting Machine Learning and AI for Data-Driven Decisions

Module 4 — Neural Networks and Deep Learning (3 hours)

Topics

- Neural network architectures
- Deep learning models
- Applications in business analytics
- Limitations and risks

Learning outcomes

- Understand how neural networks work conceptually
- Recognize business use cases of deep learning

Reading

- Chapter 3: Neural Networks and Deep Learning

PART II – AI in Business: Opportunities and Challenges

Module 5 — AI in Human Resource Management (3 hours)

Topics

- AI recruitment and talent analytics
- Algorithmic management
- HR automation
- Ethical and organizational implications

Learning outcomes

- Evaluate AI applications in HR processes
- Understand fairness and bias issues in hiring algorithms

Reading

- Chapter 4: Artificial Intelligence in Human Resource Management

Module 6 — Process Automation and Robotic Process Automation (3 hours)

Topics

- Business process automation
- Robotic Process Automation (RPA)
- Evaluating automation opportunities
- Implementation challenges

Learning outcomes

- Identify processes suitable for AI and RPA
- Analyze benefits and risks of automation strategies

Reading

- Chapter 5: Evaluating Business Processes for Robotic Process Automation

Module 7 — AI Entrepreneurship and Innovation Ecosystems (3 hours)

Topics

- AI startups and digital entrepreneurship
- AI innovation ecosystems
- Venture capital and AI-driven firms
- Case studies from Italy

Learning outcomes

- Understand the role of AI in entrepreneurial ecosystems
- Analyze how startups leverage AI technologies

Reading

- Chapter 6: Startups and Artificial Intelligence

Module 8 — AI Integration with Emerging Technologies (3 hours)

Topics

- AI and blockchain
- AI and cryptocurrency systems
- Data governance and decentralized technologies
- Strategic implications

Learning outcomes

- Understand the convergence of AI and blockchain technologies
- Evaluate business applications of integrated technologies

Reading

- Chapter 7: Integrating AI with Blockchain and Cryptocurrency

PART III – Societal Impact of AI

Module 9 — AI, Work, Skills, and Sustainability (3 hours)

Topics

- AI and the future of work
- Human capital transformation
- AI and sustainability challenges
- Socioeconomic implications

Learning outcomes

- Assess the labor market impact of AI
- Understand AI's potential contribution to sustainability

Reading

- Chapter 8: AI Human Capital, Jobs and Skills
- Chapter 9: AI for Sustainability

Module 10 — AI in Healthcare and Human-Centered Systems (3 hours)

Topics

- AI-enabled healthcare systems
- AI in patient journeys
- AI for logistics and healthcare delivery
- Human-centered AI design

Learning outcomes

- Evaluate healthcare applications of AI
- Understand the importance of human-centered AI systems

Reading

- Chapter 10: AI in the Phygital Care Journey
- Chapter 11: AI in Healthcare Logistics
- Chapter 12: Designing Human-Centered AI Systems

Teaching Methods

- Lectures
- Case study discussions
- AI tools demonstrations
- Group discussions
- Guest speaker or practitioner talk (optional)

Assessment (Example)

- Midterm: 40%
- Final project (AI application analysis): 60%

Students analyze an AI use case in a specific industry and assess:

- technological feasibility
- business value
- societal implications

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.ECMTH.1702 – BUSINESS AND ECONOMICS CALCULUS

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	45.00h	0.00h	0.00h	0.00h	45%	55%	100%

Course Manager & Teaching Team

Course Manager : DALMASSO Audrey

Academic Characteristics

Credits : 6 Discipline : Economie Teaching Languages : English Open to Exchange : Yes

Course Description

Course Description :

To provide the students with the basic concepts and techniques of differential and integral calculus, as well as an elementary knowledge of matrix algebra, applied to business, economics, management and the social sciences. There will be a strong emphasis on methodology.

Pedagogical Objectives

Pedagogical Objectives :

The student is expected to:

- Review Precalculus concepts
- Understand the fundamentals of Matrices.
- Explore the principles and applications of Markov Chains
- Explore Functions, graphs and limits, and continuity.
- Learn the principles of Differentiation and its applications.
- Apply derivatives to real-world problems and mathematical models.
- Study Exponential and logarithmic functions.
- Understand Integration and its application, including Antiderivatives, Techniques of integration, and Definite integrals.

Course Schedule

Course Schedule :

College Algebra review: Real number line and order. Absolute value and distance on the real number line. Exponents and radicals. Factoring polynomials. Matrices The derivative and the slope of a graph. Some rules for differentiation. Rates of change: velocity and marginals. The product and quotient rules. The chain rule. Exponential functions. Natural exponential functions. Derivatives of exponential functions Logarithmic functions. Derivatives of logarithmic functions. Exponential growth and decay. Increasing and decreasing functions. Extrema and first derivative test. Concavity and the second derivative test. Optimization problems Midterm test #1 Business and economics applications Limits Continuity Asymptotes. Curve sketching Higher order derivatives. Implicit differentiation. Related rates. The Cartesian plane and the distance formula. Graph of equations. Line in the plane and slope Keynesian Cross Diagram Antiderivatives and

indefinite integrals. The general power rule. 5.3: Exponential and logarithmic integrals. Midterm test #2
Integration by parts and present value. Partial fractions and logistic growth. Final Exam

Academic References

Academic Reference :

Recommandées / Recommended readings: College Mathematics for Business, Economics, Life Sciences and Social Sciences, R. Barnett, M. Ziegler, K. Byleen, Ed. Pearson, Global ed., 13th ed.

Websites :

Additional readings and source materials will be provided each week in K2.

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.LTBUS.3703 – BUSINESS LAW

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0.00h	0.00h	0.00h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : SMITH Devin

Academic Characteristics

Credits : 6 Discipline : Droit & Humanités Teaching Languages : English Open to Exchange : Yes

Course Description

Course Description :

This course provides students with a foundational understanding of the legal concepts that govern international business activity. Through a global lens, students are introduced to legal systems, key areas of business law such as contracts, intellectual property, labor regulation, and corporate governance, as well as international legal institutions and regulatory frameworks. Emphasis is placed on the practical relevance of legal rules to business decision-making and risk management across jurisdictions.

The course is designed to equip students with the conceptual tools needed to navigate complex legal environments in global markets. Interactive discussions, case studies, and real-world examples will help develop critical legal thinking and business awareness. Students will emerge with a legal vocabulary and analytical framework essential for future coursework and international business practice.

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) - The student is expected to:

- Demonstrate knowledge of major legal systems (common law, civil law, and hybrid systems) and their influence on international business practices.
- Identify and explain key legal concepts and principles in areas such as contract law, corporate governance, competition law, intellectual property, and labor law.
- Understand the role of international legal institutions and regulatory frameworks in shaping cross-border business activities.

Cognitive / Intellectual Skills (generic) - The student is expected to:

- Analyze legal problems by identifying relevant legal rules, interpreting key terms, and evaluating their application to international business scenarios.
- Compare and contrast how different legal systems approach core business law issues, fostering a critical understanding of jurisdictional variation.
- Evaluate legal risks and opportunities in global market entry, strategic alliances, and innovation management from a legal perspective.

Key Transferable Skills (generic) The student is expected to:

- Communicate legal reasoning and business implications clearly in both oral and written forms using appropriate legal and business terminology.
- Work collaboratively in diverse, multicultural teams to analyze legal case studies and simulate decision-making under legal constraints.

- Demonstrate time management and independent learning through engagement with legal texts, case law, and regulatory materials.

Practical Skills (subject specific)

- Apply basic legal analysis to international business situations using tools such as risk assessment matrices and legal compliance checklists.
- Draft or critique key contractual clauses related to jurisdiction, dispute resolution, and intellectual property in a business context.
- Identify applicable legal obligations in areas such as employment, environmental compliance, and anti-corruption as part of strategic planning.

Prerequisites

Prerequisites :

None

Course Schedule

Course Schedule :

Week1: Introduction to Business Law and Ethics (Part1)
Week2: Introduction to Business Law and Ethics (Part2)
Week3: Tort Law
Week4: Property Law
Week5: Intellectual Property
Week6: Contract Law
Week7: Labor Law
Week8: Competition Law
Week9: Business Entities / Corporate Governance
Week10: Course Review

Academic References

Academic Reference :

To be provided in class...

Websites :

To be provided in class...

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE

Case studies include sustainability and CSR themes examples.

BAC.EAINA.OTMTH.1001 – Calculus 1

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
53.00h	0.00h	0.00h	0.00h	150.00h	0%	0%	0%

Course Manager & Teaching Team

Course Manager : GRASSELLI Yan

Academic Characteristics

Credits : 8

Discipline : N/A

Teaching Languages : N/A

Open to Exchange : Yes

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.OTMTH.1002 – Calculus 2

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
53.00h	0.00h	0.00h	0.00h	120.00h	0%	0%	0%

Course Manager & Teaching Team

Course Manager : GRASSELLI Yan

Academic Characteristics

Credits : 8

Discipline : N/A

Teaching Languages : N/A

Open to Exchange : Yes

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.OTMTH.2001 – CALCULUS 3

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
53.00h	0.00h	0.00h	0.00h	150.00h	0%	0%	0%

Course Manager & Teaching Team

Course Manager : GRASSELLI Yan

Academic Characteristics

Credits : 8

Discipline : N/A

Teaching Languages : N/A

Open to Exchange : Yes

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.OTHUM.2051 – CIVILIZATION I

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0.00h	0.00h	0.00h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : MAUCLAIR-AUGUSTIN Brandon

Teaching Team : Sophia : GILROY Thomas

Academic Characteristics

Credits : 6 Discipline : Droit & Humanités Teaching Languages : English Open to Exchange : Yes

Course Description

Course Description :

The course is designed to introduce students to some of the main themes and developments of Western Civilization from its rise in the Near East through the Early Medieval Period. The social, intellectual, artistic and literary trends will be examined with particular attention to the contributions of Egypt, Greece and Rome as well as a comparative study of the origins and development of Judaism, early Christianity and Islam.

Prerequisites

Prerequisites :

BAC.EAINA.LGENG.1001

Course Schedule

Course Schedule :

Course introduction : The West today Epistemology: What is the truth General History Quiz (not marked)
Pre-History : Lenski's 5 societies Mesopotamia and Egypt The Epic of Gilgamesh Crisis in the region : Indo-European influence Universal Empires Judaism and the Old Testament Aegean Civilization - Minos and Mycenae and the epics Sparta and Athens Review for midterm 1 Midterm Life in Ancient Greece The birth of western philosophy From Plato to Aristotle Alexander the Great and the Hellenistic States Ancient Rome The Roman Empire : The Republic : rise and Fall Video : Roman military, Life at the Edge The Fall The Sermon on the Mount and the life of Jesus The emergence of Christianity Review for midterm 2 Midterm The Christian worldview St Augustine's confession and Christianity moves to Europe The rise of Islam The philosophy of Islam Early Medieval life and feudalism Early European literature The transformation of Europe --toward the Renaissance Scholasticism Presentations and papers due Presentations Review for Final

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.ISCSE.1301 – CONSUMER COMPUTER APPLICATIONS

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0.00h	0.00h	0.00h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : MILLELIRI André

Teaching Team : Sophia : MILLELIRI André, CAPELLA David, Brabis Christine

Academic Characteristics

Credits : 6
Discipline : Analytics Information and Operations

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

to raise the level of competence in computing for all, for those within the work force or hoping to join the work force.

To increase productivity for all employees who need to use the computer in their work.

To enable better use of investment in the information technology.

To ensure all computer users understand the Best Practices and quality issues in using the computer.

Pedagogical Objectives

Pedagogical Objectives :

Get Basic knowledge about Microsoft Word

- o Create, edit, and print text documents
 - o Understand how to control the formats for sections, paragraphs, text
 - o Defining the text properties by using font attributes
 - o Defining the margins
 - o Defining the paragraphs attributes
 - ? Tabulations
 - ? Indentations
 - ? Line spacing
 - ? Space before and after
 - o Page orientation
 - o Columns
 - o Using Page and section breaks
 - o Use styles to get a homogeneous layout and simplify document modifications
 - o Insert table of content, caption, and table of figures.
 - o Insert and manipulate tables
 - o Insert pictures and customize them
 - o Insert headers and footers
- Get basic knowledge about Microsoft Excel.
- Be able to build formulas

- o Use cell references
- o Use Operators
- ? Arithmetic operators
- ? Comparison operators
- ? Logical operators
- ? Concatenation operators
- Use absolute and relative cell's reference when reusing a formula,
- Use basic functions
- o Sum, Average, Min, Max
- o Count, CountA, CountBlank
- Use conditional, logical functions and information functions
- o If, Iferror
- o And, Or, Not
- o Isblank, IsText, IsNumber, IsOdd, IsEven ...
- Use additional Conditional functions
- o Countif / Countifs
- o Sumif / Sumifs
- o Averageif / Averageifs
- o Minifs / Maxifs
- Use Text functions
- o Left, Right, Upper, Lower, Proper, Len
- o Concatenate
- Use lookup functions
- o Vlookup, Hlookup, Xlookup
- o Index / Match, XMatch
- Rounding functions
- o Round
- o Rounddown
- o Roundup
- Visualize data using Chart
- Use Pivot tables to analyze data

Prerequisites

Prerequisites :

None

Course Schedule

Course Schedule :

Session 1

- Presentation of a spreadsheet application
- Structure of the workbook, structure of the worksheet and worksheets managing cells, Columns and rows
- Controlling the way, the content of the cell is displayed by using the cell's formatting tools
- Worksheet page layout
- Building charts and chart's customization with classical and sparkline charts

Session 2

- Creating formulas to perform calculations, using cells references within this formula
- Difference between absolute and relative cell references
- Copy a formula from one cell to another or to a range of cells (by using the fill command or the copy handle)
- How to use cells from another worksheet or workbook (create a link between cells)
- Basics predefined functions
- Other functions: Text functions, Rounding functions, Counting the cells, Date and time functions

Session 3

- Making the formula conditional by using the IF Function
- Building complex condition using the logical Functions OR, AND
- Additional conditional functions: COUNTIFS, SUMIFS, AVERAGEIFS
- Highlighting using predefined conditional formatting

Session 4

- Basic lookup functions: Vlookup / Hlookup with an exact or an approximate match
- Notion of Table within the worksheet (focusing on the impact on the formulas)

Session 5

- Filter on Table, Sort on Table, and totalization row
- Building and customizing Pivot Tables and Pivot Charts

Session 6

- Review before midterm

Session 7

- Midterm

Session 8

- Introduction to Word
- Manipulating the document
- Building tables
-

Session 9

- Using styles
- Index / Table of contents / Table of figures

Session 10

- Final exam

Academic References

Academic Reference :

Videos are available on K2 to introduce the Excel and Word features
Those videos are mandatory to watch

Websites :

<http://K2.skema.edu>

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.MKBUS.3300#1 – Consumer Engagement

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0.00h	30.00h	0.00h	0.00h	0.00h	35%	65%	100%

Course Manager & Teaching Team

Course Manager : JOUSSEMET Caroline

Teaching Team : JOUSSEMET Caroline NGUIFFO BOYOM Emilie GUEZGUEZ Hamdi DE KERVILER Florence

Academic Characteristics

Credits : 6 Discipline : Marketing Teaching Languages : English Open to Exchange : Yes

Course Description

Course Description :

This course explores how brands engage with consumers in a fast-evolving marketing landscape shaped by digital transformation, sustainability, and shifting societal expectations. Consumer engagement is no longer limited to transactional interactions — it now encompasses emotional, cognitive, and participatory dimensions that shape the entire customer journey.

Students will examine key engagement strategies including storytelling, social media, gamification, and experiential marketing, while critically reflecting on their ethical and environmental implications. The course emphasizes the role of marketing in driving responsible consumption and fostering long-term relationships between brands and communities.

A typical session is made of an interactive lecture to share practical knowledge (90 mn) followed by a workshop / activity (90 mn). Through a group project, students will develop and present a full engagement strategy for a brand, integrating creativity, sustainability, and data-driven decision-making.

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) - The student is expected to:

- Contextualise consumer engagement in the 21st century
- Define and explain the core dimensions of consumer engagement, including emotional, cognitive, and behavioral components
- Consider the importance of consumer and brand behaviours in the wider system
- Understand how digital tools, platforms, and media formats influence engagement strategies and consumer expectations
- Evaluate how emerging trends (e.g. gamification, experiential marketing, influencer culture) reshape consumer-brand interactions
- Analyze the ethical and ecological challenges linked to consumer engagement, including issues of privacy, greenwashing, and overconsumption

Cognitive / Intellectual Skills (generic) - The student is expected to:

- Research, understand and analyze Consumer Engagement in different business sectors.

- Engage in analytical thinking regarding Consumer Engagement.

Key Transferable Skills (generic) The student is expected to:

- Develop teamwork and time management skills to succeed in group projects.
- Manage and monitor their own progress through exams and in-class activities.
- Participate actively in class activities and experience collective thinking.

Practical Skills (subject specific)

- Develop and present a full engagement strategy for a brand, integrating creativity, sustainability, and data-driven decision-making.
- Design Consumer Journeys.

Prerequisites

Prerequisites :

Marketing Principles is recommended

Course Schedule

Course Schedule :

SESSIONS COURSE CONTENT

Session 1 Introduction to Consumer Engagement

Session 2 Consumption & Societal Impact

Session 3 Emotional and cognitive Engagement

Session 4 Engagement and Customer Journey

Session 5 Social Media and Community Building

Session 6 Design Sprint Challenge/ Business case workshop

Session 7 Measuring Engagement

Session 8 Interactive & Experiential Engagement

Session 9 Engagement, privacy and ethics: Data, privacy, responsible tech and sustainability

Session 10 Final exam: Project presentation + report

Academic References

Academic Reference :

References will be given in class and posted on K2.

Websites :

References will be given in class and posted on K2.

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

The ecological transition is explored throughout the course by critically examining the role of marketing in shaping sustainable consumption behaviors and responsible business practices. Key concepts such as degrowth, sufficiency, stakeholder theory, and responsible customer experience are integrated into lectures. Students debate the tension between being a consumer and a citizen, and analyze the environmental and social impact of marketing strategies, particularly in the fashion industry.

During workshops, students engage in low-tech activities (e.g., the Closet Mass Index workshop) and are encouraged to consider the ecological footprint of brand actions. The group project requires teams to develop a consumer engagement strategy for a brand, which must incorporate sustainability principles. Students are guided to assess the brand's environmental impact, design inclusive and durable engagement initiatives, and reflect on long-term value creation over short-term consumption incentives.

BAC.EAINA.MKBUS.3004 – Consumer Insights & Marketing Analytics

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0h	0h	0h	35%	65%	100%

Course Manager & Teaching Team

Course Manager : JOUSSEMET Caroline

Teaching Team : PINCHAUD Gabrielle

Academic Characteristics

Credits : 6 Discipline : Marketing Teaching Languages : English Open to Exchange : Yes

Course Description

Course Description :

The objectives of this course are the following:

- ? To make students able to associate research questions with rigorous marketing research tools;
- ? To make students able to perform documentary, qualitative and quantitative marketing research techniques;
- ? The latest techniques, including AI, will be presented in this course

A typical session is made of an interactive lecture to share practical knowledge (90 mn) followed by a workshop / activity (90 mn). Through a group project, students will develop and present marketing research (qualitative and quantitative).

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) - The student is expected to:

- Associate research questions with rigorous marketing research tools
- Perform documentary, qualitative and quantitative marketing research techniques
- Know the latest techniques including AI

Cognitive / Intellectual Skills (generic) - The student is expected to:

- Research, understand and analyze Consumer behaviour.
- Engage in analytical thinking regarding Consumer behaviour.

Key Transferable Skills (generic) The student is expected to:

- Develop teamwork and time management skills to succeed in group projects.
- Manage and monitor their own progress through exams and in-class activities.
- Participate actively in class activities and experience collective thinking.

Practical Skills (subject specific)

- Develop and present both qualitative and quantitative marketing research

Prerequisites

Prerequisites :

Marketing Principles

Course Schedule

Course Schedule :

Session 1 Introduction to Marketing Research

Course overview.

The objectives of Marketing Research

Choosing a research design according to the research question.

Groups creation

Workshop: case study – documentary research

Session 2 Qualitative research (1)

Focus Groups, Individual interviews, Observation

Workshop: Case study – Focus group + interview guides

Homework: Individual interviews + observation

Session 3 Qualitative research (2)

Analysing qualitative data

Workshop: Analyze your data.

Session 4 Qualitative research (3)

Writing the report

Workshop: Begin writing your report

Session 5 Quantitative research (1)

Designing and writing the questionnaire

Workshop: Work on your team project (questionnaire)

Session 6 Quantitative research (2)

Design the sample

Workshop: Work on your team project

Midterm correction

Session 7 Quantitative research (3)

Data analysis: descriptive analysis, bivariate analysis, statistical tests.

Workshop: Work on your team project

Session 8 Quantitative research (4)

Writing the report.

Workshop: Work on your team project

Session 9 AI& Marketing research:

How Marketing research is evolving today due to the development of AI.

Workshop Work on your team project

Session 10 Final exam: Project presentation + report

Academic References

Academic Reference :

References will be given in class and posted on K2

Websites :

References will be given in class and posted on K2

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

IA

Session 9 AI& Marketing research: How Marketing research is evolving today due to the development of AI.

BAC.EAINA.LTBUS.3800 – CONTROL AND AUDIT

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0.00h	30.00h	0.00h	0.00h	0.00h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : DALMASSO Audrey

Academic Characteristics

Credits : 6 Discipline : Finance Teaching Languages : English Open to Exchange : Yes

Course Description

Course Description :

The course focuses on auditing theory and process: audit planning, risk assessment, internal control, auditing techniques, audit completion.

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) - The student is expected to:

Understand the principles of the auditing process and be able to apply them

Cognitive / Intellectual Skills (generic) - The student is expected to:

Understand the concepts, techniques and organization of an audit

Key Transferable Skills (generic) The student is expected to:

Acquire the necessary skills and techniques to understand key audit concepts and procedures

Practical Skills (subject specific)

The student could join an audit team in charge of the audit of a public company or an internal audit team

Prerequisites

Prerequisites :

BAC.EAINA.FIBUS.3410 Financial Analysis and Decision Making

Academic References

Academic Reference :

Auditing and Assurance Services - Louwers,7

ISBN 978-1-259-57328-6 MHID 1-259-57328-1

Websites :

Additional readings and source materials will be provided each week in K2.

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.OTCOM.1100 – CREATIVITY MANAGEMENT

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0.00h	0.00h	0.00h	45%	55%	100%

Course Manager & Teaching Team

Course Manager : JOUSSEMET Caroline

Teaching Team : KAMINSKA Renata

Academic Characteristics

Credits : 6 Discipline : Marketing Teaching Languages : English Open to Exchange : Yes

Course Description

Course Description :

This course explores creativity as a mindset, a tool that may include, but goes beyond artistic creation. During the course of the semester, we establish a foundational base of creativity and examine key concepts regarding how creativity is fostered in various contexts. We draw on case studies and examples which highlight creativity in various milieus. In addition we will practice and polish techniques which help one to hone creative confidence, to innovate and to manage better. As this is an energetic and vivacious discipline, students will be asked to participate and actively collaborate.

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) - The student is expected to:
Develop an understanding of factors fostering/hindering individual and collective creativity.
Cognitive / Intellectual Skills (generic) - The student is expected to:
Create conditions to advance his/her creative thinking.
Key Transferable Skills (generic) The student is expected to:
Work effectively in diverse teams.
Practical Skills (subject specific)
Actively participate in collaborative teams and apply creativity techniques and methods to solve problems.

Prerequisites

Prerequisites :

None

Course Schedule

Course Schedule :

Session 1: Introduction to the Course. What is Creativity and Why is it Important?
Session 2: Creativity and Individuals
Session 3: Creativity as a Social Process
Session 4: Creativity and Cognitive Diversity
Session 5: Networks and Creativity: the Case of Coco Chanel
MIDTERM
Session 6: Designing Creative Organizations
Session 7: Managing Creative Teams
Session 8: Artificial Intelligence and Creativity
Session 9: Research Project Workshop
Session 10: Final research project presentations (in groups). All group members must take part in these presentations.

Academic References

Academic Reference :

Session 1: Amabile, T. M. (2012). Componential theory of creativity. Harvard Business School Working Paper No. 12-096.
Session 2: Amabile, T. M. (1983). The social psychology of creativity: a componential conceptualization. *Journal of personality and social psychology*, 45(2), 357.
Session 3: Elisondo, R. (2016). Creativity is always a social process. *Creativity. Theories–Research-Applications*, 3(2), 194-210.
Session 4: Friedman, H. H., Friedman, L. W., & Leverton, C. (2016). Increase diversity to boost creativity and enhance problem solving. *Psychosociological Issues in Human Resource Management*, 4(2),7.
Session 5: Cattani, G., Colucci, M., & Ferriani, S. (2016). Chanel's creative trajectory in the field of fashion: The optimal network structuration strategy. *Multidisciplinary contributions to the science of creative thinking*, 117-132.
Session 6:
• Blomberg, A. J., & Kallio, T. J. (2022). A review of the physical context of creativity: A three-dimensional framework for investigating the physical context of creativity. *International Journal of Management Reviews*, 24(3), 433-451.
• Catmull, E. (2008). *How Pixar fosters collective creativity*. Boston, MA: Harvard Business School Publishing.
Session 7:
• Slayton, M., Bristol, A. S., & Viskontas, I. V. (2019). Factors affecting group creativity: Lessons from musical ensembles. *Current Opinion in Behavioral Sciences*, 27, 169-174.
• Groysberg, B., Nanda, A., & Nohria, N. (2004). The risky business of hiring stars.
Session 8:
• Vinchon, F., Lubart, T., Bartolotta, S., Gironnay, V., Botella, M., Bourgeois-Bougrine, S., ... & Gaggioli, A. (2023). Artificial intelligence & creativity: A manifesto for collaboration. *The Journal of Creative Behavior*, 57(4), 472-484.
• Grilli, L., & Pedota, M. (2024). Creativity and artificial intelligence: A multilevel perspective. *Creativity and innovation management*, 33(2), 234-247.

Websites :

Available on K2

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE

The ecological transition is explored in the Creativity Management course in session 10, dedicated to the exploration of what makes cities creative and sustainable. Based on ideas from Charles Landry's (2012) "The origins & futures of the creative city", students are asked to reflect on cities as places of solidarity where the relations between the individual, the group, outsiders to the city and the planet are in better alignment. More specifically, the class debate on the creative city focuses on the importance of environmental and social justice issues as a sine qua non condition for the emergence of a creative city. In

a group exercise in session 10, students are asked to analyze how a city of their choice deals with the issues of environmental and social justice.

BAC.EAINA.MKBUS.3867 – Digital Transformation, Sustainability & Innovation in Luxury

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0h	0h	0h	35%	65%	100%

Course Manager & Teaching Team

Course Manager : JOUSSEMET Caroline

Teaching Team : DE KERVILER Florence

Academic Characteristics

Credits : 6 Discipline : Marketing Teaching Languages : English Open to Exchange : Yes

Course Description

Course Description :

How are digital transformation, sustainability, and innovation indispensable for 21st century luxury brands, and how can they generate luxury value across all sectors?

This course reveals how luxury brands and forward-thinking companies across all sectors strategically generate premium value propositions through digital transformation, sustainability, and innovation. Students master academic frameworks to analyze how digital excellence, responsible innovation, and sustainable authenticity transform commoditized offers into exceptional luxury experiences that deliver rarity, desirability, and emotional connection.

A typical session consists of an interactive lecture sharing theoretical frameworks and practical knowledge (90 min) followed by a workshop or case application (90 min). Through a group project, students develop and present integrated strategies across the four strategic pillars: Luxury, Digital Transformation, Innovation, and Sustainability, supported by continuous individual assessment.

Students will study theoretical models (Kapferer Luxury Strategy, Christensen Innovation, Porter Sustainability) and apply them to real-world cases selected from diverse business sectors. Through workshops and a capstone project, students develop actionable strategies transforming commoditized offers into desirable luxury experiences.

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) - The student is expected to :

- Master luxury strategy frameworks to decode what makes brands premium and desirable
- Understand how digital transformation creates seamless luxury customer experiences
- Grasp innovation models that disrupt traditional luxury business models
- Analyze sustainability as a competitive advantage and authenticity driver
- Recognize luxury creation opportunities across diverse industries and sectors

Cognitive / Intellectual Skills - The student is expected to :

- Apply theoretical frameworks to real-world case studies
- Analyze strategic tensions between heritage preservation and disruption
- Synthesize integrated strategies across digital, sustainability and innovation pillars

Key Transferable Skills - The student is expected to:

- Collaborate effectively in multicultural teams
- Present strategic recommendations to international audiences
- Manage project timelines and deliverables

Practical Skills - The student is expected to:

- Design luxury creation strategies for any sector/company
- Develop customer experience maps integrating all four pillars
- Create actionable business recommendations grounded in research

Prerequisites

Prerequisites :

Marketing Principles

Course Schedule

Course Schedule :

Session 1 What makes Luxury Desirable? ? Luxury Theory" (Kapferer 6 Contradictions + 3 Paths)

Session 2 Digital: The New Luxury Frontier ? Digital Frameworks (Westerman 3 Pillars + McKinsey)

Session 3 Disrupt or Die: Innovation Playbook ? Innovation Theory" (Christensen/Chesbrough/Tidd 4Ps + Air France e.g.)

Session 4 Sustainability: Luxury's New Authenticity ? Sustainability" (Porter/Elkington/Ellen MacArthur + Stella)

Session 5 Luxury Meets Tech: Phygital Revolution ? Luxury+Digital" (Rigby + EMEIS e.g.)

Session 6 Synergy Secrets: 4 Pillars Unleashed ? Luxury+Sustainability" (Kapferer Sustainable + Aurélien)

Session 7 From Strategy to Action Plan ? Luxury Creation (Ambidexterity + Uber/Gucci/Barry's)

Session 8 Measure What Matters: Luxury KPIs ? Advanced Frameworks" (Bain/BCG/Deloitte)

Session 9 Pitch to investors ? Strategy Synthesis (4 Pillars integration)

Session 10 Final evaluation: Project presentation + report

Academic References

Academic Reference :

References will be given in class and posted on K2.

Websites :

References will be given in class and posted on K2.

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE

Session 6 / Sustainability: Luxury's New Authenticity

BAC.EAINA.ECBUS.3551 – Entrepreneurial Growth & Value Creation

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0h	0h	0h	65%	35%	100%

Course Manager & Teaching Team

Course Manager : SMITH Devin

Academic Characteristics

Credits : 6 Discipline : Stratégie, Innovation & Entreprenariat

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

This course examines entrepreneurial growth and value creation through the applied development of ventures in the Sustainable Technologies sector.

Focusing on how firms identify market opportunities, shape commercially viable offerings, build strategic partnerships, and create scalable value in markets influenced by sustainability transitions, technological innovation, regulation, and changing stakeholder expectations.

Students engage with the commercial realities of sector development by analyzing customer needs, market structures, competitive positioning, business model design, and growth pathways specific to sustainable technologies.

The course emphasizes practical business application and strategic thinking rather than entrepreneurship in

Pedagogical Objectives

Pedagogical Objectives :

- Explain entrepreneurial growth as a process of strategic value creation, market development, and scaling within a defined sector.
- Analyze the Sustainable Technologies sector, including its drivers, constraints, market dynamics, and regulatory influences.
- Identify unmet customer needs and emerging commercial opportunities in sustainable technology markets.
- Evaluate how firms create value through product-market fit, strategic positioning, partnerships, and ecosystem participation.
- Apply advanced business development tools to sector-specific growth challenges.
- Assess business model options, commercialization pathways, and revenue logic in sustainable technology ventures.
- Develop evidence-based growth recommendations for a venture or concept operating in a sustainable technology segment.
- Communicate strategic business development proposals clearly and persuasively in oral and written form.

Prerequisites

Prerequisites :

to be advised

Course Schedule

Course Schedule :

This course encourages competition between groups. Disruptions are introduced to the project weeks, requiring both resilience and flexibility.

Academic References

Academic Reference :

provided in class

Websites :

provided in class

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE

BAC.EAINA.STBUS.2100 – ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0.00h	0.00h	0.00h	50%	50%	100%

Course Manager & Teaching Team

Course Manager : SMITH Devin

Academic Characteristics

Credits : 6 Discipline : Stratégie, Innovation & Entreprenariat

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

This course is designed to integrate the core concepts of entrepreneurship with managing a small business. Managing a small business is very different from managing a large one primarily due to the limited resources available to small businesses.

These limitations can result in budget constraints, staffing issues, and market boundaries. Small business management requires creativity, innovation, and significant customer, financial, and market insights in order to survive in a volatile business environment.

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) - The student is expected to:

- The student is expected to understand any aspect of managing a business
- Plan effectively future action and monitor past actions.
- Understand the dynamics of small business growth and risk management
- Analyze the impact of both internal and external factors on growth and profitability

Cognitive / Intellectual Skills (generic) - The student is expected to:

- The student is expected to have a solid knowledge of customer management, financial, legal and accounting management, marketing and innovation.
- Critically evaluate business opportunities using different analysis models
- Engage in decision-making practices towards strategic outcomes

Key Transferable Skills (generic) The student is expected to:

- The student is expected to apply what has been learned in practical business life.
- Demonstrate effective communication and negotiation skills
- Show leadership and teamwork skills
- Apply time management and organizational skills

Practical Skills (subject specific)

- Navigate the entrepreneurship development through pitch development of a new business.

- Development business plan implementation expertise
- Optimize the use of digital tools and technologies

Course Schedule

Course Schedule :

Wk1 - Introduction to entrepreneurship

- * Business & entrepreneur mindset
- * Types of Entrepreneurs
- * Factors influencing Entrepreneurship
- * Franchise, business takeover and management buyout: understand the models and find business opportunities.

Wk2 - Turning Ideas into models

- * Introduction to blue ocean
- * Blue Ocean tools
- * Blue Ocean Shift

Wk3 - Organizational design

- * Mission, vision, values
- * Founding team

Wk4 - Value proposition

- * Opportunity identification and entrepreneurial path
- * Value proposition framework

Wk5 - Business Model

- * Introduction to Business Model
- * Process of creating Business Model Canvas

Wk6 - Social Business Model and Sustainable Business Model Canvas

- * Understand the model and how to use it in business strategy.
- * Attributes of Social Entrepreneurship
- * Process of creating a Sustainable Business Model Canvas

Wk7 - Entrepreneurial risks

- * Understand the type of risks
- * Risk management

Wk8 - Financials

- * Types of investors in startups
- * Raising capital and project financials

Wk9 - Marketing, pricing & sales

- * Marketing & 7Ps strategy
- * Entrepreneurial Marketing
- * Marketing Mix

Wk10 - Final project group pitch

Academic References

Academic Reference :

To be provided in class...

Websites :

To be provided in class...

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE IA

In the course, the ecological transition is examined through concepts related to sustainable practices and environmental responsibility for small businesses.

Students engage in activities such as the adaptation of canvas business model for CSR business and case studies related to social entrepreneurs.

Group work and projects involve developing a business plan that integrates ecological considerations, fostering practical understanding of sustainable practices in small businesses.

Students will also explore topics such as greenwashing, transparency, and sustainable performance.

Incorporating these components into their project ensure that students gain a comprehensive understanding of how businesses can align a business strategy with sustainability, equipping them to make informed decisions in a rapidly changing business landscape.

BAC.EAINA.ISBUS.3825 – ENTREPRISE RESOURCE PLANNING AND DIGITAL CRM

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0.00h	0.00h	0.00h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : FISHER Jack

Academic Characteristics

Credits : 6 Discipline : Stratégie, Innovation & Entreprenariat

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

As a professional compulsory course for Information Management and Information Systems students, and a core elective course for majors in Auditing, Financial Engineering and Engineering Management, this program aims to integrate classroom lectures, problem-solving exercises, case studies, group discussions, and hands-on practice to help students comprehensively understand the core concepts and fundamental tool applications of Enterprise Resource Planning (ERP) systems. Through this course, students will be able to comprehend the basic features, value, and potential risks of ERP systems; learn to operate mainstream ERP software; master strategies and methods to attract and retain customers; analyze diverse purchasing behaviors; and utilize data analytics to enhance customer relationship management. The course encourages students to explore the developmental history of ERP systems in our country, to think critically about the pivotal role of ERP systems in the era of big data, and to examine their contribution to the advancement of our digital economy.

Pedagogical Objectives

Pedagogical Objectives :

Course Objective-1: Master the fundamental principles and concepts of Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM).

Course Objective-2: Understand the core value and functions of ERP and CRM systems.

Course Objective-3: Apply customer management-related models for data analysis.

Course Objective-4: Analyze real-world customer management problems and propose solutions.

Course Objective-5: Establish correct professional values.

Prerequisites

Prerequisites :

3rd or 4th year student

Course Schedule

Course Schedule :

Chapter Titles Teaching Hours Teaching Methods Assessment Details
CH1 ERP Fundamentals 1.5 Lecture Exam
CH2 Business Functions and Business Processes 1.5 Lecture, case study Exam, homework
CH3 ERP – A Manufacturing Perspective: Overview 3 Lecture Exam
CH3 ERP – Aggregate Planning 4.5 Lecture, case study Exam, homework
CH3 ERP – Material Requirement Planning 3 Lecture, case study Exam, homework, case exercise
CH3 ERP – Sales and others 3 Lecture, case study Exam, case exercise
CH4 ERP Implementation 1.5 Lecture, group discussion Exam, homework
CH5 Digital CRM Fundamentals 1.5 Lecture, case study Exam
CH6 Customer Segmentation 3 Lecture, case study Exam, homework
CH6 Customer Targeting 3 Lecture, case study Exam, homework

Academic References

Academic Reference :

Reference books:

Concepts in Enterprise Resource Planning (4th ed.). Ellen Monk, Bret Wagner. Cengage Learning, 2013.
Customer Relationship Management: Concept, Strategy, and Tools (3rd ed.). V. Kumar, Werner Reinartz. Springer, 2018.
Enterprise Resource Planning (1st ed.). Mary Sumner. Pearson, 2014.
Hands-on Data Science for Marketing (with R and Python). Yoon Hyup Hwang. Packt Publishing, 2019.

Websites :

Digital Resources

"ERP Simulation Exercise," China University MOOC,)
https://www.icourse163.org/course/ZUFE-1205808806?from=searchPage&outVendor=zw_mooc_pcsgjg_

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

IA

BAC.EAINA.FIBUS.3410 – FINANCIAL ANALYSIS & DECISION MAKING

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0.00h	0.00h	0.00h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : DALMASSO Audrey

Teaching Team :

Academic Characteristics

Credits : 6 Discipline : Finance Teaching Languages : English Open to Exchange : Yes

Course Description

Course Description :

The course will give students basic knowledge and an understanding of corporate finance.

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) - The student is expected to: have knowledge and understanding of the following subjects: Financial Statement Analysis, Investment Appraisal Techniques, Valuation of Stocks and Bonds, The Capital Asset Pricing Model, Portfolio Theory, The Weighted Average Cost of Capital

Cognitive / Intellectual Skills (generic) - The student is expected to: apply the corporate finance techniques above to the solution of practical problems

Key Transferable Skills (generic) The student is expected to: solve problems for management, communicate results to users, become Financial Managers

Practical Skills (subject specific)

his/her knowledge and techniques in jobs that require: Investment Appraisal, Financial Statement Analysis, Portfolio Theory, The Weighted Average Cost of Capital

Prerequisites

Prerequisites :

BUS2201 – BUS2202(Managerial Accounting) and Corequisite BUS2702 (Statistics for Business Decisions)

Course Schedule

Course Schedule :

Chapter 1. (Review).The Corporation; The four types of firms, Ownership vs Control, The Stock Market
Chapter 2 (Review) Financial Statement Analysis Chapter 3 & 4, Time Value of Money, Net Present Value, The Timeline, The Rules of Time Travel Valuing a stream of Cash Flow, Calculating Net Present Value, Perpetuities, Annuities Chapter 5, Interest Rates Interest Rate Quotes and Adjustments, The Yield Curve,

The Opportunity Cost of Capital Chapter 6, Investment Decision Rules NPV and Stand Alone Projects, The IRR, The Payback Rule, Choosing between Projects Chapter 7 Fundamentals of Capital Budgeting Budgeting, Determining Free Cash Flow and NPV, Further Adjustments to Free Cash Flow Mid Term Exam 1 Chapter 8 Valuing Bonds; Bond cash Flows, Dynamic Behaviour of Bond Prices Corporate Bonds Chapter 9 Valuing Stocks, The Dividend Discount Model and application Valuing Bonds Continued Chapter 10, Capital Markets and the Pricing of Risk Risk and Return, Common Measures of Risk and Return, Historical returns of Stocks and Bonds Trade Off between Risk and Return, Common vs Independent Risk, Portfolio Diversification Measuring Systematic Risk, Beta and the Cost of Capital Chapter 10 Continued Mid Term 2 Exam Chapter 11 Optimal Portfolio Choice and the Capital Asset Pricing Model The Expected Returns of a Portfolio, Volatility of a 2 stock Portfolio, Choosing an Efficient Portfolio Risk Free saving and Borrowing, The Efficient Portfolio, The Capital Asset Pricing Model Chapter 11, Continued Chapter 12, Cost of Capital The Cost of Equity, The Cost of Debt, The Weighted Average Cost Of Capital Chapter 14, The Modigliani and Miller Hypotheses Review

Academic References

Academic Reference :

Corporate Finance by Jonathan Berk and Peter DeMarzo

Websites :

Additional readings and source materials will be provided each week in K2.

Dow Jones Factiva

Pro Quest

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.FIBUS.3852 – Financial Management and Analytics

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0h	0h	0h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : DALMASSO Audrey

Academic Characteristics

Credits : 6 Discipline : Finance Teaching Languages : English Open to Exchange : Yes

Course Description

Course Description :

This course provides an in-depth understanding of accounting principles and their critical role in financial management and business analytics. Students will learn how to interpret financial statements accurately, understand the underlying accounting frameworks, and analyze the impact of accounting choices on managerial decisions and performance evaluation.

Special emphasis is placed on revenue recognition, performance obligations, consolidation, goodwill, impairment testing, R&D capitalization, deferred taxation, share-based payments, and segment reporting. The course is designed for 4th-year BBA students specializing in Corporate Finance with limited prior accounting exposure.

By the end of the course, students will be able to analyze financial statements with a strong grasp of accounting frameworks, comparability issues, and managerial implications, preparing them for corporate finance roles that rely on accurate financial analysis rather than investment or market risk decisions.

Pedagogical Objectives

Pedagogical Objectives :

- Accounting Frameworks: Understand the concept of an accounting framework (referentiel comptable), its importance in financial statement analysis, and comparability issues (IFRS vs US GAAP).
- Critical Financial Information: Identify and extract key financial information from balance sheets, income statements, and cash flow statements.
- Principles of Accounting Relevant to Analysis: Understand core accounting principles that affect financial analysis, including revenue recognition, performance obligations, capitalization, and expense recognition.
- Consolidation & Business Combinations: Understand the principles of consolidation, business combinations, and the significance of goodwill, including its impact on financial ratios and comparability.
- Impairment Testing: Interpret impairment tests, assess sensitivity analyses, and understand their impact on financial analysis.
- Presentation of Discontinued Operations: Evaluate the reporting of discontinued activities and their impact on comparability.
- R&D Capitalization: Understand capitalization of R&D costs and implications for comparability between IFRS and US GAAP.
- Deferred Taxes: Recognize deferred tax assets and liabilities and their impact on financial analysis.
- Share-Based Payments: Understand the accounting treatment of share-based payments and implications for corporate financial statements without detailed valuation models.
- Segment Reporting: Analyze segment reporting for performance evaluation and internal decision-making.

Prerequisites

Prerequisites :

BAC.EAINA.FIBUS.3410 Financial Analysis and Decision Making

Course Schedule

Course Schedule :

30h

Introduction to Financial Statements & Accounting Frameworks

Revenue Recognition & Performance Obligations

Consolidation & Business Combinations

Goodwill & Impairment Testing

Discontinued Operations & Comparability

R&D Capitalization & Deferred Taxes

Share-Based Payments & Segment Reporting

Financial Analysis with Accounting Focus

Sensitivity & Comparability Analysis

Budgeting and Planning Implications

Academic References

Academic Reference :

Financial Statement Analysis and Security Valuation — by Stephen H. Penman McGraw Hill

Websites :

Additional readings and source materials will be provided each week in K2.

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.FIBUS.3402 – FINANCIAL MARKETS & INSTITUTIONS

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0.00h	0.00h	0.00h	45%	55%	100%

Course Manager & Teaching Team

Course Manager : DALMASSO Audrey

Teaching Team :

Academic Characteristics

Credits : 6 Discipline : Finance Teaching Languages : English Open to Exchange : Yes

Course Description

Course Description :

The purpose of this course is to guide students in developing critical thinking skills applied to financial markets and institutions. To help students gain a basic yet thorough knowledge of the major financial instruments and the way they are traded in financial markets as well as the functioning, strategies, influence and goals of the financial institutions that use these instruments in order to maximize their profits or carry out their mission (the FED). The course will also cover the variable economic elements (interest rates, inflation, money supply...) and situations that affect them both on a national and international level. Topics include also asymmetric information models of financial market structure, regulation and financial crises.

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) - The student is expected to:
understand: the different types of financial institutions, the yield curve, central banking and the goals of monetary policy, short- and long-term debt securities, the basics of equity markets, issues and themes (sovereign funds and debt, market efficiency)

Cognitive / Intellectual Skills (generic) - The student is expected to:
use her/his financial terminology and assert her/his verbal communication

Key Transferable Skills (generic) The student is expected to:
develop important skills for employment in the areas of business finance, banking and investment

Practical Skills (subject specific)
understand the impacts of monetary policy.

Course Schedule

Course Schedule :

Origins of the financial system. The different types of financial institutions Determination and structure of interest rates How interest rates are determined and the factors that influence them Determination and structure of interest rates - part 2 How interest rates are determined and the factors that influence them - part 2 Central banking Description of the FED and how it influences interest rates through monetary policy Central banking - part 2 Description of the FED and how it influences interest rates through monetary policy

- part 2 Midterm 1 Debt securities Introduction to short-term debt securities Debt securities Introduction to long-term debt securities Different types of bonds and how to value them Debt securities - part 2 Introduction to long-term debt securities - part 2 Different types of bonds and how to value them - part 2 Introduction to equity markets Exchanges/compartments and quotations IPO'S Stock valuation. Methods used to value stocks VALUELINE Midterm 2 Market microstructure Introduction to derivative/subprimes FOREX/George Soros and the speculation on the British £ 1992 Review Final Exam

Academic References

Academic Reference :

Mishkin "Financial institutions and markets" 9th edition Pearson Reilly F. and K. Brown, 2003, Investment Analysis and Portfolio Management, Thomson South Western College, 7th edition.

Simpson T., "Financial Markets, Banking and Monetary Policy", 2014 Wiley Finance Series

Websites :

Financial Times

Additional readings and source materials will be provided each week in K2.

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.OTCHM.1101 – GENERAL CHEMISTRY I

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
53.00h	0.00h	0.00h	0.00h	120.00h	0%	0%	0%

Course Manager & Teaching Team

Course Manager : GRASSELLI Yan

Academic Characteristics

Credits : 8

Discipline : N/A

Teaching Languages : N/A

Open to Exchange : Yes

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.OTHUM.3600 – GEOPOLITICS

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0.00h	0.00h	0.00h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : MAUCLAIR-AUGUSTIN Brandon

Academic Characteristics

Credits : 6 Discipline : Autre Teaching Languages : English Open to Exchange : Yes

Course Description

Course Description :

In this geopolitics class, we will explore the fundamental concepts and key issues shaping the global political landscape today. We will analyze how geography, power, and international relations intersect to influence the actions of states and non-state actors. Key topics will include the new faces of war today, the rise of artificial intelligence, the geopolitics in fiction, trade and the new challenges connected to the oceans and the space race. We will also examine current geopolitical crises, from territorial disputes to economic sanctions, and how these dynamics affect the stability of our world.

Course Schedule

Course Schedule :

1 General Introduction, Global World & International Relations, Main geopolitics concepts and world crisis
2 Lecture: Today's wars, Wars of yesterday?
Classwork Produce a short oral synthesis from documents dealing with one of the following conflicts: The War in Ukraine The Mexican War on Drugs The Sahel Insurgency The Burma civil war
3 Lecture: New fields of conquest: space and oceans.
Classwork Roleplaying. Should space be a conflict-free zone?
4
Lecture: Artificial Intelligence and International relations.
Classwork Prepare for a debate dealing with the following topic: "Should Artificial Intelligence be considered as a force of good?"
5 Lecture: Arts and culture.
Classwork Short presentation. The soft power of a country of your choosing
Homework. Writing the presentation. The presentation must be at most one page long (300 words)
6 Lecture: Ideologies and the clash of worldviews.
SKEMA GLOBAL BBA SYLLABUS
4
CAMPUS: Lille ACADEMIC YEAR: 2024/2025
Classwork Produce a short analysis of a text issued from one of several geopolitical concepts
7 Lecture: Industry and trade: a "doux commerce"?
Classwork Debate. "Protectionism and Free-Trade". Model of United Nations simulation
Homework. Create a small video. Defend your position in the debate in three minutes / Defend your position in the debate in one minute
8
Lecture: Geopolitics in fiction.

Classwork Geopolitics in fiction. Create an imaginary geopolitical conflict in a fantasy world 9 FINAL
PROJECT: ESSAY
10 FINAL PROJECT PRESENTATION: TO SOLVE A GEOPOLITICAL CRISES

Academic References

Academic Reference :

World Atlas of Global Issues, Sciences Po Paris

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.OTHUM.2651 – History, Culture, & Society- France

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0h	0h	0h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : MAUCLAIR-AUGUSTIN Brandon

Academic Characteristics

Credits : 6 Discipline : Droit & Humanités Teaching Languages : English Open to Exchange : Yes

Course Description

Course Description :

This course explores the historical, cultural, and societal context linked to the students' mobility destination. In this exploration, students are introduced to short texts, films, music, and visual materials of various groups within the country. They also complete small projects and a portfolio that connect classroom learning with real experiences in their host environment. The module aims to help students understand how culture and society interact, strengthening their intercultural, analytical, creative, and civic engagement competences.

Pedagogical Objectives

Pedagogical Objectives :

- Provide students with a broad introduction to the historical and cultural contexts of the host country.
- Explore how artistic expressions such as text, film, music, and visual arts reflect cultural identity and political or historical experiences.
- Encourage critical thinking and cross-cultural reflection.
- Promote involvement with community and cultural life beyond the classroom.

Course Schedule

Course Schedule :

1. Significant Historical Moments Part I
2. Significant Historical Moments Part II
3. Society & Cultural Contexts
4. Marginalized Voices
5. Influence of Performing Arts
6. Influence of Literature
7. Influence of Visual Arts
8. Bringing it together

- 9. Looking Toward the Future
- 10. Portfolios and Self-Reflection

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.MKBUS.3001 – Intellectual Property, Ethical Marketing & Sustainable Practices

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0h	0h	0h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : JOUSSEMET Caroline

Teaching Team : GUEZGUEZ Hamdi

Academic Characteristics

Credits : 6 Discipline : Marketing Teaching Languages : English Open to Exchange : Yes

Course Description

Course Description :

This course will explore the basic concepts of ethical marketing and intellectual property. Ethical Marketing has become a mainstream word of business strategy.

In order to be a good marketer you need to be able to identify the moral issues that emerge in marketing environment, recognize and identify with the stakeholders in the decisions making persons, understand some of the key conceptual discussions about the ethics of marketing activities, and develop skillful ethical decision.

Students examine concepts, behaviors, practices, and challenges relevant to the process of planning and executing the marketing practice and creating value via ethical processes, systems, and strategies.

Topics include corporate social responsibility, ethical promotion and pricing strategies, marketing research and innovation, and supply chain.

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) - The student is expected to:

Understand the fundamentals concepts of marketing ethics in a corporate world as well as in the society

Learn the ethical obstacles facing most marketing manager's thinking process and decision-making.

Apply a sound business model towards the ethical dilemmas within business-to-business situations.

To give you a sense of what it is like to be in an ethically difficult situation in the workplace, as well as the opportunity to "test out" some of your thoughts about what to do in such situations.

Cognitive / Intellectual Skills (generic) - The student is expected to:

Understand what it means to be a customer of modern-day marketing and how one might react or respond to various ethically

Appreciate the trade-offs and challenges of marketing activities as its managers attempt to meet profit goals while also meeting levels of acceptable good corporate social responsibility.

Apply a range of frameworks for ethical decision making to reconcile ethics and marketing?

Key Transferable Skills (generic) The student is expected to:

Able to present engaging/persuasive arguments and debates Practical Skills (subject specific)

Develop teamwork skills and group decision-making

Learn and apply case study skills in discussions, presentations.

Practical Skills (subject specific) The student is expected to:

Develop practical applications for the conduct & character of marketing in society

Gain a deep appreciation for the fact that many market-driven organizational problems along ethical and moral lines are avoidable.

To use theoretical tools in order to resolve difficult ethical problems

Prerequisites

Prerequisites :

Marketing Principles

Course Schedule

Course Schedule :

Session 1

Ethics & Marketing

Theory and concepts of ethics

Ethical issues in marketing: Where do you draw the line

A framework for ethical decision making

Session 2

Ethical consumerism

Understanding Ethical Consumers

Ethical Consumption, Consumer Behavior and Motivation

The dilemma of ethical consumption: how much are your ethics worth to you?

Session 3

Circular Economy & Ethical Supply Chain Management

Achieving ethical returns from retailing, channeling and distribution

Session 4

Data Privacy and Ethical Market Research

Data privacy, Data use and share

Responsibility of market researchers

Session 5

Application of ethics in business

Corporate social responsibility

Marketing to Vulnerable Populations

Segmentation and Ethics

Ethical targeting

Session 6

Ethical Product Design & Ethical Branding

Ethical issues in product design, Meaning design protection, Concept of original design

Ethics in Branding

Ethics and Marketing Communications

Session 7

Intellectual Property Rights

Ownership Issues

Sharing and Collaboration

Session 8

Ethics and Marketing Communications

Social Media and ethics

Deriving Value in Ethical Marketing

Cost of Unethical Practices

Session 9

New Technologies & Issues of Ethics, Conclusion

Technology and Ethical Challenges for Marketers

Ethical Compatibility of the New & the Traditional

Session 10

Final group presentation

Academic References

Academic Reference :

"Ethics in Marketing: International Cases and Marketing"" by Patrick E. Murphy, Gene R. Laczniak, and Fiona Harris, 2nd Edition, 2016, Routledge.

"Marketing, Ethics & Society" by Lynne Eagle & Stephan Dahl, 2015, Sage Publications.

Websites :

Available on K2

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

- In this course, we will delve into the intersection of intellectual property, ethical marketing, and the ecological transition. We will examine how businesses can navigate the challenges and opportunities presented by environmental sustainability while respecting intellectual property rights and engaging in ethical marketing practices.
- We will understand the principles of environmental sustainability and how they impact marketing strategies. Explore concepts such as green marketing, eco-labeling, and sustainable branding.
- We will discuss ethical dilemmas that arise when incorporating ecological concerns into marketing strategies. Analyze the balance between profit-making and responsible environmental practices.
- We will study the concept of a circular economy and its implications for product design, intellectual property, and marketing. Explore case studies of companies implementing circular business models.
- In the major group project, students will work in teams to develop a sustainable marketing campaign for a hypothetical or real product. The campaign should consider ethical marketing practices, intellectual property implications, and the ecological transition. Students will present their campaigns to the class, explaining their strategic choices and how they align with sustainability goals.

BAC.EAINA.ISCSE.1200 – Introduction to Artificial Intelligence

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0.00h	0.00h	0.00h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : MILLELIRI André

Teaching Team : David Rey

Academic Characteristics

Credits : 6 Discipline : Analytics Information and Operations

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

Students will be introduced to the fundamentals of Artificial Intelligence and its applications. A survey of various topics in this field will be provided along with in-depth discussions of some foundational concepts such as data science, probability, machine learning, and optimization.

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) - The student is expected to:
Define Artificial Intelligence (AI) and understand its main goals and principles

Cognitive / Intellectual Skills (generic) - The student is expected to:
Develop problem-solving and analytical skills

Key Transferable Skills (generic) The student is expected to:
Develop critical thinking and communication skills

Practical Skills (subject specific)
Identify challenges and opportunities for the development of AI technologies and their business implications

Prerequisites

Prerequisites :

none

Course Schedule

Course Schedule :

Course Introduction and the technologies of Artificial Intelligence (AI)
Data Science
Probability
Machine learning: supervised
K Nearest Neighbours (KNN) case study
Machine learning: unsupervised
Mid-term (1h30) + Games (1h30)
Application of AI: sentiment analysis case study
Evaluation metrics
Application of AI: online advertising case study
AI & ethics group project preparation
Generative AI
AI & ethics group project presentations & course review

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

IA

BAC.EAINA.STBUS.2990 – Introduction to Business Research

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0.00h	0.00h	0.00h	50%	50%	100%

Course Manager & Teaching Team

Course Manager : MAUCLAIR-AUGUSTIN Brandon

Academic Characteristics

Credits : 6 Discipline : Stratégie, Innovation & Entreprenariat

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

This course is designed to introduce students to business research methods, providing them with the necessary skills to conduct and analyse research in a business context. Through a blend of theoretical concepts and practical examples, students will gain an understanding of the importance of research in apprising business decisions and strategies.

Prerequisites

Prerequisites :

Academic Research and Writing 1

Course Schedule

Course Schedule :

1. Introducing Business Research and Research Question Design
2. Research Design and Planning
3. Academic Articles & Literature Review
4. Quantitative & Qualitative Research Methods
5. Research Plan
6. Research Bias & Ethics
7. Data Integrity, Interpretation and Analysis
8. Findings, Discussion, Recommendations and Limitations
9. Final Research Paper Submission and Presentation Development
10. Final Group Presentations

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.ISCSE.1500 – Introduction to Computer Science and Programming

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0.00h	0.00h	0.00h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : MILLELIRI André

Teaching Team : MILLELIRI André

Academic Characteristics

Credits : 6 Discipline : Analytics Information and Operations

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

This course is intended for students with little or no programming experience. It aims at providing students with an understanding of the role played by computation and programming in solving problems in business and management. The course will also help students to learn how to write small programs that allow them to accomplish useful goals.

Python will be used as programming language

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) - The student is expected to:

To understand the role played by computation and programming in solving problems in business and management

Cognitive / Intellectual Skills (generic) - The student is expected to:

Have a first introduction to problem solving

Practical Skills (subject specific)

To be able to write small programs.

Understand when and how to use Python

Prerequisites

Prerequisites :

None

Course Schedule

Course Schedule :

Basic Concept, The Notion of Computation and Algorithm

Introduction to programming languages, different kind of languages

History of programming
Why and how to use Python
Basic program structure
Using variables, arithmetic expressions
If statement
While loop
Lab
Control structure
Lists
For loop
Lab
Functions and recursion
Passing parameters
Decomposition and abstraction
Dealing with Strings
Dictionaries
Sets
Lab
Exception handling / File Handling
How to catch exceptions, how to write/read data to/from files.
Lab
Classes in Python
Creating classes, inheritance
Exception Classes
Introduction to Pandas – Part 1
Series and DataFrame
Manipulating and Aggregating datasets
Introduction to Pandas – Part 2
Lab using pandas

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.OTSOC.2001 – INTRODUCTION TO SOCIOLOGY

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0.00h	30.00h	0.00h	0.00h	0.00h	30%	70%	100%

Course Manager & Teaching Team

Course Manager : MAUCLAIR-AUGUSTIN Brandon

Academic Characteristics

Credits : 6 Discipline : N/A Teaching Languages : English Open to Exchange : Yes

Course Description

Course Description :

To introduce students to some of the main themes and theoretical perspectives in Sociology as well as the methodology of simple sociological research. The emphasis on group functioning as well as on how social institutions work will help the students develop the “people skills” necessary in their future professional careers. The course will also focus on developing students' critical thinking skills in order to better understand interactions in the modern world.

Course Schedule

Course Schedule :

Session 1 Part I: Introduction to Sociological Theory and Methods
Session 2 Review of Marx, Weber, Durkheim Sociological theories
Session 3 Review of Symbolic Interactionism and contemporary theories. The Social Construction of Reality
Session 4 Methodology and Theory
Session 5 Part 2: Diversity and Inequality
Session 6 Social divisions and inequalities Social class and Poverty
Session 7 Midterm Race and Ethnicities, Gender, Sexuality
Session 8 Part 3: Application of Sociological Theory to Contemporary Topics Communication and the New Media
Session 9 Group Interactions and Dynamics
Session 10 Final Exam

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.MKBUS.3866 – Luxury Services and High-end Customer Experience

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0h	0h	0h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : JOUSSEMET Caroline

Teaching Team : GUEZGUEZ Hamdi

Academic Characteristics

Credits : 6

Discipline : N/A

Teaching Languages : N/A

Open to Exchange : Yes

Course Description

Course Description :

The Luxury service strategy and product management course explores the luxury business model and involves an integrated approach to management.

This course is designed to provide students with an understanding of luxury services and the significance of marketing the services in the luxury industry.

This course will study luxury service management from an holistic viewpoint. The material will integrate operations, marketing, strategy, information technology and organizational issues.

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) - The student is expected to:

Develop a framework for understanding the essential ingredients and best practices of effective marketing of luxury goods and services. Gain knowledge of the unique aspects and challenges inherent in marketing and managing the delivery of services or other intangible offerings.

To explore ways to set service standards to offer the customer a memorable experience.

Cognitive / Intellectual Skills (generic) - The student is expected to:

Develop a deeper and more nuanced understanding of market for luxury goods and services.

To understand how service performance can be improved by studying services operations management.

To understand the key concepts of services marketing and how they can be used to create competitive advantage for businesses.

Key Transferable Skills (generic) The student is expected to:

To augment student ability to think creatively and critically about the marketing strategies and tactics involved in luxury brands

Develop analytical skills by hands-on experience and business case analysis, discussion, and presentation

Develop teamwork skills and group decision-making

Practical Skills (subject specific)

To develop an understanding of the “state of the art” service management thinking

To design and operate a luxury service business using the concepts, tools and techniques of service operations management applied in the luxury sector.

Prerequisites

Prerequisites :

Marketing Principles

Course Schedule

Course Schedule :

Session 1

Introduction

Overview and importance of Service Marketing in Luxury-based Industry

Difference between products and services

The role of the Services Manager vs. the Product Manager: Implications

Session 2

Service Process Map

Some Marketing Fundamentals specific to Luxury and Fashion industry

Session 3

Understanding the Customer in a Services Setting (consumer behavior)

The 4Ps plus the 3Ps in luxury branding

Session 4

. The 3 Ps of Services Marketing: People/ Process

The 3 Ps of Services Marketing: Process/Physical Environment

Session 5

Tools and Frameworks in luxury services marketing: SERVQUAL / RATER / SERVICE QUALITY GAPS

Session 6

How can luxury brand innovate through services?

Service Quality and Satisfaction a key factor for luxury business

Session 7

Service Metrics / Failure and Recovery Strategies for Luxury Brands

Service Guarantees / Retention strategies

Session 8

Delivering Outstanding Service

Luxury experiencescape / Managing the Servicescape (physical environment)

Session 9

Understanding the customer satisfaction profit chain / Value Profit Chain in Luxury business model

Designing the ultimate Luxury Experience

Session 10

Final Group presentation

Academic References

Academic Reference :

“Services Marketing”, 6th edition, Christopher Lovelock and Jochen Wirtz: Prentice-Hall, 2006.

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

Websites :

Available on K2

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE

In the course "Luxury Service and Product Management," the ecological transition is examined by integrating sustainability principles into the luxury sector. Concepts such as sustainable sourcing, ethical production, carbon footprint reduction, and circular economy practices are explored to address environmental concerns. Students engage in various activities, including case studies of luxury brands adopting eco-friendly practices, analyzing the life cycle of luxury products, and evaluating the impact of sustainability on brand reputation.

Group work is employed to foster collaborative learning, where students collaborate on projects to develop sustainable business strategies for luxury companies. This encourages critical thinking and innovative solutions for integrating ecological considerations into luxury service and product management. Additionally, individual or group projects may involve designing sustainable luxury experiences or proposing eco-conscious marketing campaigns for luxury products.

Throughout the course, discussions, case studies, and group projects, students will get practical insights. This approach ensures that students not only grasp theoretical concepts but also understand how these ideas translate into real-world luxury business practices aligned with the ecological transition.

BAC.EAINA.ECBUS.2301 – MACRO ECONOMICS

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0.00h	0.00h	0.00h	50%	50%	100%

Course Manager & Teaching Team

Course Manager : RAMID Souhail

Teaching Team : Lille : Florin Teodor Boldeanu Sophia : Maurizio Iacopetta

Academic Characteristics

Credits : 6 Discipline : Economie Teaching Languages : English Open to Exchange : Yes

Course Description

Course Description :

Economics could be defined as the science concerned with the production, consumption, and wealth transfer. The main difference between microeconomics and macroeconomics is that microeconomics focuses on supply and demand, and other forces that determine price levels, making it a bottom-up approach while Macroeconomics takes a top-down approach and looks at the economy, trying to determine its course and nature. Economics helps somehow to understand the world we live in. This course has the ambition to help student answering the following questions:

What makes a nation wealthy? What does living standard depend on? Why are living standards so different from one country to another? How do we measure the cost of living?

Why are prices higher in some countries? How can a country improve its standard of living?

What is the role of finance in our economy? Why is a job a key determinant of one's living standard?

What makes jobs easy to find sometimes and hard to find some other? Should and can the government play a role in improving the living standards? What is the rationale behind taxation? What are the impacts globalization on our living standards? How can economics be ethical and sustainable?

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) - The student is expected to:

Learn how to define macroeconomic variables precisely, understand their roles how macroeconomic models work.

Cognitive / Intellectual Skills (generic) - The student is expected to:

Understand macroeconomic concepts. Use logic and deductive reasoning to apply concepts in each situation. Process visually information in graphs, tables, and texts.

Key Transferable Skills (generic) The student is expected to:

Learn how to reason analytically and critically to solve economic problems. Develop adaptability, leadership and communication skills during teamwork and presentations. Improve listening skills, attention to details and think outside of the box to solve economic problems.

Practical Skills (subject specific)

Apply macroeconomic knowledge of concepts and models to solve real life situations.

Analyse data in a document to answer an economic problem. Defend / criticize a concept / Model.

Conjecture or develop improvements to economic concepts and models.

Prerequisites

Prerequisites :

None

Course Schedule

Course Schedule :

• Introduction to Macroeconomics: course outline and course introduction • The Circular Flow of Income and the main markets • GDP and value added • From GDP to disposable income and personal saving • Calculating GDP (expenditure and income approaches) • Limitation of GDP concept • Nominal and real GDP • GDP deflator and a first definition of inflation • Measuring Inflation with GDP deflator • Measuring inflation with the CPI • Comparing CPI and inflation measured with the GDP deflator • Growth versus business cycle • Productivity and output fluctuation: expenditure and supply determinants • 1st Midterm • The determinants of aggregate expenditure • Output determination in the short-run • Unemployment: measurement and types • The cost of unemployment • Labor productivity, GDP growth and the level of unemployment • Balance of payments • Competitiveness and labor cost • Exchange rate and the market for currencies • Interest Rate Parity • Purchasing Power Parity • 2nd Midterm • The nature of money • The supply of money • Monetary base and the money multiplier • Money market in the short run and the rate of interest • Money and inflation in the long run • Central Banks and elements of monetary policy • Role and scope of Government in macroeconomics • Government budget, surplus and public deficit • Fiscal policies: taxation and public expenditures • Public debt • 3rd Mid Term • Theories of income distribution • How to measure income inequalities: Lorenz curve and Gini index • Interstate and intrastate inequalities Final exam

Academic References

Academic Reference :

Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings : Case and Fair - Economics Principles - 9th ed. Mankiw and Taylor - Principles of Economics - 2nd ed. Cengage Learning

Websites :

Required for the course: N. Gregory Mankiw (2021). Principles of Economics (9th edition)

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.FIBUS.2202 – MANAGERIAL ACCOUNTING

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0.00h	0.00h	0.00h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : RAMID Souhail

Teaching Team : Sophia : Gaele CELESCHI – Evgeni TARASSOV Lille: Florin-Teodor BOLDEANU – Juanita ILLINGWORTH

Academic Characteristics

Credits : 6 **Discipline :** Comptabilité **Teaching Languages :** English **Open to Exchange :** Yes

Course Description

Course Description :

The course gives students a basic knowledge of how to use Managerial Accounting tools and techniques, that assist managers in achieving their stated goals and objectives.

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) - The student is expected to:

- Understand and interpret Manufacturing Accounts, Job Costing and Overhead Allocation, Incremental Analysis, Profit Center Reporting and Transfer Pricing, Standard Cost Systems, Cost Volume Profit Analysis, and Activity Based Costing (ABC)

Cognitive / Intellectual Skills (generic) - The student is expected to:

- Apply management techniques and tools to the solution of short-term business problems. Examples: Break Even Analysis, Transfer Pricing ...

Key Transferable Skills (generic) The student is expected to:

- Analyze Cost Volume and Profit relationships, Variance Reports from Standard Cost Systems, Budgets, ABC Costing and Traditional Costing Systems, Scarce Resource Allocation

Practical Skills (subject specific)

- Manufacturer, such as Renault (Variance Analysis, Budgeting, Transfer Pricing)
- Construction (Job Costing and Overhead Allocation)
- Airline Industry (CVP and Incremental Analysis)

Prerequisites

Prerequisites :

BAC.EAINA.FIBUS.2201

Course Schedule

Course Schedule :

Chapter 16, Manufacturing Accounting Classification of Manufacturing costs, Product and Period Cost, Direct Materials, Direct Labor Indirect Manufacturing Costs, Three types of Inventory; Materials, WIP and Finished Goods Chapter 17, Job Order Cost and Overhead Allocation Overhead Allocation Rates, Job Order Costing, Activity Based Costing Chapter 19, Costing and the Value Chain The Value Chain, Activity Based Management, The Target Costing Process, Just in Time Inventory Process, Total Quality Management Chapter 20, Cost Volume Profit Analysis Cost Volume Relationships, Cost behaviour and Operating Income, CVP Analysis with many products The High Low Method Mid Term Exam 1 - 11.30 - 13.00 Chapter 21, Incremental Analysis Relevant Cost Information, Special Order Decisions, Product Constraint Decisions Make or Buy Decisions, Joint Products Chapter 21, Continued Chapter 22, Responsibility Accounting and Transfer Pricing Responsibility Centers, Responsibility Accounting Systems, Transfer Pricing Vacation Chapter 23, Operational Budget The Budget Period, The Master Budget, The Cash Budget, Flexible Budgeting Chapter 24, Standard Cost Systems Direct Materials Standard, Direct Labor Standards, Manufacturing Overhead Standards, Labor Rate and Efficiency Variance, Manufacturing Overhead Variances Mid Term 2 Exam 11.30 - 13.00 Chapter 24 Continued Chapter 26, Capital Budgeting The Payback Period, Return On Average Investment, Discounted Future cash flow Chapter 26 Continued Chapter 25 Rewarding Business Performance Motivation and Aligning goals and Objectives, The Dupont system, Criticisms of ROI Residual Income and Economic Value Added, The Balance Scorecard Review FINAL EXAM

Academic References

Academic Reference :

Financial and Managerial Accounting, Williams, Haka, Bettner, Mc Graw Hill, 19th Edition

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE

BAC.EAINA.MKBUS.3601 – MARKETING PRINCIPLES

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0.00h	0.00h	0.00h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : JOUSSEMET Caroline

Teaching Team : NGUIFFO BOYOM Emilie

Academic Characteristics

Credits : 6 Discipline : Marketing Teaching Languages : English Open to Exchange : Yes

Course Description

Course Description :

This course is designed as an introduction to the principles of marketing and the marketing function in product and service-oriented organisations. The course will focus on the understanding of key concepts in marketing and their application through case studies. Students will be exposed to marketing analysis, planning, implementation and control, while learning how to write a marketing plan through the marketing project, which is an important component of this course.

Pedagogical Objectives

Pedagogical Objectives :

Understand the importance of and implement marketing research and be able to perform a SWOT analysis. Integrate their knowledge of marketing into strategic planning to gain competitive advantage and create environment and social business practices . Learn how to segment consumer markets, develop strategies for targeting and positioning. Synthesize their knowledge on products and product life-cycle (PLC), service development, proper pricing and distribution as well as value communication to develop marketing mix strategies . Understand the role and importance of ethics and sustainability in marketing and controlling marketing activities and results.

Key Transferable Skills (generic) The student is expected to:

Understand the importance of value creation and management for businesses. Develop a recognition of the complex socio-cultural, economic, and political contexts that surround the development of sustainable business practices. Develop team-work and time management skills to succeed in projects. Manage and monitor their own progress through exams and in-class activities.

Practical Skills (subject specific)

Define and develop an appropriate and effective business mission statement. Develop a segmentation, targeting, and positioning (STP) that matches the mission statement. Create effective marketing mix strategies to fit the STP. Be able to design and manage marketing research activities. Be able to evaluate a business portfolio and write a marketing plan.

Prerequisites

Prerequisites :

None

Course Schedule

Course Schedule :

Session 1: Introduction to Marketing

Definition and scope of marketing; needs, wants, and demand; value creation and customer satisfaction; exchange, relationships, and markets

Session 2: The Marketing Environment

Analyzing the Micro & Macro Environment, Competitor Analysis, SWOT, PESTEL

Session 3: Consumer Behavior

Consumer decision-making process; internal & external influences; post-purchase behavior and satisfaction

Session 4: Marketing Research and Customer Insights

Designing & Conducting Market Research; primary and secondary data; qualitative and quantitative methods

Session 5: STP: Segmentation, Targeting and Positioning

Market segmentation criteria; consumer vs. business markets; target market selection; positioning and differentiation; value proposition

Session 6: Product, Service, and Brand Strategy

Product as an offer of value; product levels and product mix; services and their specific characteristics; brand identity and brand equity; product life cycle and innovation basics

Session 7: Pricing Strategy

Role of price in the marketing mix; internal and external pricing factors; cost-based, competition-based, and value-based pricing; pricing objectives and strategies; price perception and customer value

Session 8: Distribution and Omnichannel Management

Functions of distribution channels; channel members and intermediaries; channel design and selection; retailing and e-commerce; omnichannel customer experience

Session 9: Integrated Marketing Communication

Communication objectives; advertising, sales promotion, PR, direct marketing; digital communication tools; social media and content marketing; message consistency across channels

Session 10: Socially Responsible Marketing

Ethical Marketing; responsible and sustainable marketing; Corporate Social Responsibility

Academic References

Academic Reference :

M: Marketing by Dhruv Grewal and Michael Levy, 6th edition, McGraw-Hill Education 2018

Principles of marketing by KOTLER, Philip; ARMSTRONG, Gary; HARRIS, Lloyd C.. Auteur ; Pearson Education - 2024

Websites :

Available on K2

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE

Session 10 is focused on Socially Responsible Marketing:

Ethical Marketing; responsible and sustainable marketing; Corporate Social Responsibility

BAC.EAINA.OTMTH.0100 – Mathematics for Business and Management

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	45.00h	0.00h	0.00h	0.00h	45%	55%	100%

Course Manager & Teaching Team

Course Manager : DALMASSO Audrey

Academic Characteristics

Credits : 6 Discipline : Economie Teaching Languages : English Open to Exchange : Yes

Course Description

Course Description :

The course covers Basic Algebraic Concepts, Linear Equations, Systems of Equations, Matrices, Augmented Matrices, Linear Inequalities, Exponential functions, Ln Functions, Derivatives, Introduction to Integration as well as practical problems. Students will acquire an elementary knowledge applied to business, management, and the social sciences.

Pedagogical Objectives

Pedagogical Objectives :

The student is expected to understand the following topics:

Percent problems

Introduction to Matrices

Linear Equations

System of Equations (Substitution Method, Augmented Matrices)

Differentiation and its applications (Basic Rules, Optimization with one variable, Marginal Cost, Marginal Revenue, Marginal Profit)

Exponential and logarithmic functions

Integration and its applications: Antiderivatives, Definite integrals.

Academic References

Academic Reference :

College Mathematics for Business, Economics, Life Sciences and Social Sciences, R. Barnett, M. Ziegler, K. Byleen, Ed. Pearson, Global ed., 13th ed.

Websites :

Additional readings and source materials will be provided each week in K2.

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.ECBUS.2302 – MICRO ECONOMICS

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0.00h	0.00h	0.00h	50%	50%	100%

Course Manager & Teaching Team

Course Manager : RAMID Souhail

Teaching Team : Sophia : Aleskandr Grigoryan - Annabelle Stella Caumel - Maurizio Iacopetta Lille: Abdelkader Hamadi – Yaroslav Lysenko – Florin Teodor Boldeanu – Dennis Verhoeven

Academic Characteristics

Credits : 6 **Discipline :** Economie **Teaching Languages :** English **Open to Exchange :** Yes

Course Description

Course Description :

This course provides a comprehensive foundation in the principles of microeconomic theory and its applications in the business world. The course covers key concepts such as supply and demand, market structures, consumer behavior, production and costs, and the role of government in the economy. By the end of the course, students will have a solid understanding of how individual economic agents make decisions and how these decisions shape market outcomes.

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) – The student is expected to:

- Demonstrate an understanding of market supply and demand
- Demonstrate understanding of elasticity and consumer choices
- Demonstrate an understanding of market efficiency versus inefficient market allocations
- Be able to identify monopoly, oligopoly and monopolistic competition practices

Cognitive / Intellectual Skills (generic) – The student is expected to:

- Understand the importance of microeconomic concepts for the management of companies

Key Transferable Skills (generic) – The student is expected to:

- Demonstrate critical thinking
- Develop a structured economic mindset

Practical Skills (subject specific) – The student is expected to:

- Use key economic variables and to understand the relationships among them

Prerequisites

Prerequisites :

None

Course Schedule

Course Schedule :

Chapter 1: Economic Principles Course introduction - methods in economics Chapter 2: The economic problem: scarcity and choice 1/2 The economics of scarce resource allocation: scarcity, exchange, alternative market systems, trade-offs, price mechanism and market regulation, market failures Chapter 2: The economic problem: scarcity and choice 2/2 The rational choice: opportunity cost, marginal reasoning, the role of incentives Chapter 3: Economic efficiency illustrated 1/2 Modeling efficient technological trade-offs: the production possibilities frontier Chapter 3: Economic efficiency illustrated 2/2 Modeling efficient interdependence patterns: trade along the lines of comparative advantage quiz 1 Chapter 4: Supply and demand: how markets work 1/2 From the demand determinants to the market demand curve From the supply determinants to the market supply curve Chapter 4: Supply and demand: how markets work 2/2 Market equilibrium: determination and dynamics (comparative statistics) From equilibrium to disequilibrium: an introduction to price control, rationing Midterm 1 (1h30) Chapter 5: Elasticity and its applications Elasticity: definition and measurement Elasticity: value and the nature of goods Chapter 6: Markets and social welfare Producer surplus, consumer surplus Welfare properties of (competitive) market equilibrium Chapter 6: Markets and social welfare Taxation and welfare International trade, protectionism and welfare Chapter 7: The economics of public sector Externalities, public goods, imperfect information, and social choice Quiz 2 Chapter 8: Technology and the cost of production Chapter 9: Short run cost and output decisions Chapter 10: Long run cost and output decisions Chapter 11: Monopoly and antitrust policy Midterm 2 (1h30) Chapter 12: Monopolistic competition and oligopoly Chapter 13: Household behavior and consumer choice

Academic References

Academic Reference :

Lectures obligatoires / Required readings :

N. Gregory Mankiw (2021). Principles of economics (9th edition)

Principles of Economics - Case, Fair, and Oster - 9th edition, Prentice Hall/Pearson Intl Edition

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.MKBUS.3002 – Omnichannel Marketing Strategy

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0h	0h	0h	50%	50%	100%

Course Manager & Teaching Team

Course Manager : JOUSSEMET Caroline

Teaching Team : NGUIFFO BOYOM Emilie

Academic Characteristics

Credits : 6 Discipline : Marketing Teaching Languages : English Open to Exchange : Yes

Course Description

Course Description :

The Omnichannel Marketing Strategy course will inform students of recent developments in the industry and familiarize them with the concepts and principles. Attention is devoted to the omnichannel strategy process, consumer behavior research, organizational structure, communication with the customer, pricing, integrating and controlling the omnichannel strategy, and latest trends.

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) - The student is expected to:
Gain an understanding of retail marketing. Gain a knowledge of relationship marketing principles and approaches to building customer loyalty. Understand how to develop successful omnichannel marketing strategies.

Cognitive / Intellectual Skills (generic) - The student is expected to:
Think critically about underlying theories, concepts, assumptions, and arguments in major fields of study. Formulate and develop persuasive arguments relevant to major fields of study that can be applied to business problems. Demonstrate the breadth of knowledge gained in an inter-disciplinary approach.

Transferable Skills (generic) The student is expected to:
Develop teamwork and time management skills to succeed in projects. Manage and monitor their own progress through exams and in-class activities. Analyze and solve business problems. Communicate effectively in verbal, written, and group contexts to a professional standard.

Practical Skills (subject specific)
Identify and resolve retail problems as they arise in a marketing context. Be able to apply omnichannel marketing theory to practice in familiar and unfamiliar situations. Have an appreciation of the requirements and characteristics of omnichannel marketing. Develop a strategy.

Prerequisites

Prerequisites :

Marketing Principles

Course Schedule

Course Schedule :

Session 1 Introduction to Omnichannel Marketing Strategy

Key topics: Single-channel to omnichannel evolution - Key drivers of transformation - Strategic frameworks - Competitive landscape

Session 2

Retail & Omnichannel Product Strategy

Key topics: Assortment planning across channels - Sustainability and product storytelling

Session 3 Omnichannel Consumer Behavior

Key topics: Phygital customer journey - Touchpoint mapping - Micro-moments and mobile behavior

Session 4

Pricing Strategy

Key topics: Price consistency across channels - Dynamic and personalized pricing - Promotional strategy online vs. in-store - Price perception and fairness

Session 5

Store Design & Omnichannel Integration

Key topics: Store layout principles - Phygital store concepts - Click & collect and in-store returns - In-store digital touchpoints - Flagship stores as brand experience centers

Session 6 Integrated Marketing Communications & Brand Consistency

Key topics: Brand consistency across channels - Cross-channel content and storytelling - Social commerce - Measuring communication effectiveness

Session 7 Digital & Physical Retail Tools

Key topics: Marketing automation and personalization - Loyalty program technology - In-store technology - Omnichannel performance KPIs

Session 8 Customer Experience & Service

Key topics: Seamless service across channels - After-sales and returns management - AI-powered customer service - Building loyalty through service consistency

Session 9 Buying, Merchandising & Supply Chain Alignment

Key topics: Omnichannel buying strategy - Visual merchandising coherence - Fulfilment -Reverse logistics

Session 10 FINAL ORAL PRESENTATION

Academic References

Academic Reference :

Will be provided in class and available on K2

Websites :

Available on K2

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE IA

Products are the essence of omnichannel marketing!!

The environmental impact on natural resources can deeply affect the retailers such as the sourcing of raw material, supply chain costs and delivery.

Consumer behavior has also deeply changed in the last decades. Consumer's awareness and motivation to buy certain products can be driven by ecological aspects. Some companies are now focusing on circular economy principles, which encourage reuse and recycling of products.

AI: AI-powered customer service in session 8

BAC.EAINA.STBUS.4303 – People, Teams & AI Enabled Workplace

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0h	0h	0h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : SMITH Devin

Academic Characteristics

Credits : 6
Discipline : Management & Organisation

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

This course examines how work is changing as organizations integrate AI, automation, digital collaboration tools, and new expectations about leadership and teamwork.

It gives students a business-focused understanding of people management that goes beyond traditional HR administration and instead addresses team performance, psychological safety, hybrid collaboration, organizational learning, and work redesign.

The course also explores how AI affects jobs, skills, inclusion, monitoring, and managerial decision-making.

Students will evaluate real workplace dilemmas involving trust, coordination, failure, power, and adaptation. The objective is to prepare future managers to lead people in environments where human judgment and technological systems increasingly interact.

Pedagogical Objectives

Pedagogical Objectives :

- Explain key concepts in organizational behavior, team dynamics, and workplace design.
- Analyze the impact of AI and automation on jobs, skills, managerial roles, and employee experience.
- Evaluate the conditions that support trust, collaboration, learning, and psychological safety in teams.
- Identify risks related to surveillance, bias, fairness, and inclusion in AI-enabled workplaces.
- Assess how organizational culture and leadership practices shape adaptation to technological change.
- Propose managerial responses to challenges in hybrid, cross-functional, and AI-supported work environments.
- Communicate a practical recommendation for improving team or workplace effectiveness in a contemporary organization.

Prerequisites

Prerequisites :

to be confirmed

Academic References

Academic Reference :

to be provided in class

Websites :

to be provided in class

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE IA

BAC.EAINA.OTBUS.1001 – Personal and Professional Skills

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0h	0h	0h	35%	65%	100%

Course Manager & Teaching Team

Course Manager : MAUCLAIR-AUGUSTIN Brandon

Academic Characteristics

Credits : 6 Discipline : N/A Teaching Languages : English Open to Exchange : Yes

Course Description

Course Description :

This course focuses on developing essential personal and professional skills required for success in business school and future careers. Through workshops, role-play activities, and collaborative projects, students strengthen communication, teamwork, emotional intelligence, adaptability, and professional identity. Students also gain practical experience in professional communication, presentations, CV and cover letter preparation, and interview skills while reflecting on their personal development.

Course Schedule

Course Schedule :

1. Introduction to the Course & Transitioning into Business School
2. Self-Awareness, Learning Strategies & Professional Communication
3. Teamwork, Collaboration & Creativity
4. Critical Thinking, Decision-Making & Ethics
5. Presentation Skills, Digital Identity & Personal Branding
6. Career Preparation, CV & Cover Letter Writing
7. Emotional Intelligence & Leadership Skills
8. Cross-Cultural Communication & Adaptability
9. Interview Skills & Professional Communication
10. Final Presentations & Personal Reflection

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.OTPHY.2001 – PHYSICS I

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
53.00h	0.00h	0.00h	0.00h	150.00h	0%	0%	0%

Course Manager & Teaching Team

Course Manager : GRASSELLI Yan

Academic Characteristics

Credits : 8

Discipline : N/A

Teaching Languages : N/A

Open to Exchange : Yes

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.OTPHY.2091#1 – Physics Lab I

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
18.00h	0h	0h	0h	50.00h	0%	0%	0%

Course Manager & Teaching Team

Course Manager : GRASSELLI Yan

Academic Characteristics

Credits : 8

Discipline : N/A

Teaching Languages : N/A

Open to Exchange : Yes

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.MKBUS.3865 – Pricing and Communication in luxury and Fashion

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0h	0h	0h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : JOUSSEMET Caroline

Teaching Team : Sophia: Hamdi Guezguez

Academic Characteristics

Credits : 6 Discipline : Marketing Teaching Languages : English Open to Exchange : Yes

Course Description

Course Description :

Value and pricing are just the tip of the iceberg when it comes to marketing upscale products and services. In fact, traditional marketing principles do not apply equally to luxury brands. Rather than driving sales at any price, marketing luxury goods requires specific principles to enhance and preserve the image of finest quality, exclusiveness, and hedonic value. Therefore, determining the price of a product or service in Luxury is one of the most important marketing decisions. It is also one of the most complex and least understood aspects of luxury marketing.

This course is designed to sharpen your knowledge in marketing by contrasting traditional versus luxury-specific marketing principles and focuses on how to make effective pricing decisions. It will provide students with the right tools and concepts that will enable them to understand why is pricing and communication so strategic and what it takes to create, position, grow and extend a brand and how those brands should communicate using various tools (celebrities, products placement, events, digital) in order to share their values and educate their clients on their brands codes.

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) - The student is expected to:

- To comprehend luxury clients and identify their needs
- To gain a broad conceptual understanding of luxury and fashion market behavior toward pricing
- To identify, analyze and manage the issues specific to the luxury industry
- To understand luxury brand communication strategy and its evolution

Cognitive / Intellectual Skills (generic) - The student is expected to:

- To understand the psychology of luxury Marketing and its impact on pricing
- Understand the key economic, analytical, and behavioral concepts associated with Luxury and fashion
- To analyze how brands should communicate using various tools (celebrities, products placement, events, digital) in order to share their high end values

Key Transferable Skills (generic) The student is expected to:

To augment student ability to think creatively and critically about the pricing strategies and tactics involved in luxury brands .

To learn how to work efficiently in teams under tight time constraints

Oral/written communication and to "To sharpen your presentation skills in front of the class

Practical Skills (subject specific)

To understand how to handle pricing with the democratization of Luxury (Luxury for everyone).

To apply Luxury codes into a pricing strategy to differentiate it from premium brands.

To learn and apply state-of-the-art frameworks for analyzing pricing decisions, and master essential techniques for making profitable pricing decisions

Prerequisites

Prerequisites :

Marketing Principles

Course Schedule

Course Schedule :

Session 1

Breaking the ice

Introduction

Characteristics of luxury

Differences between luxury and fashion, luxury and premium

Session 2

Differences between luxury and fashion, luxury and premium

Influence of culture on luxury

The profile of Prestige clients. Focus on HNWI and UHNWI

Session 3

The profile of Prestige clients. Focus on HNWI and UHNWI

Session 4

Luxury marketing and pricing

Luxury or luxuries: Heritage Luxury vs Lifestyle luxury

Session 5

The psychology of Luxury marketing

Session 6

The "Expensive Game": Symbolic Value/Functional Value/Experiential Value

Session 7

The anti-laws of marketing: specifics marketing and sales rules to be applied to luxury brands and services

Session 8

Luxury digital strategies: digital life, ecommerce, digital communication

Session 9

Omnichannel Pricing Approaches

Session 10

Final Group presentation

Academic References

Academic Reference :

J.N Kapferer : "Kapferer & Bastien, "The Luxury Strategy" (Dec 2008) Kogan Page

The Luxury Strategy: Breaking The Rules of Marketing to Build Luxury Brands

Jean-Noel Kapferer and Vincent Bastien, Sept. 2012

Websites :

Available on K2

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE

In the course "Pricing and Communication in Luxury and Fashion," the ecological transition is examined through a multifaceted approach. Concepts related to sustainable practices in the luxury and fashion industry will be explored, highlighting eco-friendly materials, ethical sourcing, and responsible production processes. Activities might include case studies on brands implementing eco-conscious strategies, discussions on the environmental impact of luxury goods, and analyzing consumer perceptions of sustainable luxury.

Group work could involve collaborative projects where students propose innovative pricing and communication strategies that align with sustainability goals. Projects might encompass creating marketing campaigns for eco-friendly collections or designing pricing models that incentivize responsible consumer behavior. By integrating the ecological transition into the course, students gain a holistic understanding of how luxury and fashion can adapt to meet the demands of a more environmentally conscious world.

BAC.EAINA.HRBUS.3501 – PRINCIPLES OF MODERN MANAGEMENT

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0.00h	0.00h	0.00h	60%	40%	100%

Course Manager & Teaching Team

Course Manager : SMITH Devin

Academic Characteristics

Credits : 6
Discipline : Management & Organisation

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

This course helps students to acquire management knowledge and to develop management skills. It enables the students to understand management as it relates to both the employer and employee and to acquaint the student with the various schools of management and the philosophy of management.

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject-specific) - The student is expected to:

This course provides students with a systematic approach to acquiring a solid foundation in the principles of management. The course is organized around the four functions of management: (1) planning (defining organizational goals and choosing the tasks to attain the goals); (2) organizing (assigning the tasks to various individuals or groups); (3) influencing (guiding the activities of organizational members); (4) controlling (gathering information and finding new ways of improving the firm through organizational modification).

Cognitive / Intellectual Skills (generic) - The student is expected to:

The student is expected to have an overview of different management principles: corporate social responsibility, human resource management, planning, organizational communication and behavior, motivation, leadership, and control.

Key Transferable Skills (generic) The student is expected to:

The student is expected to: (1) Understand and use Group & Team dynamics; (2) use effective communication including feedback.

Practical Skills (subject specific)

The student is expected to: (1) understand how to work with objectives and control expected results; (2) analyze a situation and defining a strategy; (3) plan and organize issues in organizations; (4) how to work with people; (5) learn how to motivate people; (6) learn how to create good relationships with peers in order to work harmoniously with them.

Prerequisites

Prerequisites :

None

Course Schedule

Course Schedule :

Session 1: Introduction to Management
Session 2: Managers, society, and sustainability
Session 3 Plans and planning tools
Session 4 Making Decisions
Session 5 Strategic Planning
Session 6 Staffing & HR Management
Session 7 Leadership
Session 8 Motivation
Session 9 Groups and Teams
Session 10 Building Organization Culture

Academic References

Academic Reference :

To be provided in class

Websites :

K2

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE

BAC.EAINA.MKBUS.3869 – Retail Excellence & Omnichannel Experiences in Luxury

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0h	0h	0h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : JOUSSEMET Caroline

Academic Characteristics

Credits : 6 Discipline : Marketing Teaching Languages : English Open to Exchange : Yes

Course Description

Course Description :

This course explores how luxury brands design, manage, and elevate retail and omnichannel customer experiences in a highly competitive global environment. It examines the specificities of luxury distribution, store excellence, clienteling, digital integration, and experiential retail strategies. Students will analyze how luxury maisons balance exclusivity, heritage, innovation, and customer-centricity across physical and digital touchpoints. The course also addresses emerging trends such as phygital retail, data-driven personalization, and sustainability in luxury retail. Through case studies, discussions, and a group project, students will develop both strategic and operational understanding of omnichannel excellence in the luxury sector.

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) – The student is expected to:

- Understand the specific characteristics and strategic importance of retail in the luxury industry.
- Identify the principles of omnichannel management and customer experience design in luxury.
- Recognize how luxury brands integrate heritage, exclusivity, service excellence, and innovation across channels.

Cognitive / Intellectual Skills (generic) – The student is expected to:

- Analyze and compare luxury retail and omnichannel strategies across different brands and market segments.
- Evaluate the consistency and effectiveness of customer experiences across physical and digital touchpoints.
- Develop critical thinking on the challenges and opportunities of digital transformation in luxury retail.

Key Transferable Skills (generic) – The student is expected to:

- Work collaboratively in teams to develop and present a strategic retail project.
- Communicate ideas clearly and professionally in oral and written form.
- Conduct research and use industry examples to support strategic recommendations.

Practical Skills (subject specific) – The student is expected to:

- Apply luxury retail and omnichannel concepts to real brand cases.
- Design recommendations to improve customer journey, clienteling, and experiential retail performance.
- Assess retail touchpoints and propose coherent omnichannel strategies aligned with luxury brand identity.

Prerequisites

Prerequisites :

Marketing Principles

Course Schedule

Course Schedule :

Session 1: Introduction to Luxury Retail Excellence

Overview of luxury retail models, brand positioning, and the strategic role of distribution and customer experience.

Session 2: The Luxury Customer Journey

Understanding luxury consumer expectations, touchpoints, emotions, and experience management in-store and online.

Session 3: Store Experience and Clienteling in Luxury

Retail service standards, storytelling, sensory experience, personalization, and relationship building in physical stores.

Session 4: Omnichannel Strategy in Luxury

Integration of boutiques, e-commerce, social media, CRM, and mobile services in a seamless brand ecosystem.

Session 5: Digital Innovation and Phygital Experiences

Luxury and technology: virtual appointments, live shopping, digital tools in-store, personalization, and immersive experiences.

Midterm Exam (1h30)

Separate assessment after Session 5.

Session 6: Retail Performance and Excellence Management

KPIs in luxury retail, sales productivity, service quality, boutique management, and consistency across markets.

Session 7: Visual Merchandising and Experiential Retail

Store design, window displays, brand atmosphere, merchandising strategy, and experiential activation in luxury environments.

Session 8: CRM, Data, and Personalization in Luxury Omnichannel

Customer knowledge, loyalty, exclusivity, client data, and the strategic use of CRM for luxury relationship management.

Session 9: Emerging Challenges in Luxury Retail

Sustainability, second-hand luxury, global-local adaptation, new consumer expectations, and future retail trends.

Session 10: Group Project Presentations

Presentation and discussion of student projects.

Academic References

Academic Reference :

References will be given in class and posted on K2.

Websites :

References will be given in class and posted on K2.

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE IA

This course integrates both Social & Environmental Responsibility (RSE) and Artificial Intelligence (AI) through the analysis of current transformations in luxury retail. Students will explore how luxury brands incorporate sustainability into retail design, sourcing, packaging, customer experience, and omnichannel strategies, while maintaining brand desirability and exclusivity. The course also addresses the growing role of AI in luxury retail, particularly in clienteling, personalization, demand forecasting, CRM, and digital customer interactions. Ethical issues related to data use, consumer privacy, and responsible innovation are also discussed through case studies and class activities.

BAC.EAINA.FIBUS.3851 – Risk Management and Investment Strategy

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0h	0h	0h	45%	55%	100%

Course Manager & Teaching Team

Course Manager : DALMASSO Audrey

Academic Characteristics

Credits : 6 Discipline : Finance Teaching Languages : English Open to Exchange : Yes

Course Description

Course Description :

This course extends traditional capital budgeting tools such as NPV and IRR by introducing advanced techniques for investment decision-making under uncertainty. It focuses on how risk is measured, priced, and actively managed through portfolio construction, asset allocation, and financial instruments. This course emphasizes practical applications and strategic thinking in real-world financial environments.

Pedagogical Objectives

Pedagogical Objectives :

Students are expected to:

- Analyze investment decisions by integrating risk and return concepts
- Measure and interpret different types of financial risk
- Understand how risk is priced in financial markets
- Apply corporate finance concepts to strategic investment decisions
- Build diversified investment portfolios using asset allocation principles
- Apply modern portfolio theory in practical situations
- Evaluate and compare different investment strategies

Prerequisites

Prerequisites :

BAC.EAINA.FIBUS.3410 FINANCIAL ANALYSIS & DECISION MAKING

Course Schedule

Course Schedule :

30h

- From Capital budgeting to investment strategy
- Portfolio construction and diversification
- Advanced Investment strategies

Academic References

Academic Reference :

- Investments, Z.Bodie, A. Kane and A. Marcus, Ed Mc Graw Hill
- Corporate Finance by Jonathan Berk and Peter DeMarzo , Ed Pearson

Websites :

Additional readings and source materials will be provided each week in K2.

Certifications & Legal Mentions

Certifications :

N/A

BUS.EAINA.ECBUS.2702 – STATISTICS FOR BUSINESS DECISIONS

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0.00h	30.00h	0.00h	0.00h	0.00h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : DALMASSO Audrey

Academic Characteristics

Credits : 6 Discipline : Economie Teaching Languages : English Open to Exchange : Yes

Course Description

Course Description :

The objective of this course is to acquaint students with the terminology and the methodology used in statistical methods to solve problems in disciplines such as economics, marketing, finance, manufacturing... It introduces methods of collection, analysis, and interpretation of data.

Pedagogical Objectives

Pedagogical Objectives :

The student is expected to:

1. Graphical and numerical descriptive statistics
2. Correlation, covariance, least squares
3. Laws of probability
4. Discrete and continuous probability distributions
5. Sampling distributions - Estimations
6. Hypothesis Testing
7. Analysis of variance
8. Simple linear regression
9. Multiple regression analysis
10. Time series

* Use of statistical software (Excel)

Course Schedule

Course Schedule :

Introduction to Statistics and Excel
Descriptive Statistics
Probabilities and contingency table
Discrete probability distributions
Continuous probability and sampling
Interval estimator
Hypothesis testing
Advanced Statistical methods: ANOVA, Multiple Regression Analysis...

Academic References

Academic Reference :

Applied Business Statistics: Making Better Business Decisions (7th Ed.), Ken Black, Wiley

Websites :

Additional readings and source materials will be provided each week in K2.

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.STBUS.4002 – Storytelling & Presentations for Entrepreneurs

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0h	0h	0h	25%	75%	100%

Course Manager & Teaching Team

Course Manager : SMITH Devin

Academic Characteristics

Credits : 6 Discipline : Autre Teaching Languages : English Open to Exchange : Yes

Course Description

Course Description :

This course develops the communication capabilities required for entrepreneurs to explain, defend, and advance a venture across different stakeholder contexts. It treats storytelling not as performance alone, but as a disciplined process of structuring evidence, framing strategic narratives, and adapting messages to investors, partners, customers, and internal teams.

Students learn how to combine logic, data, market insight, and rhetorical clarity into persuasive entrepreneurial presentations. The course also addresses AI-assisted preparation, slide development, rehearsal, and message refinement, while insisting on critical judgment and factual integrity.

Students will be able to build and deliver presentations that are strategically coherent, analytically grounded, and audience-specific.

Pedagogical Objectives

Pedagogical Objectives :

- Explain the role of narrative, evidence, and audience adaptation in entrepreneurial communication.
- Distinguish between presentations for investors, customers, partners, and internal stakeholders.
- Structure a clear and persuasive entrepreneurial presentation around a central argument.
- Integrate market, financial, and strategic evidence into presentation design.
- Use AI tools critically to support message development, visual preparation, and rehearsal.
- Deliver presentations with stronger clarity, authority, timing, and audience awareness.
- Evaluate and improve presentations through structured critique and revision.

Prerequisites

Prerequisites :

to be confirmed

Academic References

Academic Reference :

to be provided in class

Websites :

to be provided in class

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.MKBUS.3003 – Strategic Marketing and Experiential Brand Management

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0h	0h	0h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : JOUSSEMET Caroline

Teaching Team : JOUSSEMET Caroline

Academic Characteristics

Credits : 6 Discipline : Marketing Teaching Languages : English Open to Exchange : Yes

Course Description

Course Description :

Strategic Marketing and Experiential Brand Management is a practice-oriented course in which students learn brand management by doing: they make strategic decisions in a marketing simulation and translate these decisions into a communication campaign for their brand.

This course introduces students to strategic marketing and brand management through experiential learning. Using a marketing simulation, students make and adjust marketing mix decisions for competing brands over several periods. In parallel, they develop a communication campaign aligned with their targeting, positioning and brand strategy. The course combines marketing frameworks with hands-on experimentation, teamwork, strategic analysis and brand activation.

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) - The student is expected to:

- Explain the role of branding, segmentation, targeting, positioning and marketing-mix decisions in strategic marketing.
- Interpret brand equity concepts and connect them to managerial decisions in a competitive market setting.
- Understand how communication choices support brand positioning and long-term brand development.

Cognitive / Intellectual Skills (generic) - The student is expected to:

- Analyze market information and identify attractive opportunities for competing brands.
- Evaluate strategic alternatives and justify decisions with evidence from simulation results and marketing theory.
- Synthesize quantitative performance indicators and qualitative brand insights into coherent recommendations.

Key Transferable Skills (generic) - The student is expected to:

- Collaborate effectively in teams to make time-sensitive business decisions.
- Communicate strategic recommendations clearly in written, visual and oral formats.
- Develop professional presentation skills through debriefs, campaign pitches and final presentations.

Practical Skills (subject specific) - The student is expected to:

- Use a Marketing simulation to manage a portfolio of brands over five decision periods.

- Build a communication brief and campaign concept consistent with a chosen target and positioning.
- Prepare and deliver a strategic review of brand performance supported by relevant KPIs.

Prerequisites

Prerequisites :

Marketing Principles

Course Schedule

Course Schedule :

- 1 Course introduction; overview of strategic marketing and experiential brand management; introduction to the Marketing simulation; team formation; simulation onboarding.
- 2 Brand management foundations; brand equity and customer-based brand equity; first analysis of market data and brands.
- 3 Segmentation, targeting and positioning; attractiveness of segments; positioning choices; preparation and play of Period 1.
- 4 Product strategy and brand portfolio decisions; debrief of Period 1; communication brief workshop; play of Period 2.
- 5 Pricing strategy, value creation and profitability; debrief of Period 2; campaign concept development; play of Period 3.
- 6 Communication strategy and experiential brand management; brand message, tone and customer experience; play of Period 4.
- 7 Integrated marketing mix decisions, resource allocation and competitive adaptation; media/channel justification; play of Period 5.
- 8 Performance analysis, KPI interpretation and strategic adjustment; campaign mock-up coaching; link between simulation outcomes and brand-building logic.
- 9 Final synthesis workshop; preparation of strategic debrief and campaign pitch; rehearsal and feedback.
- 10 Final team presentations: simulation results, strategic lessons learned, and communication campaign presentation.

Academic References

Academic Reference :

Kotler, P. and Keller, K. L. Marketing Management. Pearson

Websites :

Will be provided on K2

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE IA

The course integrates artificial intelligence as a support tool for market analysis, idea generation, campaign concept development and presentation preparation. Students may use AI tools to refine strategic hypotheses, generate creative directions and improve communication materials, while discussing the limits and ethical use of AI in marketing decision-making.

The course also addresses responsible brand management by encouraging students to consider consumer value creation, long-term brand trust and the coherence between brand promise and communication execution.

BAC.EAINA.HRBUS.3231 – Strategy and Business Models

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0h	0h	0h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : SMITH Devin

Academic Characteristics

Credits : 6 Discipline : Stratégie, Innovation & Entreprenariat

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

This course introduces students to the strategic logic of how firms create, deliver, and capture value in changing markets. It links classical strategic analysis with business model design so that students understand not only how firms compete, but how they are structurally organized to generate revenue and sustain advantage.

Particular attention is given to digital transformation, AI-enabled competition, platform dynamics, and the need to adapt business models under uncertainty. Students will analyze real firms, compare alternative business model choices, and test the coherence between strategy, customers, revenue logic, and resources.

Students will be able to explain why some firms fail not because they lack innovation, but because they fail to align business model design with strategic reality.

Pedagogical Objectives

Pedagogical Objectives :

- Explain core concepts in strategy, value creation, competitive advantage, and business models.
- Distinguish clearly between a firm's strategy and its business model.
- Analyze industries and competitive environments using appropriate strategic frameworks.
- Evaluate how digitalization and AI affect firm positioning and business model design.
- Assess the internal coherence of a business model across customers, channels, activities, partners, revenues, and costs.
- Compare incumbent and entrepreneurial business model choices in real-world cases.
- Develop and defend a business model recommendation for a selected company or venture.

Prerequisites

Prerequisites :

to be advised

Course Schedule

Course Schedule :

Week 1: Introduction to strategy and business models

Course framing. Difference between strategy and business model. Why firms fail even with strong products. Introductory company comparison exercise.

Week2: Value creation, value capture, and competitive advantage

Core strategy concepts. Sources of advantage. Trade-offs, fit, positioning, and execution. Short case discussion.

Week3: Industry analysis and market structure

Industry attractiveness, competitors, substitutes, buyer/supplier power, and strategic implications. Workshop on applying sector analysis.

Week4: Business model architecture

Customer segments, value propositions, channels, relationships, activities, resources, partners, costs, and revenues. Business Model Canvas applied critically rather than mechanically.

Week5: Business model innovation

How firms redesign value creation under disruption. Cases involving shifts in pricing, channels, and ecosystem roles. In-class redesign exercise.

Week6: Strategy in digital and AI-driven markets

Data, algorithms, learning effects, scale, and platform logic. How AI changes cost structures, scope, and organizational boundaries.

Week7: Platforms, ecosystems, and network effects

Platform business models, complementors, multi-sided markets, and dependency risks. Comparative case analysis.

Week8: Business model risk, resilience, and adaptation

Regulatory shifts, technological disruption, sustainability pressure, and strategic pivots. Students assess vulnerability in existing models.

Week9: Building the final strategic business model recommendation

Workshop on team projects. Instructor feedback on analytical logic, visual structure, and managerial recommendations.

Week10: Final presentations

Team presentations and discussion. Students defend strategic and business model recommendations.

Academic References

Academic Reference :

to be provided in class

Websites :

to be provided in class

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE

BAC.EAINA.STEVM.1020 – Sustainable Transitions

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0.00h	0.00h	0.00h	70%	30%	100%

Course Manager & Teaching Team

Course Manager : SMITH Devin

Academic Characteristics

Credits : 6
Discipline : Stratégie, Innovation & Entrepreneuriat

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

This course is designed to increase students' understanding of the urgency for sustainable actions within the business sector. By examining the interplay between corporate activities and ecosystem health, students will understand the importance of integrating sustainability into business strategies. This course fosters the development of innovative solutions that balance economic, social and environmental objectives. Students will learn to evaluate and implement sustainable business models that prioritize profitability while addressing ethical and environmental responsibilities. Ultimately, this course prepares students to lead businesses towards a sustainable future, emphasizing the creation of long-term value for all stakeholders.

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) - The student is expected to:

- Awareness and comprehension of sustainable development issues and their relevance to modern business practices.
- Realization of the impact business activities on the environmental and social systems, affecting the dynamics of economic growth and ecological health.
- Understanding the complexity and systemic nature of environmental issues
- Understand the regulatory frameworks and international agreements that govern sustainable business practices, and how these influence corporate strategy and decision-making.

Cognitive / Intellectual Skills (generic) - The student is expected to:

- Supportive of the ecological and social transition of organizations through the evaluation of business models and strategies in the current marketplace.
- Measure the environmental impacts of corporate decision-making through the synthesis of data from diverse sources.
- Acknowledge and accept cultural differences.
- Challenge both traditional and current management philosophies with a mindset focused on long-term implications and strategic actions towards sustainable corporate action.

Key Transferable Skills (generic) - The student is expected to:

- Communicate complex sustainability concepts and examples to potentially diverse audiences (stakeholder / shareholder / management / consumer)

- Engage with an ethical mindset
- Understand the phenomena and current issues linked to climate change, biodiversity, inclusion, etc.
- Demonstrate problem-solving skills using real-world context in the development of viable and impactful solutions.

Practical Skills (subject specific)

- Implement and develop a series of responsible tools and practices
- Form an understanding of current technologies and innovations that support the goal of corporate sustainability in the marketplace.

Prerequisites

Prerequisites :

-

Course Schedule

Course Schedule :

- Wk1 - Sustainable Development – Global Approach Part 1
- Wk2 - Sustainable Development – Global Approach Part 2
- Wk3 - Managerial Responsibility – Personal Approach
- Wk4 - Corporate Strategy & Social Responsibility
- Wk5 - Corporate Governance & Social Responsibility
- Wk6 - Sustainable Business Models – Corporate Dependence on Ecosystems
- Wk7 - Creating Economic, Social and Environmental Value – CSR and Corporate Philanthropy
- Wk8 - Key Resources & Activities – Stakeholder Network Roles
- Wk9 - Managing Negative Impact – Redefining Revenues and Ensuring Profits
- Wk10 - Group Project Presentations

Academic References

Academic Reference :

To be provided in class...

Websites :

To be provided in class...

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE

