

**Course Catalogue**  
**BBA Programme**  
**Incoming Exchange Students**  
**Sophia Antipolis Campus**  
**Spring 2027**



## 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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<b>BAC.EAINA.STEVM.1020</b>	Sustainable Transitions
<b>BAC.EAINA.MKBUS.3005</b>	Web design & User Experience

# 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**

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**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**

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**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**

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**Certifications :**

N/A

# BAC.EAINA.STBUS.4301 – AI Enabled Data Literacy

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 : MILLELIRI André

## Academic Characteristics

Credits : 6      Discipline : Analytics Information and Operations

Teaching Languages : English

Open to Exchange : Yes

## Course Description

### Course Description :

This course introduces students to data literacy in the age of artificial intelligence. Students learn how to collect, analyze, interpret, and communicate data while using AI tools to augment their workflow. The course emphasizes critical thinking, responsible AI use, data ethics, and practical skills for working with real-world datasets.

## Pedagogical Objectives

### Pedagogical Objectives :

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

- Understand basic data concepts and data types.
- Use AI tools to assist in data analysis and exploration.
- Clean and prepare datasets using AI-assisted workflows.
- Interpret and visualize data effectively.
- Critically evaluate AI-generated insights.
- Apply ethical and responsible data practices.
- Communicate findings through data storytelling and visualization.

## Course Schedule

### Course Schedule :

Week 1 — Introduction to Data Literacy in the AI Era

Lecture

- What is data literacy?
- Why AI changes how we work with data
- Data vs information vs insight
- Overview of AI-assisted analytics tools

Activity

- Prompting AI to explain datasets
- AI-assisted data exploration demo

Homework

- Reflection: How AI changes data work.

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## Week 2 — Understanding Data

### Lecture

- Data types: structured vs unstructured
- Qualitative vs quantitative
- Data sources and collection methods

### Lab

- Using AI to classify and summarize datasets
- Basic dataset exploration

### Homework

- Dataset profiling exercise.

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## Week 3 — Data Cleaning with AI

### Lecture

- Data quality issues
- Missing data
- Data transformation

### Lab

- Using AI to detect errors in datasets
- Cleaning data with AI suggestions

### Assignment

- Clean a messy dataset.

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## Week 4 — Data Analysis Fundamentals

### Lecture

- Descriptive statistics
- Patterns and trends
- Correlation vs causation

### Lab

- AI-assisted statistical summaries
- Exploring patterns using AI prompts

### Homework

- Short analysis report.

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## Week 5 — Data Visualization

### Lecture

- Principles of visualizing data
- Common charts and when to use them
- Avoiding misleading visuals

### Lab

- Creating visualizations with AI tools
- Critiquing AI-generated charts

### Assignment

- Build a visualization dashboard.

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## Week 6 — AI for Data Analysis

### Lecture

- How AI analyzes data
- Large language models in analytics
- Prompt engineering for data tasks

### Lab

- Asking AI analytical questions
- Generating hypotheses from data

### Homework

- AI-assisted exploratory analysis.

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## Week 7 — Critical Thinking with AI

### Lecture

- AI hallucinations and errors
- Verifying AI insights
- Human-in-the-loop analysis

### Lab

- Evaluating AI outputs
- Cross-checking conclusions

#### Assignment

- Critique AI-generated analysis.

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#### Week 8 — Data Ethics and Responsible AI

##### Lecture

- Bias in data and algorithms
- Privacy and data governance
- Responsible AI usage

##### Activity

- Case study discussions

##### Homework

- Ethical analysis of a dataset.

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#### Week 9 — Data Storytelling

##### Lecture

- Turning analysis into insights
- Communicating data effectively
- Story structure in analytics

##### Lab

- AI-assisted narrative building
- Presentation design

##### Assignment

- Draft final project narrative.

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#### Week 10 — Final Project Presentations

##### Student Presentations

- AI-enabled data analysis project

##### Discussion

- Lessons learned
- Future of AI-assisted data work

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## Certifications & Legal Mentions

#### Certifications :

N/A

# BAC.EAINA.STBUS.4004 – Applied Entrepreneurship Research Studio

BBA

## Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0h	0h	0h	70%	30%	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 inspires students to convert research, current business material, and market evidence into usable outputs for decision-making, or entrepreneurial problem solving.

It is designed to operationalize research-to-practice by having students produce mini-cases, teaching notes, decision briefs, or short consulting-style outputs grounded in credible sources. Students learn how to search, evaluate, structure, and translate information rather than merely summarize it.

The course also addresses AI-assisted research workflows, source credibility, bias, ethical use of AI, and the challenge of writing for different audiences.

Students will be able to produce a rigorous, applied research artifact that could be used in a classroom, by a venture team, or by an external stakeholder.

## Pedagogical Objectives

### Pedagogical Objectives :

- Identify and evaluate relevant academic, professional, and market sources for an entrepreneurial topic.
- Use AI tools responsibly to support literature scanning, synthesis, and drafting while maintaining source verification.
- Translate research findings into practical outputs such as teaching cases, decision notes, or entrepreneurial briefs.
- Distinguish between descriptive summary, analytical interpretation, and actionable recommendation.
- Structure a mini-case or applied research document around a clear decision problem.
- Evaluate the quality, relevance, and transferability of research-based arguments.
- Present a research-based artifact clearly to academic and practitioner audiences.

## Prerequisites

### Prerequisites :

to be advised

## **Academic References**

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**Academic Reference :**

to be provided in class

**Websites :**

to be provided in class

## **Certifications & Legal Mentions**

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**Certifications :**

N/A

## **RSE / IA**

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RSE IA

# BAC.EAINA.OTMAE.3082 – APPLIED MECHANICS: DEFORMABLE SOLIDS

BBA

## Hours & Assessment

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CM	TD	AP	Async	Workload	Final exam	Continuous	Total
36.00h	0.00h	0.00h	0.00h	90.00h	0%	0%	0%

## Course Manager & Teaching Team

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Course Manager : GRASSELLI Yan

## Academic Characteristics

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

## Certifications & Legal Mentions

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Certifications :

N/A

# BAC.EAINA.OTMAE.2082 – APPLIED MECHANICS: DYNAMICS

BBA

## Hours & Assessment

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CM	TD	AP	Async	Workload	Final exam	Continuous	Total
36.00h	0.00h	0.00h	0.00h	80.00h	0%	0%	<b>0%</b>

## Course Manager & Teaching Team

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Course Manager : GRASSELLI Yan

## Academic Characteristics

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

## Certifications & Legal Mentions

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Certifications :

N/A

# BAC.EAINA.MKBUS.3000 – BRAND MANAGEMENT

BBA

## Hours & Assessment

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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

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Course Manager : JOUSSEMET Caroline

Teaching Team : Sophia Antipolis: Karine Izoard

## Academic Characteristics

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

## Course Description

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### Course Description :

The Brand Management course explains the brand equity concept and provides ways of how to build, manage and measure it. This course book is designated to facilitate the understanding of strategic brand management. Branding is both an art and a science and future practitioners have to reveal both creativity, originality and a sound knowledge of branding guidelines. This course is proposed to those willing to commit their time and energy at mastering the subject of branding, by providing progressive guidelines for making brand-related decisions.

Attention is devoted to topics addressing the changing technological, cultural, global and economic environment that brands face.

The course provides in-depth treatment of cutting-edge ideas and concepts and explores some specific and related branding topics, such as brand identity, brand image, legal issues, brand crises, and more...

## Pedagogical Objectives

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### Pedagogical Objectives :

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

The student is expected to achieve a complete understanding of the strategic brand management concept, principles and implication.

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

The student is expected to : think both critically and creatively about fundamental theories, concepts, assumptions and arguments in major fields of study and to formulate persuasive arguments that can be applied to diverse business situations.

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

The student is expected to communicate effectively in verbal, written and group contexts, and to evaluate complex business situations by demonstrating the breadth of knowledge gained in an inter-disciplinary approach.

Practical Skills (subject specific)

The student is expected to examine complex business situations and to offer suitable comprehensive solutions to branding problems as they arise in the marketing environment. The student should develop team-work and time management skills to succeed in projects. The student should be able to develop successful brand strategies.

## **Prerequisites**

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### **Prerequisites :**

Marketing Principles

## **Course Schedule**

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### **Course Schedule :**

#### Session 1

Introduction to Brands: definition and history

#### Session 2

Developing a brand strategy

#### Session 3

Choosing brand elements and designing marketing programs to build brand equity

#### Session 4

Integrating Marketing Communications to build brand equity/Branding in digital era

#### Session 5

Brand Association and Co-branding

#### Session 6

How to build a Brand: Growth through Brand Extension, Brand Stretching

#### Session 7

Measuring and interpreting Brand performance

#### Session 8

Coaching final group project

#### Session 9

Managing Brands over time, geographics boundaries, market segments

#### Session 10

Oral presentation of the project

## **Academic References**

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### **Academic Reference :**

Required: Strategic Brand Management Building, Measuring and Managing Brand Equity, 5th Global Edition. Kevin Lane Keller and Vanitha Swaminathan

Recommended: The Luxury Strategy - Kapferer and Bastien

Recommended: The Luxury Strategy - Kapferer and Bastien

### **Websites :**

Available on K2

## **Certifications & Legal Mentions**

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### **Certifications :**

N/A

## **RSE / IA**

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RSE

In the course "Brand Management," the ecological transition is examined by integrating sustainability principles into the way a Brand is created and managed. 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 brands adopting eco-friendly practices, analyzing the life cycle of 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 companies. Additionally, individual or group projects may involve designing sustainable Brand experiences or proposing eco-conscious marketing campaigns for related 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 business practices aligned with the ecological transition.

# 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**

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### **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**

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### **Certifications :**

N/A

# BAC.EAINA.OTCOM.3224 – BUSINESS AND PROFESSIONAL WRITING

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 : SAUNDERS Alexandra, GACHET Laura

## Academic Characteristics

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

## Course Description

Course Description :

Designed for the future business professional, this course includes business research methods, report writing, business correspondence, and communication in the workplace. Analytical, informational, routine, and special reports are covered, as well as readings and 6000 words of writing in business correspondence, reports, and short answers.

## Prerequisites

Prerequisites :

BAC.EAINA.LGENG.1001

## Course Schedule

Course Schedule :

Class 1 COURSE OVERVIEW Syllabus, grading, booklet, urkund WRITING BUSINESS LETTERS AND AIDA LETTERS/LETTERS OF COMPLAINT Class 2 RESPONSE TO A LETTER OF COMPLAINT INTRODUCE AND START E-PORTFOLIO Class 3 HUMAN RESOURCES Hiring, Cover Letters, CVs Class 4Midterm 1 Class 5 JOB INTERVIEWS AND INTERVIEW FOLLOW-UP Class 6 PARAPHRASING, SUMMARIES, AND MINUTES BUSINESS PLAN PROJECT Introduction to Business Plan Project Class 7HOW TO WRITE MINUTES OF A MEETING Evaluative Summaries Class 8 REPORT WRITING and Business Plan Project Class 9 REPORT WRITING Class 10 MIDTERM II REPORT WRITING BUSINESS PLAN PROJECT Class 11 REPORT WRITING Class 12 REPORT WRITING and Business Plan Project Class 13 REPORT WRITING Class 14 BUSINESS PLAN PROJECT

## Academic References

Academic Reference :

Lectures obligatoires / Required readings : Booklet provided by instructor Lectures Recommandées / Recommended readings :

# Certifications & Legal Mentions

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Certifications :

N/A

# BAC.EAINA.OTHUM.2542 – Business Ethics

BBA

## Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0h	0h	0h	30%	70%	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 ethical principles and the major theoretical branches of ethics, equipping students with the skills to navigate ethical decision-making in business. Students will examine real-world dilemmas, case studies, and hypothetical scenarios, applying their knowledge to make clear and thoughtful choices, preparing to become future business leaders. Emphasis is placed on critical thinking, responsibility, integrity, and recognizing personal values.

## Course Schedule

Course Schedule :

1. Introduction: What is business Ethics and why does it matter?
2. Normative Ethical Frameworks: How does one decide what is right? What tools would allow me to make a sound ethical decision?
3. Descriptive Ethics: Why do people behave unethically?
4. Metaethics: Why does ethical disagreement occur in business?
5. Corporate responsibility: Do businesses have ethical responsibilities to stakeholders? To workers?
6. Environmental Ethics and Sustainability: What environmental responsibilities do corporations have?
7. Ethics of Care: How would the world of business change if Care Ethics guided decision making?
8. Technology, Data and AI Ethics: What new Ethical challenges appear from digital technology?
9. Moral Courage, Ethical Leadership and Corporate Culture: How do leaders shape ethical (or unethical) behavior?
10. Student presentations and reflective feedback

## 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

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**Prerequisites :**

None

## Course Schedule

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**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

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**Academic Reference :**

To be provided in class...

**Websites :**

To be provided in class...

## Certifications & Legal Mentions

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**Certifications :**

N/A

## RSE / IA

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RSE

Case studies include sustainability and CSR themes examples.

# BAC.EAINA.OTMTH.1002 – Calculus 2

BBA

## Hours & Assessment

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CM	TD	AP	Async	Workload	Final exam	Continuous	Total
53.00h	0.00h	0.00h	0.00h	120.00h	0%	0%	<b>0%</b>

## Course Manager & Teaching Team

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Course Manager : GRASSELLI Yan

## Academic Characteristics

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Credits : 8

Discipline : N/A

Teaching Languages : N/A

Open to Exchange : Yes

## Certifications & Legal Mentions

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Certifications :

N/A

# BAC.EAINA.OTMTH.2001 – CALCULUS 3

BBA

## Hours & Assessment

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CM	TD	AP	Async	Workload	Final exam	Continuous	Total
53.00h	0.00h	0.00h	0.00h	150.00h	0%	0%	<b>0%</b>

## Course Manager & Teaching Team

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Course Manager : GRASSELLI Yan

## Academic Characteristics

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Credits : 8

Discipline : N/A

Teaching Languages : N/A

Open to Exchange : Yes

## Certifications & Legal Mentions

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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

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Prerequisites :

None

## Course Schedule

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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

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#### 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

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#### 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 : GUEZGUEZ Hamdi NGUIFFO BOYOM Emilie 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

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**Prerequisites :**

Marketing Principles is recommended

## Course Schedule

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**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

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**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

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**Certifications :**

N/A

## RSE / IA

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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.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 : NGUIFFO BOYOM Emilie

## 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

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### 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

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### Certifications :

N/A

## RSE / IA

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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.OTMTH.2201 – DIFFERENTIAL EQUATION/LINEAR ALGEBRA

BBA

## Hours & Assessment

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CM	TD	AP	Async	Workload	Final exam	Continuous	Total
53.00h	0.00h	0.00h	0.00h	150.00h	0%	0%	<b>0%</b>

## Course Manager & Teaching Team

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Course Manager : GRASSELLI Yan

## Academic Characteristics

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

## Certifications & Legal Mentions

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Certifications :

N/A

# BAC.EAINA.MKBUS.3835#1 – DIGITAL MARKETING

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 : JOUSSEMET Caroline

## Academic Characteristics

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

## Course Description

### Course Description :

We live in digital world, surrounded by technology and screens. In this technology driven business environment, companies must constantly innovate, adapt, transform to remain competitive.

Students will learn about current digital technologies and platforms that form the backbone of digital marketing. They will study digital marketing effectiveness including measurement methods and evaluation metrics. Additionally, the course explores digital marketing's transformative impact on businesses and society.

A strong emphasis is put on operational aspects of Digital Marketing through the practice of Digital Marketing tools and platforms. Students will concretely use some of them (email marketing, SEO, advertising, social media, analytics, infographics, etc.)

A typical session is made of an interactive lecture to share practical knowledge (90 mn) followed by a workshop / activity (90 mn).

## Pedagogical Objectives

### Pedagogical Objectives :

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

- Understand the importance of Digital Marketing in today's business environment.
- Create and implement a Digital Marketing strategy and create Digital Marketing optimized content.
- Coordinate a consistent action plan and use all digital marketing channels to propose a successful Digital Marketing strategy.

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

- Research, understand and analyze the digital marketing in different business sectors.
- Engage in analytical thinking regarding information technology management issues.

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)  
- Use and practice several Digital Marketing Tools.

## Prerequisites

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**Prerequisites :**

Marketing Principles

## Course Schedule

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**Course Schedule :**

Week 1 - Introduction to Digital Marketing  
Week 2 - Email marketing  
Week 3 - Digital marketing strategy (1/2)  
Week 4 - Digital marketing strategy (2/2)  
Week 5 - Search engine optimization (SEO)  
Week 6 - Online advertising  
Week 7 - Social media marketing 1/2  
Week 8 - Social media marketing 2/2 / Influence Marketing  
Week 9 - Web analytics & KPIs / Personal data & Ethics  
Week 10 - Project presentation and report

## Academic References

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**Academic Reference :**

Digital Marketing, Pearson  
Authors: Dave Chaffey, Fiona Ellis-Chadwick  
E-marketing Excellence,  
Authors: Dave Chaffey, PR Smith

**Websites :**

Provided on the K2 platform

## Certifications & Legal Mentions

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**Certifications :**

N/A

## RSE / IA

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RSE IA

### CONCEPTS

The ecological impacts of digitalization and digital tools will be discussed during the lectures, especially the carbon footprint of electronic devices (computers, smartphones) and datacenters (servers).

### PROJECT

The sustainability of the company chosen for the digital marketing project must be clearly presented and discussed. Students will be encouraged to work on companies with positive impact.  
Students must consider and discuss the ecological impact of their Digital Marketing action plan.

### ACTIVITIES

We will do some low-tech activities during the course, to experience a non-digital way of working.  
We will question the ecological impacts of digitalization and digital tools and the carbon footprint of electronic devices (computers, smartphones) and datacenters (servers).

# BAC.EAINA.MKBUS.3868 – Digital Marketing for Luxury Brand

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

## Academic Characteristics

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

## Course Description

### Course Description :

This course explores how luxury brands design and implement digital marketing strategies while preserving exclusivity, desirability, and brand equity. Students will examine the specific challenges of applying digital tools and platforms to the luxury sector, where heritage, storytelling, customer experience, and selective distribution are central. The course covers key dimensions of digital marketing in luxury, including social media, content strategy, influencer partnerships, CRM, e-commerce, and data-driven personalization. Through case studies, strategic analysis, and a group project, students will learn how luxury brands create strong digital presence and meaningful customer engagement across online channels.

## Pedagogical Objectives

### Pedagogical Objectives :

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

Understand the specificities of digital marketing in the luxury industry.  
Identify the main digital channels, tools, and strategies used by luxury brands.  
Understand how luxury brands balance exclusivity, storytelling, and accessibility in digital environments.

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

Analyze and evaluate digital marketing strategies implemented by luxury brands.  
Assess the coherence between a luxury brand's identity and its digital presence.  
Develop critical thinking on the opportunities and limits of digital transformation in luxury marketing.

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

Conduct research and use relevant examples to support strategic analysis.  
Communicate marketing insights clearly in oral and written formats.  
Collaborate effectively in teams to develop and present a digital marketing project.

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

Apply digital marketing concepts to real luxury brand cases.

Develop recommendations for content, social media, CRM, and digital engagement strategies. Evaluate digital touchpoints and propose improvements aligned with luxury brand positioning.

## Prerequisites

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**Prerequisites :**

Marketing Principles

## Course Schedule

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**Course Schedule :**

Session 1: Introduction to Digital Marketing in Luxury

Overview of the luxury sector in the digital age, key challenges, and strategic opportunities.

Session 2: Luxury Brand Identity and Digital Presence

How luxury brands translate heritage, exclusivity, and desirability into digital environments.

Session 3: Content Marketing and Storytelling for Luxury Brands

Creating compelling digital content through heritage, craftsmanship, lifestyle, and emotional branding.

Session 4: Social Media Strategy in Luxury

Use of Instagram, TikTok, YouTube, Pinterest, and emerging platforms in building luxury visibility and engagement.

Session 5: Influencer Marketing, KOLs, and Brand Collaborations

The role of creators, ambassadors, celebrities, and partnerships in luxury digital communication.

Session 6: CRM, Personalization, and Client Engagement

Customer relationship management, loyalty, exclusivity, and personalized communication in luxury.

Session 7: E-commerce and Omnichannel Luxury Experiences

Luxury online retail, seamless customer journeys, and integration between physical and digital touchpoints.

Session 8: Digital Advertising and Performance in Luxury

Paid media, digital campaigns, KPIs, brand visibility, and performance measurement in a luxury context.

Session 9: Emerging Trends in Luxury Digital Marketing

AI, virtual experiences, live shopping, social commerce, data ethics, and future developments in luxury marketing.

Session 10: Group Project Presentations

Presentation and discussion of student projects.

## Academic References

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**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

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**Certifications :**

N/A

## RSE / IA

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RSE IA

This course integrates both Social & Environmental Responsibility (RSE) and Artificial Intelligence (AI) through the study of contemporary digital practices in the luxury sector. Students will examine how luxury

brands communicate sustainability, ethical commitments, and responsible brand values through digital channels, while maintaining desirability and credibility. The course also explores the growing role of AI in digital marketing, particularly in personalization, customer segmentation, content optimization, social listening, and predictive analytics. Ethical issues related to data privacy, transparency, and responsible use of AI in customer engagement are also addressed through case studies and discussions.

# 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

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### 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

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### Academic Reference :

To be provided in class...

### Websites :

To be provided in class...

## Certifications & Legal Mentions

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### Certifications :

N/A

## RSE / IA

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### 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.OTHUM.2541 – Ethics APP

BBA

## Hours & Assessment

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

## Course Manager & Teaching Team

Course Manager : SMITH Devin

## Academic Characteristics

Credits : 6  
Discipline : Stratégie, Innovation & Entrepreneuriat

Teaching Languages : English

Open to Exchange : No

## Course Description

Course Description :

This course is an introduction to the fundamental problems of Ethics. It introduces key ethical theories to help students improve their ethical decision-making skills by learning to identify, diagnose, and analyze ethical issues in life and the workplace by drawing from real life experiences and business cases.

## Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) - The student is expected to:  
Define ethics and articulate its importance in all parts of life  
Learn the main moral theories and their criticisms

Cognitive / Intellectual Skills (generic) - The student is expected to:  
Be able to think for himself/herself and develop his/her analytical skills

Key Transferable Skills (generic) The student is expected to:  
Develop and defend a position on an issue

Practical Skills (subject specific)  
Anticipate unavoidable ethical dilemmas in life and career  
Apply ethical decision-making model to these dilemmas

## Prerequisites

Prerequisites :

Enrollment in Apprenticeship Program

## Academic References

Academic Reference :

ETHICS Theory and Contemporary Issues; Eighth edition-Concise, by MacKinnon ISBN - 13:978-1-305-07750-8

**Websites :**

Meta-Encyclopedia of Philosophy  
<http://www.ditext.com/encyc/frame.html>

Internet Encyclopedia of Philosophy  
<http://www.iep.utm.edu/>

## **Certifications & Legal Mentions**

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**Certifications :**

N/A

## **RSE / IA**

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RSE 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**

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### **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**

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### **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**

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### **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**

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### **Certifications :**

N/A

# BAC.EAINA.OTMAE.3191 – FUNDAMENTALS OF THERMODYNAMICS

BBA

## Hours & Assessment

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CM	TD	AP	Async	Workload	Final exam	Continuous	Total
36.00h	0.00h	0.00h	0.00h	80.00h	0%	0%	<b>0%</b>

## Course Manager & Teaching Team

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Course Manager : GRASSELLI Yan

## Academic Characteristics

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

## Certifications & Legal Mentions

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Certifications :

N/A

# BAC.EAINA.OTCHM.1102 – GENERAL CHEMISTRY II

BBA

## Hours & Assessment

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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

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Course Manager : GRASSELLI Yan

## Academic Characteristics

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Credits : 8

Discipline : N/A

Teaching Languages : N/A

Open to Exchange : Yes

## Certifications & Legal Mentions

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Certifications :

N/A

# BAC.EAINA.OTCOM.3812 – Global Citizen in Action

BBA

## Hours & Assessment

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

## Course Manager & Teaching Team

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Course Manager : MAUCLAIR-AUGUSTIN Brandon

## Academic Characteristics

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

## Course Description

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Course Description :

Global Citizen in Action prepares students for international mobility by developing intercultural awareness, adaptability, and global citizenship skills. Through case studies, discussions, and student-led presentations, students explore cultural identity, stereotypes, and intercultural communication while learning how to navigate new environments effectively. The course examines the societies, youth cultures, and contemporary issues of countries such as Spain, China, the UAE, Brazil, and the United States highlighting social norms, values, and cultural differences. Emphasis is placed on understanding how culture shapes behavior and how to adapt in unfamiliar contexts. By the end of the course, students will have developed practical tools for living and studying abroad.

## Course Schedule

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Course Schedule :

Content Session 1: Intercultural awareness Session 2: Spain Session 3: Spain Session 4: China Session 5: China Session 6: UAE Dubai Session 7: UAE Dubai Session 8: Brazil Session 9: Brazil Session 10: USA

## Certifications & Legal Mentions

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Certifications :

N/A

# BAC.EAINA.ECBUS.3650 – International Logistics and Trade

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 : Autre    Teaching Languages : English    Open to Exchange : Yes

## Course Description

Course Description :

The primary objective of this course is to illustrate the interdependency of efficient logistics supply chain operations within a sound corporate structure. Understanding how global logistics has evolved from a corporate cost-center, to a potential profit-center. How logistics decisions affect corporate profitability, and how poor compliance decisions create legal issues. Discussion of industry resources, compliance tools, analytical processes and operational models.

## Pedagogical Objectives

Pedagogical Objectives :

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

\*\* Demonstrate a clear understanding of global supply chain models. 2). Understand Customs processes priorities of enforcement and engagement. 3). Mechanisms of transport costing and network design strategies accounting for variables of disruption. 4). Utilize industry terminology, analytical skills and problem-solving techniques

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

\*\*Review and analyze components of supply chains to identify both strengths and weaknesses. Take that understanding and formulate optimal solutions which best meets a company's needs.

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

\*\* The student is expected to: Apply network design theory into practical and actionable business use. Understanding of commodities, their manufacturing, components and origin. How these variables affect both cost and price.

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

\*\* The student is expected to: Understand applied macro and micro supply chain mechanisms. Make

effective business decisions based on the understanding of both international and regional market conditions.

## **Prerequisites**

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**Prerequisites :**

junior year

## **Course Schedule**

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**Course Schedule :**

Students work on development of their own supply chain throughout the semester. Weekly topics provide the opportunity for increased complexity in the project development.

## **Academic References**

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**Academic Reference :**

Recommended references

Global Logistics and Supply Chain Management, 4th edition - John Mangan, Chandra C. Lalwani, Agustina Calatayud

Additional resources to be provided in class.

**Websites :**

Provided in class

## **Certifications & Legal Mentions**

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**Certifications :**

N/A

## **RSE / IA**

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RSE IA

# 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)  
Intro to AI videos and games  
Data Science  
Probability  
Machine learning: supervised  
Supervised learning game  
Machine learning: unsupervised  
Data mining with Orange (1h30)  
Mid-term (1h30) (20/02/2024)+  
Practice with Orange  
Application of AI: sentiment analysis case study  
Application of AI: online advertising case study  
AI & ethics  
AI & ethics group project preparation  
AI & ethics group project presentations  
Course review and discussion

## **Certifications & Legal Mentions**

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Certifications :

N/A

## **RSE / IA**

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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.OTSOC.2411 – INTRODUCTION TO PSYCHOLOGY

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 :

Overall introduction to psychology as a social and natural science.

This course aims at giving students an overview of how with think, feel and behave, and how as an evolving science it continually addresses the central questions about the relationship between psychological events and their neural underpinnings, cognition and emotion, cultural processes, and human evolution, and between nature and nurture.

The students are asked to make connections between the various topics, as well as to apply and discuss them with critical thinking.

## Prerequisites

### Prerequisites :

BAC EAINA LGENG1001 (Academic Research and Writing I)

## Course Schedule

### Course Schedule :

Session 1 Introduction Syllabus overview

Social facilitation and social loafing

Session 2 Social Psychology Research Methods Correlation vs. Causation Independent and Dependent Variables

Session 3 Learning and Human Memory Introduction: types of memory Explicit vs. Implicit memory

Improving everyday memory

Session 4 Submit Poster (Graded work) Sensation and Perception Attentional processes Perceptual abilities Interference and Stroop Effect

Session 5 Motivation and Emotion The intimate connection between motivation and emotion

Extrinsic vs. Intrinsic Motivation Mastery vs. Performance goals Primary and Secondary Emotions Emotions over rationality Emotions predicting behaviors

Session 6 Midterm Preparation, Q&A Midterm

Session 7 Business Psychology

Recruitment Management & Leadership Personality facets in the workplace Predicting academic and job performance

Session 8 Stress, Coping, & Health  
Session 9 Submit Research Project  
Human Diversity Nature versus nurture in personality, intelligence, and sexual attraction Ethical perspectives in Psychology  
Session 10 Final Exam

## **Certifications & Legal Mentions**

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**Certifications :**

N/A

# BAC.EAINA.OTHUM.1010 – INTRODUCTION TO THEATER

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 :

Course provides an overview of the evolution of western drama throughout the centuries from the time of the early Greek dramatists to the present. Students will read, discuss, and analyse plays from a variety of periods and national traditions and familiarize themselves with the major styles, techniques, and conventions characterizing dramatic literature.

Various acting methods will be explored along with voice, movement, and improvisational skills.

## Prerequisites

### Prerequisites :

ENG 1001 (AR&W1)

## Course Schedule

### Course Schedule :

1.

Theory : Course Objectives & Expectations. Greek and Roman Drama.

Practice: Introduction to Theater Skills. Ensemble work!

Homework: Timeline, read Antigone.

2

Theory: Antigone.

Practice: Text and Improvisation.

Homework: Find Monologue, read Everyman.

3

Theory: Medieval Drama. Everyman.

Practice: Text and Improvisation.

Homework: Prepare Monologue, read A Midsummer Night's Dream.

4

Theory: Renaissance Drama Practice: Rehearsing, Characterization and Staging Homework: Assessment Preparation, read A Midsummer Night's Dream.

5

Written and Practical Assessments MIDTERMS & SPRING BREAK

6

Theory: A Midsummer Night's Dream.

Practice: Innovative Theater techniques (Physical Theater, etc.) Homework: Prepare Shakespeare Video.

7

Theory: Late 17th & 18th Century Drama.

Practice: Devising Drama (Part 1) (Workplace, Forum Theater, etc.) Homework: Prepare Drama Script.

Read The Bear

8

Theory: 19th Century Drama. The Bear Practice: Devising Drama (Part 2) Homework: Hand-in Devised Drama Script

9

Theory: Contemporary Drama Practice: Assessment rehearsal and review Homework: Assessment Preparation, Hand-in Video.

10

Written and Practical Assessments + Video Viewing

## **Certifications & Legal Mentions**

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**Certifications :**

N/A

# BAC.EAINA.MKBUS.3875 – Luxury Brand Management

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 : Sophia: Hamdi Gueguez

## Academic Characteristics

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

## Course Description

### Course Description :

The course is designed to help students develop a deeper and more nuanced understanding of the market for luxury.

It will give students the ability to evaluate the interrelationship between branding tactics and luxury business strategies.

This course aims to empower students with knowledge and capacities to understand and analyze brand and branding management in the specific luxury industry.

Eventually this course set the settings that are indispensable to successfully establish and sustain brands and lead to extensions.

## Pedagogical Objectives

### Pedagogical Objectives :

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

Get an overview of the luxury market

Provide students with the right tools and concepts that will enable them to understand why is branding so strategic and what it takes to create, position, grow and extend a luxury brand.

Understand how to adapt to new markets and/or market changes while preserving the brand integrity.

To understand the mechanism by which luxury companies are developing new creative solutions and innovation processes to differentiate themselves

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

The student is expected to:

To manage concepts, tools and frameworks necessary to recognize, analyze, and manage the business variables and issues specific to the luxury industry

To be able to analyze and explain how premium and luxury brands can create high value

To evaluate the interrelationship between branding strategies and corporate business strategies

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

Able to present engaging/persuasive arguments and debates

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

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

Practical Skills (subject specific)

Able to present engaging/persuasive arguments and debates

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

Develop teamwork skills

## Prerequisites

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**Prerequisites :**

Marketing Principles

## Course Schedule

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**Course Schedule :**

Session 1

Breaking the ice

Class rules and administrative details

Understanding luxury

Approaches to the concept of luxury

Characteristics of the luxury business model

Session 2

Consumer discovery

The importance of consumer perception and behavior in branding

Brand selling idea

Rarity/exclusivity rather than positioning

Session 3

Understanding the evolving luxury consumer

New map of luxury

Luxury market trends

Session 4

Understanding Brands and luxury Branding

What is a brand and what is brand management?

Introduction to Strategic Branding in the luxury sector

Overview of a Framework for Building Iconic Brands

Storytelling and Branding

The Internationalization of brands

Session 5

Positioning journey

Situational assessment (competitive and cultural environment)

Session 6

The Challenges of Crafting and Managing Luxury Brands

From brand management to luxury brand management

Branding with Intention: Core Values & Brand Promise

Brand value and equity

Session 7

Brand architecture

Brand Communications

Cross-Cultural Branding

Timeless Branding strategy

Internet and Social media branding

Leveraging on digital marketing and E-commerce

Session 8

Corporate Social Responsibility and Brand Value in Luxury  
Building a corporate social responsibility image  
Branding and Ethics in the luxury industry

Session 9

Brand collaborations

Luxury and street art

Luxury and art

Opportunities on product development,

Communication and distribution

Session 10

Final group presentation

## **Academic References**

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**Academic Reference :**

References / Books

Required for the course

Kapferer : "Kapferer & Bastien, "The Luxury Strategy" (Dec 2008)

**Websites :**

Available on K2

## **Certifications & Legal Mentions**

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**Certifications :**

N/A

## **RSE / IA**

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RSE

# BAC.EAINA.MKBUS.3870 – Luxury Storytelling, Culture & Trend Forecasting

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

## Academic Characteristics

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

## Course Description

### Course Description :

This course examines how luxury brands create meaning, desirability, and emotional value through storytelling, cultural references, and trend anticipation. Students will explore how luxury maisons build strong narratives rooted in heritage, craftsmanship, identity, and innovation, while adapting to contemporary cultural shifts. The course also introduces the principles of trend forecasting and cultural analysis to help students understand how luxury brands identify emerging consumer values, aesthetics, and lifestyles. Through case studies, cultural observation, and group work, students will develop the ability to decode luxury narratives and anticipate future directions in the luxury industry.

## Pedagogical Objectives

### Pedagogical Objectives :

Knowledge and Understanding (subject specific) – The student is expected to:  
Understand the strategic role of storytelling in building luxury brand identity and desirability.  
Identify the cultural, symbolic, and aesthetic dimensions shaping luxury brand narratives.  
Understand the principles and methods of trend forecasting in the luxury sector.

Cognitive / Intellectual Skills (generic) – The student is expected to:  
Analyze how luxury brands use storytelling, heritage, and culture to position themselves in global markets.  
Interpret cultural signals, social changes, and emerging consumer trends relevant to luxury.  
Evaluate the coherence and effectiveness of a brand narrative across different communication channels.

Key Transferable Skills (generic) – The student is expected to:  
Conduct research using cultural, visual, and market sources.  
Present insights and recommendations clearly in oral and written formats.  
Work collaboratively to develop and defend strategic ideas in a group project.

Practical Skills (subject specific) – The student is expected to:  
Apply storytelling and trend forecasting tools to luxury brand analysis.  
Build a coherent narrative framework for a luxury brand or product universe.  
Identify and translate emerging cultural and lifestyle trends into relevant brand opportunities.

## Prerequisites

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### Prerequisites :

Marketing Principles

## Course Schedule

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### Course Schedule :

#### Session 1: Introduction to Luxury Storytelling

Foundations of luxury branding, narrative creation, symbolic value, and emotional engagement.

#### Session 2: Heritage, Craftsmanship, and Brand Myth

How luxury brands use history, founders, savoir-faire, and authenticity to build strong narratives.

#### Session 3: Culture, Symbols, and Meaning in Luxury

Luxury as a cultural system: symbolism, artistic references, social codes, and identity construction.

#### Session 4: Storytelling Across Media and Touchpoints

Narratives in campaigns, social media, retail, events, collaborations, and digital platforms.

#### Session 5: Introduction to Trend Forecasting

Key concepts, methods, sources, and tools used to identify and interpret emerging trends in luxury.

#### Session 6: Consumer Culture and Emerging Lifestyles

How changes in values, behaviors, generations, and identities influence luxury consumption.

#### Session 7: Aesthetics, Visual Culture, and Creative Direction

The role of imagery, fashion, design, and visual storytelling in shaping luxury desirability.

#### Session 8: From Cultural Insight to Brand Opportunity

How brands translate weak signals and cultural trends into products, communication, and experiences.

#### Session 9: Future Trends in Luxury

New directions in luxury: sustainability, inclusivity, digital culture, AI, craftsmanship revival, and experiential value.

#### Session 10: Group Project Presentations

Presentation and discussion of student projects.

## Academic References

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### 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

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### Certifications :

N/A

## RSE / IA

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RSE IA

This course integrates both Social & Environmental Responsibility (RSE) and Artificial Intelligence (AI) through the study of evolving cultural narratives and future trends in luxury.

Students will examine how sustainability, ethics, diversity, and social responsibility increasingly shape luxury storytelling and brand legitimacy.

The course also addresses how AI tools can support trend analysis, consumer insight generation, and creative exploration, while encouraging critical reflection on authenticity, bias, and the ethical use of AI in cultural and brand strategy.

# BAC.EAINA.FIBUS.3853 – Machine Learning for Finance

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 positions machine learning as a core competency for future finance professionals. It emphasizes the development of a strong conceptual understanding of machine learning models, their assumptions, and their relevance, while using Python as an accessible tool.

## Pedagogical Objectives

Pedagogical Objectives :

Students are expected to:  
Explain the key concepts and methodologies of machine learning  
Apply machine learning techniques to financial datasets  
Interpret model outputs  
Evaluate model performance and limitations  
Communicate data-driven insights clearly and effectively

## Prerequisites

Prerequisites :

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

## Course Schedule

Course Schedule :

Introduction to Machine Learning  
Python fundamentals  
Data preparation and Exploration  
Data Visualization  
Classification models  
Advanced machine learning models  
Practice

## **Academic References**

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### **Academic Reference :**

Financial Data Analysis using Python, Zherlitsyn Dmytro, Ed Mercury Learning and Information (available on Scholarvox)

ISBN: 978-1-5015-2386-1

### **Websites :**

Python (Jupyter Notebook)

## **Certifications & Legal Mentions**

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### **Certifications :**

N/A

# 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

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Prerequisites :

None

## Course Schedule

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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

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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

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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

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### 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

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### Academic Reference :

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

## Certifications & Legal Mentions

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### Certifications :

N/A

## RSE / IA

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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 VERNEY-CARRON Camille ANDRE Béatrice GUEZGUEZ Hamdi

## 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 :

By the end of the course, students should be able to:

- Define and correctly use the core concepts and vocabulary of marketing.
- Explain how marketing creates value for customers, organisations, and society.
- Analyse a market environment using basic diagnostic tools such as SWOT and PESTEL.
- Describe key consumer behaviour mechanisms and use them to interpret market situations.
- Design a simple marketing research approach suited to a managerial question.
- Develop a coherent segmentation, targeting, and positioning logic.
- Recommend marketing-mix decisions related to product, brand, communication, price, and distribution.
- Structure and present a basic marketing plan supported by evidence and justified choices.
- Recognise the importance of ethics, sustainability, and social responsibility in marketing decisions.

## 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

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#### 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

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#### Certifications :

N/A

## RSE / IA

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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.FIBUS.3850 – MERGER AND ACQUISITION

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 :

The course highlights firms' growth strategies and processes of Mergers and Acquisitions. The course demonstrates why M&A are at the intersection of 3 main areas: strategy, finance and management. It also focuses on target and synergies financial valuation. To do so, students will discover both direct and indirect methodologies. Those methodologies rely on both DCF and non DCF models. Finally, students will examine case studies on M&A failures and markets reaction to a takeover.

## Pedagogical Objectives

Pedagogical Objectives :

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

1. Different types of mergers
2. Common motivations for M&A
3. Cost & Benefits of M&A
4. Valuation of an M&A deal
5. Main steps of acquisition plan
6. Financial and Accounting aspects of a takeover process
7. Consequences of M&A
8. Target & synergies valuation
9. Deal structuration
10. Deal Financing
11. Applications to real case studies

## Prerequisites

Prerequisites :

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

## Academic References

Academic Reference :

Mergers, Acquisitions and Other Restructuring Activities: an Integrated Approach to Process, Tools, Cases, and Solutions  
D.M. DePamphilis, Academic Press, 16th ed.

## **Certifications & Legal Mentions**

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**Certifications :**

N/A

# BAC.EAINA.ECBUS.2302 – MICRO ECONOMICS

BBA

## Hours & Assessment

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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

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**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

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

## Course Description

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**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

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**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

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**Prerequisites :**

None

## Course Schedule

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### 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

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### 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

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### Certifications :

N/A

# BAC.EAINA.OTCOM.2371 – Persuasive Communication and Presentation Techniques

BBA

## Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0h	0h	0h	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 :

This course combines theory with practice. Students will develop their public speaking skills and learn to contribute well to the assessment of their peers. The course also focuses on methods and strategies of speech writing to persuade and inform the audience. Students will learn how to produce effective PowerPoint presentations, and how to perform business presentations both individually and in groups.

## Pedagogical Objectives

### Pedagogical Objectives :

Knowledge and Understanding (subject specific) - The student is expected to: Develop a general understanding of interpersonal communication with an audience and provide the skills required for public speaking and presentations.

Cognitive / Intellectual Skills (generic) - The student is expected to: Develop skills required for speech writing and analyzing the audience. Develop skills required for preparing effective PowerPoint presentations and presenting information individually and in groups.

Key Transferable Skills (generic) The student is expected to: Learn to collect information and outline material; combine PowerPoint presentations with public speaking.

Practical Skills (subject specific) Learn to address large and small groups. Develop skills required for both persuasive and informative communicating in public. Evaluate fellow students.

## Course Schedule

### Course Schedule :

1. Introduction and exercises
2. Storytelling and speech writing
3. Language and organization
4. Speaking to persuade
5. Visual Aids
6. Purpose, introductions, and endings
7. Midterm
8. Creativity and business language

- 9. Extemporaneous and impromptu speeches
- 10. Final Presentations

## **Certifications & Legal Mentions**

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**Certifications :**

N/A

# BAC.EAINA.STBUS.4001 – Philosophy of Entrepreneurship

BBA

## Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0.00h	30.00h	0.00h	0.00h	0.00h	20%	80%	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 explores the evolution of entrepreneurial thought through the lens of philosophy, tracing the journey from ancient perspectives on purpose and ethics to contemporary theories on innovation, leadership, and societal impact.

By examining the works of influential thinkers such as Aristotle, Machiavelli, Adam Smith, Joseph Schumpeter, and modern visionaries like Yuval Noah Harari, students will gain a profound understanding of how philosophical ideas shape and challenge the entrepreneurial spirit.

This course emphasizes critical thinking, self-reflection, and the ability to challenge established norms, encouraging students to develop their own unique entrepreneurial philosophies. The course is designed to bridge theoretical insights with practical applications, using real-world examples and case studies to illuminate the dynamic interplay between philosophical concepts and entrepreneurial practice.

Students will engage in lively discussions, analyze historical and contemporary business practices, and confront the ethical and societal implications of entrepreneurship in a rapidly evolving global economy.

The goal of this course is to equip students with the intellectual tools to think deeply and act boldly, fostering innovation and resilience in their entrepreneurial pursuits

## Pedagogical Objectives

### Pedagogical Objectives :

- Understand the Evolution of Entrepreneurial Thought:  
Trace the historical development of philosophical ideas that have shaped entrepreneurial practices, from ancient to modern times.
- Critically Analyze Philosophical Frameworks:  
Evaluate key philosophical concepts, such as purpose, ethics, and innovation, and their relevance to contemporary entrepreneurship.

- **Apply Philosophical Insights to Business Practices:**

Demonstrate the ability to integrate philosophical principles into real-world entrepreneurial decision-making and strategy development.

- **Develop an Entrepreneurial Philosophy:**

Articulate a personal entrepreneurial philosophy that reflects critical self-awareness, ethical considerations, and societal impact.

- **Challenge Established Norms:**

Cultivate the ability to question traditional ways of thinking and propose innovative approaches to problem-solving and business development.

- **Examine the Ethical Dimensions of Entrepreneurship:**

Analyze the moral responsibilities of entrepreneurs, including issues related to sustainability, social impact, and equitable practices.

- **Enhance Critical Thinking Skills:**

Engage in reflective and analytical discussions to synthesize complex philosophical and business concepts.

- **Explore the Role of Identity in Entrepreneurship:**

Investigate how cultural, societal, and individual identity influences entrepreneurial behavior and decision-making.

- **Understand the Interplay Between Technology and Philosophy:**

Assess the philosophical implications of technological advancements and their impact on the entrepreneurial landscape.

- **Cultivate Resilience and Vision:**

Develop the mindset to embrace uncertainty, foster resilience, and pursue innovative visions in entrepreneurial endeavors.

## **Academic References**

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**Academic Reference :**

to be provided in class

**Websites :**

to be provided in class

## **Certifications & Legal Mentions**

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**Certifications :**

N/A

# BAC.EAINA.OTPHY.2001 – PHYSICS I

BBA

## Hours & Assessment

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CM	TD	AP	Async	Workload	Final exam	Continuous	Total
53.00h	0.00h	0.00h	0.00h	150.00h	0%	0%	<b>0%</b>

## Course Manager & Teaching Team

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Course Manager : GRASSELLI Yan

## Academic Characteristics

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Credits : 8

Discipline : N/A

Teaching Languages : N/A

Open to Exchange : Yes

## Certifications & Legal Mentions

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Certifications :

N/A

# BAC.EAINA.OTPHY.2002 – PHYSICS II

BBA

## Hours & Assessment

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CM	TD	AP	Async	Workload	Final exam	Continuous	Total
53.00h	0.00h	0.00h	0.00h	150.00h	0%	0%	<b>0%</b>

## Course Manager & Teaching Team

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Course Manager : GRASSELLI Yan

## Academic Characteristics

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Credits : 8

Discipline : N/A

Teaching Languages : N/A

Open to Exchange : Yes

## Certifications & Legal Mentions

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Certifications :

N/A

# BAC.EAINA.OTPHY.2092#1 – Physics Lab II

BBA

## Hours & Assessment

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

## Course Manager & Teaching Team

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Course Manager : GRASSELLI Yan

## Academic Characteristics

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Credits : 8

Discipline : N/A

Teaching Languages : N/A

Open to Exchange : Yes

## Certifications & Legal Mentions

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Certifications :

N/A

# 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**

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### **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**

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### **Academic Reference :**

To be provided in class

### **Websites :**

K2

## **Certifications & Legal Mentions**

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### **Certifications :**

N/A

## **RSE / IA**

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RSE

# BAC.EAINA.OTCOM.3811 – Project Management for Glocal Impact

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 : 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 the soft skills necessary for life and work and on developing an awareness of social responsibility.

Students will learn and put into practice skills related to knowing oneself, to giving back, and to peacebuilding. This will be done using project management concepts and skills. ?The course also aims to provide the students with the ability to identify various opportunities to reach their goals and develop innovative ideas to help deliver the project in the business world in ethical and sustainable way.?

## Course Schedule

Course Schedule :

Session 1 Introduction Glocal Impact  
Session 2 Project Management  
Session 3 Cultural Differences  
Session 4 Team Building  
Session 5 Conflict Management styles and communication  
Session 6 Project development  
Session 7 Self-reflection  
Session 8 Tools for Project Management  
Session 9 Risk Management  
Session 10 Presentations

## Certifications & Legal Mentions

Certifications :

N/A

# BAC.EAINA.STBUS.3761 – Sales and Negotiations

BBA

## Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0h	0h	0h	70%	30%	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 the theory and practice of negotiation in contemporary business contexts. It develops students' ability to analyze negotiation situations, prepare strategically, communicate persuasively, manage objections, and work toward value-creating outcomes across sales, purchasing, and broader organizational settings.

The course combines conceptual models with experiential learning through simulations, role plays, scenario development, and case analysis.

Particular attention is given to negotiation preparation, behavioural tactics, power dynamics, communication, BATNA, ZOPA, and collaborative problem solving.

## Pedagogical Objectives

### Pedagogical Objectives :

- Explain the nature, purpose, and process of negotiation in personal, commercial, and organizational settings.
- Distinguish between positions, interests, objections, and underlying needs in a negotiation.
- Prepare for negotiations by assessing objectives, counterpart interests, constraints, leverage, and walk-away points.
- Apply core frameworks such as BATNA, reservation value, ZOPA, and the Dual Concern Model to real business cases.
- Evaluate and use common negotiation tactics critically, including defer, limited authority, and good guy/bad guy, while recognizing ethical and strategic implications.
- Demonstrate effective verbal, non-verbal, and listening skills in negotiation settings.
- Negotiate more effectively with prospects and customers by handling resistance, managing objections, and working toward mutually acceptable solutions.
- Analyze balance of power, negotiation style, and likely outcomes in business case studies.
- Reflect on their own negotiation behaviour and improve performance through practice, observation, and feedback.

## Academic References

### Academic Reference :

to be provided in class

**Websites :**

to be provided in class

## **Certifications & Legal Mentions**

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**Certifications :**

N/A

# BAC.EAINA.STBUS.4110 – Start-Up Finance for Entrepren

BBA

## Hours & Assessment

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

## Course Manager & Teaching Team

Course Manager : SMITH Devin

## Academic Characteristics

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

## Course Description

Course Description :

This course equips entrepreneurs with essential financial skills and knowledge to effectively manage, grow, and finance their businesses. It combines theoretical concepts with practical applications, focusing on real-world scenarios faced by startups and small businesses.?

## Pedagogical Objectives

Pedagogical Objectives :

These outcomes prepare entrepreneurs to not only manage their finances but also to use financial tools and strategies to support innovation, scalability, and long-term business success.

- Comprehend key financial concepts: Profitability, liquidity, cash flow, and financial health.
- Read and interpret financial statements: Income statements, balance sheets, and cash flow statements.
- Manage cash flow effectively: Forecasting, monitoring, and addressing cash flow challenges.
- Create and adhere to budgets: Allocate resources strategically and control expenses.
- Understand various funding sources: Bootstrapping, debt financing, equity funding, venture capital, and grants.
- Evaluate funding options: Assess the pros, cons, and suitability of each funding source for their business needs.
- Develop financial projections: Revenue forecasting, cost estimation, and profitability analysis.
- Perform scenario planning: Assess the impact of market changes or business decisions on financial outcomes.
- Understand valuation methods: Discounted cash flow (DCF), comparable company analysis, and pre-money/post-money valuation.
- Set realistic financial goals: Short-term and long-term planning aligned with business objectives.
- Monitor key performance indicators (KPIs): Use financial metrics to track progress and make informed decisions.
- Identify financial risks: Market volatility, operational inefficiencies, and cash flow shortages.
- Integrate ecological and social considerations: Balance profitability with sustainability.
- Solve real-world financial challenges: Use case studies, simulations, and projects to address

## Prerequisites

**Prerequisites :**

Financial Accounting  
Managerial Accounting

## **Course Schedule**

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**Course Schedule :**

Working in groups, students will collaborate through the semester to develop a financial plan for a new startup venture. Each weeks topics provide a new layer of complexity to the plan.

## **Academic References**

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**Academic Reference :**

"Financial Intelligence for Entrepreneurs" by Karen Berman and Joe Knight

A practical guide to understanding financial statements and metrics, tailored for entrepreneurs.

Focus: Financial literacy, decision-making, and common pitfalls.

"The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries

Not strictly a finance book but provides insights into financial planning, resource management, and funding for lean startups.

"Venture Deals: Be Smarter Than Your Lawyer and Venture Capitalist" by Brad Feld and Jason Mendelson

A comprehensive look at venture capital and funding agreements, perfect for entrepreneurs seeking investment.

"Startup Valuation: A Practical Guide to Financial Forecasting and Business Valuation for Startups" by

Roberto Moro-Visconti

Focuses on valuation techniques, financial modeling, and fundraising strategies.

"Accounting for the Numberphobic: A Survival Guide for Small Business Owners" by Dawn Fotopulos

A beginner-friendly introduction to accounting and finance basics tailored for small business owners.

**Websites :**

to be provided in class

## **Certifications & Legal Mentions**

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**Certifications :**

N/A

## **RSE / IA**

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RSE

# 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**

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### **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**

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### **Certifications :**

N/A

# BAC.EAINA.FIBUS.3854 – Strategic Financial Leadership

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 :

The course explores how financial leaders, particularly CFOs and top executives, shape corporate strategy through capital allocation, financial policy design, and long-term value optimization. It examines how financial leaders interact with stakeholders, manage expectations, and communicate strategic financial decisions at the executive level. Through applied cases, simulations, and professional-oriented discussions, students will develop the ability to think, communicate, and act as finance professionals.

## Pedagogical Objectives

Pedagogical Objectives :

Student will be able to:  
understand the concrete roles and responsibilities of finance professionals (analyst, manager, CFO)  
apply financial knowledge to real business situations and strategic decisions  
translate financial analysis into actionable recommendations for decision-makers  
communicate effectively with both financial and non-financial stakeholders

## Prerequisites

Prerequisites :

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

It is recommended to have completed the following courses: BAC.EAINA.FIBUS.3852 — Financial Management and Analytics and BAC.EAINA.FIBUS.3851 — Risk Management and Investment Strategy

## Course Schedule

Course Schedule :

Key roles: financial analyst, finance manager, CFO  
Cross-functional interactions  
Structuring financial recommendations  
Capital Allocation  
Supporting Strategic projects  
Financial Communication

The CFO perspective  
Final simulation: acting as a finance leader

## **Academic References**

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### **Academic Reference :**

Financial Leadership Fundamentals: How to become a CFO in a startup or scaleup, Alysha Randall  
The Strategic CFO: Redefining Financial Leadership in the Age of AI, Dr Leticia Lilleström

## **Certifications & Legal Mentions**

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### **Certifications :**

N/A

# 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

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Prerequisites :

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## Course Schedule

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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

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Academic Reference :

To be provided in class...

Websites :

To be provided in class...

## Certifications & Legal Mentions

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Certifications :

N/A

## RSE / IA

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RSE

# BAC.EAINA.MKBUS.3005 – Web design & User 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

## Academic Characteristics

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

## Course Description

### Course Description :

This course introduces students to the fundamentals of User Experience (UX) design, with a strong focus on user research methodologies. Students will learn how to understand user behaviors, needs, and motivations through observation techniques, interviews, task analysis, and usability testing. Through a series of hands-on workshops and a project-based approach, students will explore the main UX methodologies used in professional contexts. The course emphasizes clarity, simplicity, and user-centered thinking, guiding students from problem definition to the creation of a Minimum Viable Product (MVP).

## Pedagogical Objectives

### Pedagogical Objectives :

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

- . Understand the concept of User Experience and its role in digital products and services
- . Identify and analyze user needs, behaviors, and pain points
- . Understand the main stages of the UX design process
- . Apply UX best practices related to usability, accessibility, and MVP logic

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

- . Define clear research objectives and design challenges
- . Analyze user data to support design decisions
- . Select and justify a relevant UX scenario among multiple options

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

- . Understand the strategic value of User Experience in product development
- . Communicate ideas clearly through visual and oral presentations

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

- . Use Figma to create wireframes and basic prototypes
- . Produce and present UX deliverables (personas, user journeys, wireframes, tests)

## Prerequisites

Prerequisites :

## Course Schedule

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### Course Schedule :

Session 1: Introduction to UX Design  
Session 2: User Research I: Defining the Design Challenge + Persona  
Session 3 : User Research II: Understanding Users through interviews  
Session 4: Ideation and Concept Development  
Session 5 : Prototyping the MVP  
Session 6 : Information Architecture  
Session 7: User Testing  
Session 8: Iteration  
Session 9: UX Design  
Session 10: UI Design  
Final evaluation: Visual Presentation + Pitch

## Academic References

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### Academic Reference :

"The Importance of User Experience (UX) in Digital Marketing" - Nielsen Norman Group  
"A Beginner's Guide to Understanding User Experience Design" - Interaction Design Foundation  
"First Principles of Interaction Design" - Bruce Tognazzini  
Don't Make Me Think - Steve Krug  
Design Thinking Toolkit - IDEO

### Websites :

Readings, materials and tasks will be provided each week in K2.

## Certifications & Legal Mentions

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### Certifications :

N/A