

Course list
Master Programmes
Incoming Exchange Students
Raleigh Campus (USA)
Spring 2027



Dear Exchange IN Students,

Welcome to SKEMA Business School !

Here are a few key instructions on how to consult properly the **Raleigh Course catalogue Spring 2027**.

Please read these instructions carefully:

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

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PGE Master 1

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- PGE.FINM1.FICOR.0514	INTERNATIONAL FINANCE
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- MSC.TRCM2.OTCOR.0043 CRITICAL THINKING

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- PGE.FINM1.LGCOR.4336 LANGUAGE: CHINESE FUNCTIONAL SPRING

- PGE.FINM1.LGCOR.4359 LANGUAGE: CHINESE PROFICIENT SPRING

- PGE.FINM1.LGCOR.4350 LANGUAGE: PORTUGUESE BASIC I SPRING

- PGE.FINM1.LGCOR.4393 LANGUAGE: PORTUGUESE BASIC II SPRING

- PGE.FINM1.LGCOR.4351 LANGUAGE: PORTUGUESE FUNCTIONAL SPRING

- PGE.FINM1.LGCOR.4352 LANGUAGE: PORTUGUESE PROFICIENT SPRING

MSc IB International Business

MSc M2 IB SPRING RALEI Core Courses (4 maximum)

MSC.TRCM2.OTCOR.0200 – CAREER MANAGEMENT 2

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
7.00h	0.00h	0.00h	0.00h	0.00h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : KAWALEK Catherine

Teaching Team : Ana Paula Soares

Academic Characteristics

Credits : 0

Discipline : Autre

Teaching Languages : English

Open to Exchange : No

Course Description

Course Description :

? Career Workshops – Tailored to Your Needs

As a Master 2 student, you benefit from a wide range of career workshops. Depending on your interests and goals, you can select the sessions that are most relevant to your needs. Some are specifically designed for M2 students, while others are open to all.

??From January 2026

Set Yourself Up for Success (January 2026)

Discover the support offered by the Career Center, meet key contacts, and explore the essential resources available to you. Gain clarity on job market challenges and how to tackle them effectively.

Job Search Strategy – France & Abroad (February 2026)

Learn how to build a strong and adaptable job search plan for both the French and international markets. Explore how AI tools can boost your efficiency.

Master & Leverage LinkedIn in Your Job Search (February 2026)

Optimize your LinkedIn profile, learn to use its free features, and engage professionally with your network to uncover opportunities.

Decoding the French Job Market (Feb/March 2026)

Understand key aspects of the French employment landscape: contract types, legal frameworks, taxes, benefits, work permits, and the role of language in career success.

? Workshops Open to All Students

Prepare for a Career Fair (12 January 2026)

Get practical tips to shine at recruitment events. Learn how to engage with recruiters and use AI to prepare effectively.

CV Masterclass (January/February 2026)

Design a results-oriented CV. Access the right tools and strategies to strengthen your applications and stand out.

Interview Masterclass (February/March 2026)

Practice common and difficult questions, use the STAR method, and refine your professional communication and presence.

Access and registration from your spring K2 space

Pedagogical Objectives

Pedagogical Objectives :

Each workshop have specifics objectives:

M2-Specific Workshops

Set Yourself Up for Success

Identify key Career Center resources and contacts relevant to the final-year job search.
Understand the structure and challenges of the current job market.

Job Search Strategy – France & Abroad

Design a structured job search strategy adapted to both French and international markets.
Integrate AI tools into job search routines for improved targeting and efficiency.

Master & Leverage LinkedIn in Your Job Search

Optimize your LinkedIn profile to attract recruiter attention.
Use LinkedIn features to build a professional network and explore job opportunities.

Decoding the French Job Market

Recognize the main types of employment contracts and related legal obligations.
Evaluate how language proficiency and cultural norms influence employability in France.

Workshops Open to All Students

Prepare for a Career Fair

Develop an effective pitch tailored to networking and recruitment events.
Use AI tools to research companies and prepare tailored questions.

CV Masterclass

Build a results-oriented CV aligned with employer expectations.
Apply tools and feedback to improve structure, clarity, and impact.

Interview Masterclass

Apply the STAR method to answer behavioral interview questions effectively.
Demonstrate professionalism through verbal and nonverbal communication techniques.

Prerequisites

Prerequisites :

No prerequisites.

Course Schedule

Course Schedule :

ACTIVITY 1 Salary negotiation OBJECTIVES Comprehend the elements of compensation Assess personal market value Embed the negotiation within the recruitment process Explore negotiation strategies Effectively communicate and negotiate with a recruiter MODALITIES 2 hours On line asynchronous K2 ACTIVITE 2 Salary negotiation OBJECTIVES Live practice of negotiation Learn tips from professional recruiter Prepare strong argumentation MODALITIES 1,5 hours Live workshop ACTIVITE 3 International career management OBJECTIVES Learn best practices and resources to work abroad Set a clear strategy for international career development MODALITIES 1,5 hour On line synchronous FINAL EVALUATION OBJECTIVES Assess understanding of salary negotiation concepts, including market rates and strategies evaluate the participant's understanding of key concepts related to salary negotiation, such as market rates, negotiation strategies, and tactics MODALITIES 1 hour quiz

Academic References

Academic Reference :

K2 CAREER MANAGEMENT SPACE
K2 CAREER TOOLKIT SPACE
YEP/TALENT AND CAREERS

Websites :

None.

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

IA

MSC.IBNM2.STCOR.0032 – INTERNATIONAL BUSINESS GAME: SKEMASIM

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
20.00h	0h	0.00h	0.00h	0.00h	25%	75%	100%

Course Manager & Teaching Team

Course Manager : MESCHI Pierre-Xavier

Teaching Team : Dubai: DESBORDES Rodolphe Paris: DESBORDES Rodolphe, KWOK Diana, and MESCHI Manon
Raleigh: MESCHI Pierre-Xavier Suzhou: DESBORDES Rodolphe

Academic Characteristics

Credits : 2
Discipline : Stratégie, Innovation & Entreprenariat

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

The « SKEMA Multicampus Business Simulation » (otherwise known as SKEMASIM) course is a 5-day seminar organized simultaneously in the different SKEMA campuses across the world (France, UAE, China and USA). It is made up of the business simulation itself, some tutorial conferences, and the writing of an annual activity report. The « SKEMA Multicampus Business Simulation » is a business game simulating the general management of mid-sized fictitious firms located in different countries (France, Brazil, China and USA, for further information, see Participant's Guide). Some tutorial conferences will be arranged in order to present the "rules of the game," the simulation scenarios, the features of the different countries' environment, the quarterly (strategic, partnership, managerial, financial, marketing, human ...) decisions that will have to be made by each team of students. A comprehensive analysis presenting the corporate strengths and weaknesses of these fictitious firms will be provided to each team. To this aim, a particular attention will be paid to the comparative economic advantage of each country (especially in terms of labour cost, R&D cost, long-term interest rate, tax rate ...) and to the different growth options that available in this simulation (local and international alliances, subcontracting, ...). Throughout the seminar, the tutorial conferences will also allow the simulation administrators to inform the different teams about the changes in their respective country's environment as well as their quarterly firm performance. At the end of the seminar, each team will be asked to send over an annual activity report to simulation administrators. The teams will be assessed according to 1/ the performance of their company (measured by the ROI and ROE evolution) and 2/ the relevance and accuracy of their activity report.

Pedagogical Objectives

Pedagogical Objectives :

The SKEMASIM seminar aims at:

- developing a general management capability by confronting students with the different decisions (strategic,

partnership, managerial, financial, marketing, human ...) that a general manager has to make;

- drawing attention on the importance of cooperation and alliances among firms located in different countries;
- developing managerial reactions through extensive cross-cultural negotiations;
- viewing management as a sport played by a TEAM;
- developing group dynamics: team building, forming alliances with other teams, negotiating additional resources with simulation administrator;
- analyzing relevant facts, thus learning how to globalize the firm and expand into new geographic markets: exporting, delocalizing, co-operation vs co-opetition;
- and developing skills in short-term and long-term decision making.

Prerequisites

Prerequisites :

Basic Strategy, Cost Management, and Finance

Course Schedule

Course Schedule :

n.a.

Academic References

Academic Reference :

Required readings: Philippe CHEREAU & Pierre-Xavier MESCHI (2018). Strategic Consulting: Tools and Methods for Successful Strategy Missions, Palgrave McMillan, London.

Websites :

www.webtolearn.com/skemasim

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE IA

MSC.IBNM2.FICOR.0061 – INTERNATIONAL FINANCE

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
33.00h	0h	0.00h	0.00h	0.00h	50%	50%	100%

Course Manager & Teaching Team

Course Manager : DISPAS Christophe

Teaching Team : Paris : AMYUNI Tarek Raleigh : KANDILOV Ivan Suzhou : LERNER Mark Cape : AMYUNI Tarek

Academic Characteristics

Credits : 4

Discipline : Finance

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

This course offers students a comprehensive understanding of international finance by exploring key concepts in macroeconomics, the role of central banks, and the dynamics of open macroeconomics. The course will discuss in particular balance of payments, capital flows, exchange rate determination, and the global financial system's spillovers, providing a view of how these elements influence the global economy and financial stability.

Prerequisites

Prerequisites :

None

Course Schedule

Course Schedule :

Topic 1 Background to international trade and finance Topic 2 The exchange rate and economic adjustment Topic 3 International parity relations Topic 4 International financial system Topic 5 The foreign exchange market Topic 6 The international debt markets Topic 7 World equity markets Topic 8 International commodity markets Topic 9 Derivative markets, instruments and techniques

Academic References

Academic Reference :

Lectures obligatoires / Required readings : Available on Cyberlibris at www.scholarvox.com: 1) Economics for Investment Decision Makers Workbook : Micro, Macro, and International Economics, Pirois and Pinto, John Wiley & Sons, 2013, Chapters 5, 8, 9 and 10. 2) International Economics 6th edition, Dunn and Mutti, Taylor &

Francis, 2003, Chapters 12 to 20 Lectures Recommandées / Recommended readings : Ephraim CLARK, INTERNATIONAL FINANCE, (London: Thomson Learning, 2002)

Websites :

<http://databank.worldbank.org/data/home.aspx> <http://stats.oecd.org/>

Certifications & Legal Mentions

Certifications :

N/A

MSC.IBRM2.STCOR.0063 – Major Topics in International Business

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
20.00h	0h	0.00h	0.00h	0.00h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : AZAR Robert

Academic Characteristics

Credits : 2

Discipline : Autre

Teaching Languages : N/A

Open to Exchange : Yes

Course Description

Course Description :

This course examines the major transformations reshaping international business and their implications for companies and careers. It focuses on macro-level dynamics that influence how firms operate, compete, and adapt in a rapidly changing global environment.

The course covers four key areas: the evolution of the international trade order, sustainability challenges, the role of artificial intelligence in business, and geopolitical risks. Each topic is explored through a combination of theoretical perspectives and practical applications, with emphasis on managerial implications and required skill sets.

Students engage with current developments through readings, discussions, and analysis of real-world cases. A team-based research project requires students to develop an in-depth analysis and formulate recommendations on a selected topic.

Pedagogical Objectives

Pedagogical Objectives :

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

- Analyze major global transformations and their impact on international business environments
- Evaluate how companies adapt strategies in response to economic, technological, and geopolitical changes
- Develop structured analysis and recommendations on complex global business issues

Prerequisites

Prerequisites :

Basic knowledge of international business or economics

Course Schedule

Course Schedule :

Weeks 1–2: Global trade system and structural shifts

Weeks 3–4: Sustainability and business transformation

Weeks 5–6: Artificial intelligence and digital disruption

Weeks 7–8: Geopolitical risks and global uncertainty

Weeks 9–10: Application, research project, and synthesis

Certifications & Legal Mentions

Certifications :

N/A

MSc M2 IB SPRING RALEI Major Courses (2 maximum)

MSC.IBRM.FICOR.0101 – BUSINESS ANALYTICS & DATA MANAGEMENT

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
33.00h	0h	0.00h	0.00h	0.00h	30%	70%	100%

Course Manager & Teaching Team

Course Manager : KHAN Sarah

Teaching Team : KHAN Sarah

Academic Characteristics

Credits : 4

Discipline : Autre

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

This course details the process of acquiring, validating, storing, protecting, and processing required data to ensure the accessibility, reliability, and timeliness of the data for its users. The students will develop skills through the use of data management-specific software applications. Some of the topics include databases and data sources, architecture and management across cloud platforms, data security, optimization, data analysis and business-related data presentation.

Pedagogical Objectives

Pedagogical Objectives :

Demonstrate the ability to use a variety of descriptive analytic techniques for managerial decision-making.
Demonstrate the ability to use a variety of key predictive analytic techniques, including various data mining and Machine Learning techniques.
Demonstrate the ability to use prescriptive analytic techniques, to address business optimization needs and risk simulation techniques to address business risk assessments.
Use spreadsheets effectively for business analysis and learn a comprehensive set of spreadsheet skills and tools.
Understand the settings in which models can be used effectively and apply modeling concepts in a practical manner.
Generating insights via data modeling in a variety of business situations.
Develop data analytics presentation skills.

Course Schedule

Course Schedule :

Spreadsheet Engineering
Descriptive Statistics
Linear Regression
Linear Regression
Non Linear Regression
Mid Term Exam (20%)
Time Series Analysis
Data Mining - Clustering
Data Mining - Data Classification
Data Visualization
Data Storytelling & Dashboards
Introduction to SQL
Final Exam (20%)

Academic References

Websites :

K2

Certifications & Legal Mentions

Certifications :

N/A

MSC.IBRM.FIELE.0100 – CONSULTING METHODS APPLIED TO AI PROJECTS

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
33.00h	0h	0.00h	0.00h	0.00h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : HINDI Fadi

Academic Characteristics

Credits : 4

Discipline : Autre

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

This project-driven course equips students with practical skills in AI consulting, focusing on leveraging machine learning (ML) to enhance business strategies. Through a hands-on consulting methodology, students learn to define business problems, scope projects, draft plans, identify and prepare data, select ML approaches, and explain model outputs. Optional technical components include building, testing, and tuning AI models using Python. The course emphasizes non-technical advisory skills, such as understanding ML applications, ethical considerations, and best practices, alongside technical foundations. Culminating in a class demonstration of a finalized project, students gain expertise to plan and guide ML initiatives, preparing them for leadership in AI-driven business environments.

Pedagogical Objectives

Pedagogical Objectives :

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

Structure and scope AI-driven projects in a business context

Select appropriate machine learning approaches and interpret their outputs

Translate analytical results into actionable business recommendations

Course Schedule

Course Schedule :

Week 1 Introduction to AI and its history - Quiz 1 Week 2 - Basic Data Science: Central tendency and dispersion measures, covariance, correlation - Quiz 2 Week 3 - Probability: Basic rules of probability, conditional probability, Bayes' rule - Quiz 3 Week 4 - Machine learning: Supervised learning, unsupervised learning, reinforcement learning, deep learning - Quiz 4 Week 5 - What does a consultant / consultancy do? - Quiz 5 - Student project discussions Week 6 Midterm: group presentations and group report submission Week 7 Student project discussions (individual & group) + lectures + one-on-one guidance Week 8 Student project

discussions (individual & group) + lectures + one-on-one guidance Week 9 Student project discussions (individual & group) + lectures + one-on-one guidance Week 10 Student project discussions (individual & group) + lectures + one-on-one guidance Week 11 Student project discussions (individual & group) + lectures + one-on-one guidance Week 12 Final: group presentations and group report submission

Certifications & Legal Mentions

Certifications :

N/A

MSC.IBNM2.LTCOR.0002 – US PERSPECTIVES ON BUSINESS LAW

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
33.00h	0h	0.00h	0.00h	0.00h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : BILLS Jennifer

Academic Characteristics

Credits : 4 Discipline : Autre Teaching Languages : English Open to Exchange : Yes

Course Description

Course Description :

The purpose of this course is to provide students with an understanding of the U.S. legal environment, how the legal system is structured, the basis of corporate structure and the ethical decisions that are foundational in the role of corporate responsibility. Students are introduced to the complex legal rules and court decisions affecting business corporations. Particular attention is paid to the law governing contracts (creation of enforceable agreements between parties) and torts (private wrongs). Students will also explore the U.S. court system and civil procedure to gain a framework for their understanding of the law's operation.

Pedagogical Objectives

Pedagogical Objectives :

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

Understand the structure and functioning of the U.S. legal system and its impact on business
Analyze legal issues related to contracts, corporate structures, and liability
Evaluate business decisions from legal and ethical perspectives

Prerequisites

Prerequisites :

Weeks 1–2: Introduction to the U.S. legal system and business environment
Weeks 3–4: Corporate structures and legal responsibilities
Weeks 5–6: Contract law and enforceable agreements
Weeks 7–8: Torts, liability, and risk management
Weeks 9–10: Civil procedure, corporate responsibility, and ethics

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE

RSE:

The course emphasizes corporate responsibility, ethical decision-making, and compliance with legal and societal standards.

MSc M2 IB SPRING RALEI Minor Courses (2 maximum)

MSC.IBRM2.STELE.0047 – INTERNATIONAL NEGOTIATION PRACTICE

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
20.00h	0h	0.00h	0.00h	0.00h	50%	50%	100%

Course Manager & Teaching Team

Course Manager : KROTOV Konstantin

Teaching Team : HENARD David H.

Academic Characteristics

Credits : 2 **Discipline :** Stratégie, Innovation & Entrepreneuriat

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

This course is designed to provide students with both a conceptual and practical understanding of interpersonal relationship: communication techniques serving as successful negotiation. Class sessions are highly interactive and require the active engagement of each student in order to learn the multiple facets of negotiation. Course content includes the fundamentals of negotiation, based upon a highly effective methodology (from preparation to closing the deal) used by professionals all over the world. It encompasses the whole process of developing a fruitful discussion that eventually leads to an agreement. Practice is the key word, and filmed role plays are used as the most effective tool to understand and learn these techniques. Students will participate in one-to-one, one-to-several, with the complexity of negotiations increasing as the course progresses. This course is designed in an executive education format; as such, there are no formal presentations.

Pedagogical Objectives

Pedagogical Objectives :

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

Apply structured negotiation methods from preparation to agreement

Use effective communication techniques to understand counterparts and build constructive dialogue

Adapt negotiation strategies across different contexts and levels of complexity

Prerequisites

Prerequisites :

None

Course Schedule

Course Schedule :

Session 1 1. Course objectives, structure and evaluation 2. Interpersonal relationships: A new perspective 3. Pre-requisites for a good negotiation 4. Practice Session 2 1. Conditions for a good start 2. Managing body language 3. Practice Session 3 1. Make the other work 2. Listen to your feelings 3. Practice Session 4 1. Negotiation techniques: Write 2. Negotiation techniques: The right argumentation 3. Negotiation techniques: Keep control 4. Negotiation techniques: Conclude 5. Practice Session 5 Full negotiation runs

Academic References

Academic Reference :

The Mind and Heart of the Negotiator, Leigh L. Thompson (reference; not required)

Websites :

<http://davidhenard.com>

Certifications & Legal Mentions

Certifications :

N/A

MSC.IBRM.FIOPT.0100 – MACHINE LEARNING FOR BUSINESS

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
20.00h	0h	0.00h	0.00h	0.00h	30%	70%	100%

Course Manager & Teaching Team

Course Manager : AL-GHANDOUR Majed

Teaching Team : Raleigh : AL-GHANDOUR Majed

Academic Characteristics

Credits : 2 Discipline : Analytics Information and Operations

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

This course introduces the fundamentals of computer programming using Python and its main libraries, with a focus on applications in artificial intelligence and business analytics. It combines core programming concepts with practical use of machine learning techniques.

The course begins with essential coding foundations, including variables, input and output, conditional logic, and loops. It then progresses to key machine learning algorithms used in business contexts, such as regression, classification, and clustering. Students will also explore decision trees, ensemble methods, and neural networks.

In addition, the course addresses contemporary challenges in artificial intelligence, including model interpretability, continuous learning, and sustainability. The objective is to equip students with practical coding and AI literacy, enabling them to understand, use, and interact effectively with data-driven systems.

Pedagogical Objectives

Pedagogical Objectives :

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

- Apply basic Python programming concepts to manipulate data and solve problems
- Use core machine learning algorithms for business applications and interpret their outputs
- Understand the capabilities, limitations, and implications of modern AI systems

Course Schedule

Course Schedule :

Week 1 Introduction ML Setup Python environment Organizing and writing simple code The Standard Library Discussion 1 Lab 1 Week 2 Introduction to Linear Regression Quiz1 Week 3 Classification Models Clustering K-Nearest Neighbors Lab 2 Week 4 Decision Trees Quiz2 Week 5 Wednesday, April 3 Midterm Exam Week Week 6 Confusion Matrix Classification Report Random Forests Lab 3 Week 7 Boosting Methods Discussion 2 Week 8 FINAL EXAM Assessment Criteria ? Quizzes: 20% ? Homework and Class Participation: 30% ? Mid Term Exam: 20% ? Final Exam: 30 %

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

IA

Core focus of the course. Students learn how AI models are built, trained, and applied, as well as their limitations.

MSC.IBRM2.FIELE.0012 – PREDICTIVE MARKETING ANALYTICS

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
20.00h	0h	0.00h	0.00h	0.00h	30%	70%	100%

Course Manager & Teaching Team

Course Manager : KROTOV Konstantin

Teaching Team : Raleigh : JANAKIRAMAN Ram

Academic Characteristics

Credits : 2
Discipline : Management & Organisation

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

This course introduces students to data-driven techniques used to anticipate consumer behavior and optimize marketing strategies. Topics include customer segmentation, regression analysis, forecasting models, and machine learning applications in marketing. Through hands-on projects and real-world datasets, students learn how to turn data into actionable insights that drive strategic marketing decisions.

Pedagogical Objectives

Pedagogical Objectives :

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

Analyze marketing data and identify patterns relevant for prediction and decision-making
Apply basic predictive models to marketing problems and interpret their outputs
Translate analytical results into actionable marketing strategies and recommendations

Prerequisites

Prerequisites :

Basic knowledge of marketing

Basic understanding of data analysis (Excel or equivalent)

Course Schedule

Course Schedule :

Weeks 1–2: Introduction to marketing analytics and predictive thinking
Weeks 3–4: Data preparation, segmentation, and exploratory analysis
Weeks 5–6: Predictive models (regression, classification) and applications
Weeks 7–8: Customer analytics (churn, lifetime value, targeting)
Weeks 9–10: Application, model evaluation, and decision-making

Academic References

Academic Reference :

Will appear on K2

Websites :

Will appear on K2

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

IA

Artificial Intelligence (IA):

Students will work with predictive models and understand how AI-driven systems support marketing decisions, including their limitations and risks.

MSc M2 IB SPRING RALEI Specific Courses (1 maximum)

MSC.TRCM2.OTCOR.0047 – Analytical and Digital Skills - Spring

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	13.00h	0h	0h	0h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : KROTOV Konstantin

Academic Characteristics

Credits : 1
Discipline : Management & Organisation

Teaching Languages : English

Open to Exchange : No

Course Description

Course Description :

This course develops students' ability to use analytical tools and digital technologies to support decision-making in international business environments. In today's data-driven economy, managers must be able to interpret data, extract insights, and leverage digital tools to improve business performance.

The course focuses on practical skills in data analysis, visualization, and digital problem-solving. Students will learn how to structure data-driven questions, work with basic analytical tools, interpret results, and communicate insights effectively. Particular attention is given to the role of digital tools, including spreadsheets, dashboards, and AI-powered solutions, in supporting managerial decisions.

The objective is to equip students with foundational analytical and digital capabilities applicable across business functions such as marketing, strategy, and operations.

Pedagogical Objectives

Pedagogical Objectives :

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

1. Analyze and interpret business data using appropriate analytical tools
2. Use digital tools to structure problems, generate insights, and support decision-making
3. Communicate analytical findings clearly through data visualization and structured outputs

Prerequisites

Prerequisites :

Basic knowledge of business or management
Basic digital literacy (Excel or equivalent tools)

Course Schedule

Course Schedule :

Weeks 1–2: Introduction to analytical thinking and digital tools in business
Weeks 3–4: Data analysis and interpretation
Weeks 5–6: Data visualization and communication of insights
Week 7 (short / integrated): Application, digital tools integration, and synthesis

Academic References

Academic Reference :

Will appear on K2

Websites :

Will appear on K2

Certifications & Legal Mentions

Certifications :

Academic integrity policies apply, including responsible use of AI tools
Accessibility accommodations available upon request

RSE / IA

RSE IA

Artificial Intelligence (IA):

Students will learn how to use AI-powered tools for data analysis while understanding their limitations and risks in business decision-making.

RSE:

The course promotes responsible use of data, awareness of data biases, and ethical handling of digital information in business contexts.

MSC.TRCM2.OTCOR.0048 – CRITICAL THINKING - SPRING

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	13.00h	0h	0h	0h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : KROTOV Konstantin

Academic Characteristics

Credits : 1
Discipline : Management &
Organisation

Teaching Languages :
English

Open to Exchange :
No

Course Description

Course Description :

This course develops students' ability to think rigorously, question assumptions, and make sound decisions in complex international business environments. In global contexts, managers must operate under uncertainty, incomplete information, cultural differences, and increasing exposure to biased or unreliable data.

The course focuses on practical critical thinking tools used in business, strategy, and consulting: structuring problems, evaluating information, identifying cognitive biases, and building clear, evidence-based arguments. It also addresses contemporary challenges such as AI-generated content, information overload, and decision-making across different institutional and cultural contexts.

The objective is to equip students with a transferable thinking discipline applicable across international business, marketing, strategy, and management roles.

Pedagogical Objectives

Pedagogical Objectives :

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

1. Structure and analyze complex international business problems using clear, logical, and hypothesis-driven approaches
2. Critically evaluate information and decisions by identifying biases, weak reasoning, and unreliable data sources
3. Formulate and defend evidence-based arguments in business contexts with clarity, rigor, and persuasion

Prerequisites

Prerequisites :

Basic knowledge of business, management, or marketing
Ability to interpret simple business cases
No prior training in logic or philosophy required

Course Schedule

Course Schedule :

Weeks 1–2: Introduction to critical thinking and decision-making in business contexts
Weeks 3–4: Cognitive biases and evaluation of reasoning
Weeks 5–6: Problem structuring and analytical thinking approaches
Week 7 (short / integrated): Decision-making under uncertainty, application, and synthesis

Academic References

Academic Reference :

Kahneman, D. (2011). Thinking, Fast and Slow

Websites :

Will appear on K2

Certifications & Legal Mentions

Certifications :

Academic integrity policies apply, including responsible use of AI tools
Accessibility accommodations available upon request

RSE / IA

RSE IA

Artificial Intelligence (IA):

Students will learn how to critically assess AI-generated outputs and understand the limitations and risks of automated decision support systems.

RSE:

The course integrates responsible decision-making and awareness of biases in global business contexts, including cultural and societal implications.

TMP008 – PUBLIC SPEAKING AND PRESENTATION SKILLS I SPRING

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
13.00h	0.00h	0.00h	0.00h	0.00h	30%	70%	100%

Course Manager & Teaching Team

Course Manager : KROTOV Konstantin

Teaching Team : CHARBONNEAU Cris

Academic Characteristics

Credits : 1
Discipline : Management & Organisation

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

This course combines theory with practice to develop students' public speaking and presentation skills in professional business contexts. Students will learn how to organize and deliver clear, persuasive, and engaging presentations tailored to different audiences and purposes.

The course focuses on speech writing, storytelling, and the use of rhetorical techniques to inform and persuade. Particular attention is given to delivery skills, including vocal variety, body language, eye contact, and pacing, as well as the effective use of visual support such as PowerPoint. Students will also develop confidence in public speaking, learn how to manage anxiety, and improve their performance through peer feedback.

Pedagogical Objectives

Pedagogical Objectives :

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

1. Design and deliver clear, persuasive, and audience-adapted presentations using appropriate structure, content, and visual support
2. Apply effective verbal and nonverbal communication techniques, including voice, body language, and pacing, while managing speaking anxiety
3. Adapt presentation style across formats and improve performance through feedback and iterative practice

Prerequisites

Prerequisites :

No prerequisites

Course Schedule

Course Schedule :

Weeks 1–2: Fundamentals of public speaking and communication

Weeks 3–4: Structuring speeches and developing persuasive content

Weeks 5–6: Delivery techniques and audience engagement

Week 7 (short / integrated): Practice, feedback, and performance improvement

Academic References

Academic Reference :

Will appear on K2

Websites :

Will appear on K2

Certifications & Legal Mentions

Certifications :

Academic integrity policies apply

Accessibility accommodations available upon request

RSE / IA

RSE IA

Artificial Intelligence (IA):

Students will learn how to use AI tools to support presentation preparation while maintaining originality and authenticity.

RSE:

The course promotes responsible communication, including clarity, respect for audiences, and ethical use of information.

MSC.TRCM2.OTCOR.0040#2 – US CULTURE AND BUSINESS SPRING

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
13.00h	0h	0.00h	0.00h	0.00h	25%	75%	100%

Course Manager & Teaching Team

Course Manager : KROTOV Konstantin

Academic Characteristics

Credits : 1

Discipline : Autre

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

This is an active learning class that will provide you with different ways to think and behave in your current and future cultural interactions. This course will have you exploring your own cultural identity and provide you with a chance to interact with U.S. Americans. Furthermore, we will apply your cultural understanding and global skills to your future professional goals.

Pedagogical Objectives

Pedagogical Objectives :

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

1. Understand and recognize key cultural values of Americans and other cultures;
2. Gain confidence and competence in using cross-cultural skills through a variety of events with NC State University students and professionals

Prerequisites

Prerequisites :

No prerequisites

Course Schedule

Course Schedule :

This is an active learning class that will provide you with different ways to think and behave in your current and future cultural interactions. This course will have you exploring your own cultural identity and provide you with a chance to interact with U.S. Americans. Furthermore, we will apply your cultural understanding and global skills to your future professional goals.

Academic References

Academic Reference :

1. LinkedIn Learning: Communicating Across Cultures
 2. LinkedIn Learning: Cross-Cultural Intelligence
 3. Article: "U.S. Cultural Values" - U.S. Department of State
 4. Article: "Dimensions of Culture" - U.S. Department of State
 5. "Navigating Cultural Differences and the Wisdom of Mrs. Chen" (book chapter), Erin Meyer
 6. "Navigating the Cultural Minefield", Erin Meyer
 7. "What's Your Cultural Profile" self-assessment & results
- Materials 6-7 may be provided at the discretion of the instructor.

Certifications & Legal Mentions

Certifications :

Academic integrity policies apply
Accessibility accommodations available upon request

PGE Master 1

PGE M1 GBE SPRING RALEI Cours Autonomes (2 maximum)

PGE.FINM1.CRCOR.1004 – CAREER MANAGEMENT 4: Personal branding tools

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
3.00h	0.00h	0.00h	3.00h	0.00h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : KAWALEK Catherine

Academic Characteristics

Credits : 1 Discipline : Autre Teaching Languages : English Open to Exchange : Yes

Course Description

Course Description :

Career management course, including all element of employability from professionnal project to job search tools and networking.

Prerequisites

Prerequisites :

no

Course Schedule

Course Schedule :

ACTIVITY 1 Live CV & Cover letter workshop Learn how to craft a compelling CV that highlights your skills and experiences effectively. Gain insights into best practices for formatting, structure, and content to increase your chances of securing interviews. MODALITIES Webinar 1,5 hours synchrone ACTIVITY 2 The definitive LinkedIn Bootcamp Master advanced LinkedIn job search techniques for optimal profile visibility and recruiter engagement. Develop a personalized job search strategy using LinkedIn's networking and job posting features. Increase job search success by understanding LinkedIn's algorithms and effectively communicating value to employers. MODALITIES Webinar Synchrone 1,5 hours ACTIVITY 3 Elearning course "Land the perfect job with LinkedIn " Masterclass Asynchroneus 2 hours EVALUATION Quizz based on activities 1 hour

Certifications & Legal Mentions

Certifications :

N/A

PGE.FINM1.ISCOR.0715 – POWER BI

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0.00h	0.00h	0.00h	10.00h	0.00h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : CAPELLA David

Teaching Team : Sophia: David CAPELLA

Academic Characteristics

Credits : 1 Discipline : Analytics Information and Operations

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

In this Power BI fundamentals course, we will discover how to use MS Power BI Desktop to handle and process Data, Model, and Report views. You will load multiple datasets in the Data view, build a data model to understand the relationships between your tables in Model view, perform with advanced calculations using DAX language to analyze Data on related tables and finally, create your visuals and interactive visualizations in Report view to publish and share on Power BI Service.

Pedagogical Objectives

Pedagogical Objectives :

This Power BI course enables learners to identify and understand key components of Power BI, prepare and transform data using Power Query, design and model efficient data structures, apply and develop DAX calculations, analyze data through interactive visualizations, and create and share dynamic reports via the Power BI Service to support effective decision-making.

Prerequisites

Prerequisites :

- Good knowledge of advanced excel functions such as VLOOKUP, XLOOKUP, IF, IFS and the use of Data tables and Pivot tables and charts is required
- it is recommended to have taken the Advanced Excel course before taking the Power BI course
- Knowledge of databases and their relational models will be a plus

Course Schedule

Course Schedule :

Module 1 - Power BI Introduction

Part 1 – What is Power BI

- Define Power BI and its role in Business Intelligence
- Identify the three main components of Power BI
- Understand the purpose of each component (Desktop, Service, Mobile)
- Describe the workflow from data preparation to insight distribution
- Recognize how Power BI enables data-driven decision making

Part 2 - Data Scenario Evaluation

- Perform an initial evaluation of a dataset before analysis
- Identify key columns (date, categorical, and numerical fields)
- Distinguish between dimensions (e.g., product, warehouse, category) and measures (e.g., value, demand)
- Recognize potential business metrics (e.g., revenue, average price, total demand)
- Formulate initial analytical questions based on a dataset
- Apply a structured thinking approach before building a data model

Module 2 - Get and Transform data with Power Query

Part 1 - Query Editor Explained

- Understand the role of the Power Query Editor within Power BI Desktop
- Explain why data transformation should be performed before analysis
- Navigate the Power Query interface and access key features (Transform Data, New Source)
- Connect to different types of data sources (e.g., Excel, CSV, databases)
- Describe what a query represents in Power BI (a structured view of a data source)
- Apply best practices for data ingestion (e.g., using structured tables in Excel)
- Recognize the importance of data cleaning and preparation for downstream modeling and reporting

Part 2 - Understand how Query works

- Explain how queries operate as a non-destructive layer over the original data source
- Describe the concept of applied steps and how transformations are recorded sequentially
- Identify common data transformations (e.g., filtering, replacing values, changing data types, splitting columns)
- Understand how multiple transformations can be combined to reshape data effectively
- Navigate and use the Applied Steps pane to review, modify, or remove transformations
- Apply best practices for naming tables and columns for usability in reports
- Recognize the importance of iterative and exploratory transformation when preparing data

Part 3 – Simple & Advanced Transform

- Apply both simple and advanced data transformations to prepare datasets for analysis
- Perform common transformation tasks (e.g., renaming columns, changing data types, removing columns, formatting text)
- Create new columns using duplication, splitting, and derived logic
- Use advanced features such as Column from Examples and Conditional Columns
- Understand when to create transformations in Power Query instead of calculated columns
- Design helper columns to enhance filtering and analytical capabilities
- Recognize how transformation steps contribute to automation and scalable data preparation

Part 4 – Organize & Optimize Queries.

- Organize queries effectively using groups and naming conventions
- Differentiate between core queries and supporting queries (e.g., parameters, helper tables)
- Manage query properties such as load and refresh options
- Explain the difference between duplicate and reference queries and their impact on data models
- Optimize queries by removing unnecessary columns and reducing data volume
- Design structured query layers to support scalable and maintainable data models
- Understand how query organization improves performance and report clarity

Part 5 - Creating Date Table

- Understand the role and importance of a dedicated date table in Power BI models
- Create a date table using Power Query and an external M code template
- Configure key parameters of a date table (start date, end date, fiscal year, working days)
- Identify the types of attributes included in a comprehensive date table (e.g., year, month, weekday, • business day)
- Apply best practices for naming and structuring the date table
- Recognize how a date table supports time intelligence calculations and analysis

- Understand how to reuse and adapt a dynamic date table across different projects

Module 3 - Data Modeling

Part 1 - Intro Data Modeling

- Understand the purpose of data modeling within Power BI
- Explain the difference between fact tables and dimension (lookup) tables
- Identify transactional data versus descriptive/filtering data
- Describe the process of loading queries into the data model (Close & Apply)
- Organize tables visually following best practices (fact tables vs lookup tables layout)
- Recognize the importance of a clean and structured data model for analysis
- Understand how a well-designed model improves performance and report usability

Part 2 - Relation between tables

- Understand the concept of relationships between tables in Power BI
- Identify related columns used to connect fact and dimension tables
- Explain the principle of one-to-many relationships and when to use them
- Distinguish between the “one” side (unique values) and the “many” side (repeated values)
- Describe how filters propagate through relationships (filter flow concept)
- Create relationships manually between tables in the model view
- Recognize how well-defined relationships enable accurate and efficient data analysis

Module 4 - DAX Calculations

Part 1 - What is DAX

- Understand what DAX (Data Analysis Expressions) is and its role in Power BI
- Explain the difference between calculated columns and measures
- Identify when to use measures versus calculated columns
- Create basic DAX measures using aggregation functions (e.g., SUM)
- Understand how DAX measures enable dynamic calculations based on filter context
- Recognize best practices for naming measures and improving model readability
- Appreciate the importance of DAX as the core analytical engine for building insights in Power BI

Part 2 - Creating and Organizing DAX Measures

- Create core DAX measures using common aggregation functions (e.g., SUM, AVERAGE, COUNTROWS, DISTINCTCOUNT)
- Apply a structured workflow to quickly build foundational measures at the start of analysis
- Understand the concept of “core measures” as the basis for more advanced calculations
- Organize measures using a dedicated measures table for better model structure
- Configure measure properties such as formatting and naming conventions
- Group measures into display folders to improve usability and scalability
- Recognize how well-organized measures enhance maintainability and analytical efficiency

Part 3 - How Context Works and Iterating Functions

- Understanding Aggregation Measures
- Concept of Context in Power BI
- Row-by-Row Evaluation in Visuals
- Introduction to Iterating Functions (X Functions)
- How Iterating Functions Work
- Practical Example: Revenue Calculation
- Interaction Between Context and Iterators
- Replacing Calculated Columns with Measures
- Exploring Different Iterating Functions
- Best Practices and Learning Approach

Part 4 - Measure Branching Techniques

- Introduction to Measure Branching
- Building new measures from existing measures
- Reusability of DAX formula patterns
- Example: cumulative total using measure branching
- Example: moving average using measure branching
- Enhancing analysis with layered measures
- Integration with time-based analysis (date tables)
- Use of calculated columns for filtering support
- Dynamic filtering and model-driven analysis

- Best practices: measures vs calculated columns

Module 5- Creating reports with visualizations

Part 1 - Visual Best Practices

- Introduction to visualization in Power BI
- Simplicity and clarity in visual design
- Choosing and switching between visual types
- Avoiding information overload
- Use of grid layout for alignment
- Importance of clear labeling and titles
- Highlighting key metrics effectively
- Layout and positioning of visuals on a report page
- Interactive filtering between visuals (cross-filtering)
- Managing interactions between visuals (edit interactions)

Part 2 - Power BI Themes and Visualization Inspiration

- Importance of organizing measures (folders and structure)
- Introduction to Power BI themes and customization
- Simplifying color usage in reports
- Custom theme creation and JSON import
- Customization of visual elements (colors, fonts, axes)
- Use of consistent and minimal color palettes
- Exploring theme generators and tools
- Inspiration from existing Power BI report showcases
- Applying design best practices from real examples
- Encouraging experimentation and iterative design

Module 6 - Module 6-Online Service

Part 1 - Publish to OnLine Service

- Introduction to Power BI Online Service
- Publishing reports from Power BI Desktop
- Role of workspaces in organizing reports
- Cloud storage and distribution of reports
- Accessing and consuming reports in the web interface
- Difference between Desktop and Service (development vs consumption)
- Best practice: develop in Desktop, publish to Service
- Sharing and distribution capabilities (links, email, integration)
- Permissions and security management
- Multi-platform access (web, mobile, Teams)

Part 2 - Explore Power BI Online Service

- Structure of content in Power BI Service (reports vs datasets)
- Understanding datasets as data models in the cloud
- Overview of workspace content types (reports, dashboards, dataflows, scorecards, etc.)
- Introduction to dataflows (Power Query in the cloud)
- Centralized data preparation and data architecture
- Reuse of datasets across reports and teams
- Concept of apps to group multiple reports into a unified experience
- Best practice: modular report design (avoid overly large reports)
- Additional features: metrics, data hub, deployment pipelines
- Use of My Workspace for personal and draft content

Academic References

Websites :

To fully benefit from this course, it is essential to have advanced Excel knowledge. Please take a moment to review the Prerequisites.

- XLOOKUP: <https://support.microsoft.com/en-us/office/xlookup-function-b7fd680e-6d10-43e6-84f9-88eae8bf5929>

- IF: <https://support.microsoft.com/en-us/office/if-function-69aed7c9-4e8a-4755-a9bc-aa8bbff73be2>
- Data Table: <https://support.microsoft.com/en-us/office/create-and-format-tables-e81aa349-b006-4f8a-9806-5af9df0ac664>
- PivotTable: <https://support.microsoft.com/en-us/office/create-a-pivottable-to-analyze-worksheet-data-a9a84538-bfe9-40a9-a8e9-f99134456576>
- PivotChart: <https://support.microsoft.com/en-us/office/create-a-pivotchart-c1b1e057-6990-4c38-b52b-8255538e7b1c>

Take a guided tour with "Power" :

<https://www.microsoft.com/en-us/power-platform/products/power-bi>

<https://www.microsoft.com/en-us/power-platform>

Certifications & Legal Mentions

Certifications :

N/A

PGE M1 GBE SPRING RALEI Fondamentaux du Mgmt (6 maximum)

PGE.FINM1.HRCOR.0345 – CORPORATE SOCIAL RESPONSIBILITY: BEYOND THE MAINSTREAM

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
9.00h	9.00h	0.00h	2.00h	0.00h	50%	50%	100%

Course Manager & Teaching Team

Course Manager : GOETHALS Samentha

Teaching Team : Paris : GOETHALS Samentha, BLAIR Berill Sophia : GOETHALS Samentha Autre Campus : BLAIR Berill

Academic Characteristics

Credits : 3

Discipline : Autre

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

This course prepares emerging leaders to navigate and influence the evolving landscape of Corporate Social Responsibility (CSR) with a focus on practical, actionable strategies. Students will explore how they can drive meaningful change within organizations by adopting socially and environmentally responsible practices.

This course blends theoretical insights with real-world applications and the learning pathways of Know, Think, Act, Interact—as a structured framework toward practical mastery of CSR concepts and skills. In an era marked by environmental crises, social inequities, and complex global interdependencies, the concepts and skills taught in this course equip students to lead with initiatives that transcend compliance and foster long-term sustainability.

Pedagogical Objectives

Pedagogical Objectives :

LEARNING OBJECTIVES

Conceptual Understanding

Awareness of CSR as a strategic, organizational imperative.

Understanding of CSR's intersection with ethics, stakeholder management, sustainability, and governance.

Ability to translate broad societal challenges into specific, actionable strategies.

Cognitive Skills

Ability to analyze CSR through social, ecological, and ethical perspectives for systemic implications.

Awareness of interconnected challenges and understanding of the ripple effects of organizational decisions.

Capacity to apply strategic foresight to envision and address emerging trends.

Transferable Professional Skills

Skill in critically evaluating complex problems and designing context-specific solutions.

Competence in multidisciplinary and multi-stakeholder environments.

Proficiency in communicating CSR principles to diverse audiences.

Ethical and Social Awareness

Sensitivity to the ethical dimensions of business decisions and their broader societal implications.

Awareness of the social and ecological impacts of organizational behavior.

Commitment to responsible innovation as an essential aspect of leadership.

THEMES

Society

Role of CSR in societal development

Human rights and business

Role of businesses in promoting labour standards

Environment

Ecology & business

Sustainable resource management

Green initiatives and innovation

Organizational governance & implementing CSR

Business ethics

Organisation of CSR in business and global value chains

Stakeholder management

Key environmental and labour frameworks & standards

Prerequisites

Prerequisites :

None

Course Schedule

Course Schedule :

Session 1

Managing responsibly: the basics

Introduction to course and core competencies

Defining managerial success & competencies in a systemic context

Management in practice: what is CSR?

Distinguish CSR as core to business activities vs greenwashing

CSR professional: occupations, role and impacts

Session 2

Business responsibility and environmental sustainability

International development

Climate change and the Anthropocene

Ecological literacy for responsible management

Session 3

Business responsibility and social sustainability

Business in society

Globalisation and corporate responsibility

Labor and human rights

Stakeholder engagement

Session 4

Sustainability regulation and reporting

Standards and regulations

Reporting

Session 5

Responsibility, ethics and sustainability in management

Values

Ethics

Strategic approaches

Session 6

Sustainability innovation, values and business models

Drivers of corporate and market change

Political CSR

innovation & principles of sustainable business models

purpose-based business models

Academic References

Academic Reference :

Course handbook available as e-copy from SKEMA Learn. Recommended chapters are essential reading to accompany the students learning in each session of the course, to prepare for the final exam, and support the group project development. Rasche A., Morsing M., Moon J., Kourula A., (2023) Corporate Sustainability – Managing Responsible Business in a Globalized World, (2nd Ed) Cambridge University Press.

Websites :

Other resources including slides, reading, videos, cases and podcasts to prepare and use during the workshops and lectures will be available for each session on K2

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE

The course focuses on CSR and Corporate Sustainability

PGE.FINM1.STCOR.0843 – ENTREPRENEURSHIP

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
6.00h	12.00h	0.00h	2.00h	0.00h	50%	50%	100%

Course Manager & Teaching Team

Course Manager : BALENT BRISEMEUR Magali

Teaching Team : Belo : FIGUEIREDO Carla Raleigh : WEISBERG Mitchell Suzhou : CHOURY Stephane Autre Campus : KRAPELS Nicholas

Academic Characteristics

Credits : 3
Discipline : Stratégie, Innovation & Entreprenariat

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

This course introduces the fundamental concepts at the basis of entrepreneurship. We will use a combination of lectures, case studies and a team project to explore and apply theoretical frameworks and methodologies in different industry and company situations. Basic mastery of these tools has relevance to everyone seeking a career in business as a manager, an entrepreneur or a consultant.

By interacting with entrepreneurs, you will have the chance to discover their life and their entrepreneurial venture. More specifically, you will be able to grasp the process of developing an idea and of transforming an invention into an innovation (from the idea to the market). You will discover the diversity of entrepreneurial ventures led by committed entrepreneurs and will be able to grasp what the entrepreneurs' life is. In addition, you will also discover how they selected the first market.

Prerequisites

Prerequisites :

No prerequisite

Course Schedule

Course Schedule :

CM 1: Introduction to entrepreneurship CM2: Sources of entrepreneurial opportunities TD 1: Consumer discovery for entrepreneurs TD 2: Business models for entrepreneurs TD 3: Organizing for entrepreneurship TD 4: Students' presentations

Academic References

Academic Reference :

Reading list: • Marx, Matt, and David H. Hsu. 2021. Revisiting the Entrepreneurial Commercialization of Academic Science: Evidence from “Twin” Discoveries. *Management Science*.
<https://doi.org/10.1287/mnsc.2021.3966> (see introduction) • Nanda, Ramana, and Jesper B. Sørensen. 2010. Workplace Peers and Entrepreneurship. *Management Science* 56(7): 1116-1126.
<https://doi.org/10.1287/mnsc.1100.1179> (see introduction) • Giannetti, Mariassunta, and Andrei Simonov. 2009. Social Interactions and Entrepreneurial Activity. *Journal of Economics & Management Strategy* 18(3): 665- 709.
<https://doi.org/10.1111/j.1530-9134.2009.00226.x> (see introduction) • Lindquist, Matthew J., Joeri Sol, and Mirjam Van Praag. 2015. Why Do Entrepreneurial Parents Have Entrepreneurial Children? *Journal of Labor Economics* 33(2): 665- 709. <https://doi.org/10.1086/678493> (see introduction) • Eesley, Charles, and Yanbo Wang. 2017. Social influence in career choice: evidence from a randomized field experiment on entrepreneurial mentorship. *Research Policy* 46(3): 636- 650. <https://doi.org/10.1016/j.respol.2017.01.010> (see introduction) • Lerner, Josh, and Ulrike Malmendier. 2013. With a Little Help from my (Random) Friends: Success and Failure in Post-Business School Entrepreneurship. *The Review of Financial Studies* 26(10): 2411-2452.
<https://doi.org/10.1093/rfs/hht024> (see introduction) • Vladasel, T., Lindquist, M. J., Sol, J., & Van Praag, M. 2021. On the origins of entrepreneurship: Evidence from sibling correlations. *Journal of business venturing*, 36(5), 106017 <https://www.sciencedirect.com/science/article/pii/S0883902619301247> (see introduction) • This article reports the results of the survey-research of the authors on the crisis in decision-making: Dan Lovallo & Olivier Sibony, The case for behavioral strategy, *McKinsey Quarterly* : <https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/the-case-for-behavioral-strategy> • This article discusses the author’s view of «strategy as theory». By registering as a member you can enjoy up to 3 free downloads from the journal: Teppo Felin & Todd Zenger, What sets breakthrough strategies apart, *MIT Sloan Review*: <https://sloanreview.mit.edu/article/what-sets-breakthrough-strategies-apart/> • Camuffo, A., Cordova, A., Gambardella, A., & Spina, C. (2020). A scientific approach to entrepreneurial decision making: Evidence from a randomized control trial. *Management Science*, 66(2), 564-586 (see introduction & Inkdom case) • Berg, J. M. (2016). Balancing on the creative highwire: Forecasting the success of novel ideas in organizations. *Administrative Science Quarterly*, 61(3), 433-468 (see introduction) • This article explains how to develop testable hypotheses <https://blog.leanstack.com/the-art-of-the-scientist/> • This article shows how Airbnb systematically tests key hypotheses and evaluates the results of these tests <https://medium.com/airbnb-engineering/experiments-at-airbnb-e2db3abf39e7> • Learn how to pick the right metrics and avoid pitfalls related to numbers <https://hbr.org/2010/02/entrepreneurs-beware-of-vanity-metrics> • Learn how Google leveraged data and analytics to improve its HR management <https://www.insidehr.com.au/how-google-reinvented-hr/> • This article describes the growing relevance of evidence-based decision making: Pfeffer, J., & Sutton, R. I. (2006). Evidence-based management. *Harvard business review* <https://hbr.org/2006/01/evidence-based-management> • Disney’s New Pricing Magic: More Profit From Fewer Park Visitors, *Wall Street Journal* <https://www.wsj.com/articles/disneys-new-pricing-magic-more-profit-from-fewer-park-visitors-11661572819>

Certifications & Legal Mentions

Certifications :

N/A

PGE.FINM1.FICOR.0514 – INTERNATIONAL FINANCE

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
15.00h	15.00h	0.00h	3.00h	0.00h	50%	50%	100%

Course Manager & Teaching Team

Course Manager : DE SOUZA BARBOSA Klenio

Teaching Team : Paris : ALVES Romulo Sophia : MASQUEFA Guillaume, DE SOUZA BARBOSA Klenio Belo : EDUARDO DA MOTTA Victor Suzhou : CHIANG Jay

Academic Characteristics

Credits : 5

Discipline : Autre

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

Our objective is to provide students with the fundamentals of international finance with emphasis on the basics and emphasis on a managerial perspective. This course starts by presenting an overview of the foundations of International Financial Management while discussing the following topics: Globalization, International Monetary System and Balance of Payments. Next, it presents the foundation of Foreign Exchange Markets, when it covers exchange rate determination, currency derivatives and hedging foreign currency. To conclude, the course presents corporate governance around the world and discusses topics related to foreign direct investment and cross-border acquisitions.

Prerequisites

Prerequisites :

-none

Course Schedule

Course Schedule :

- Globalization and the Multinational Firms - International Monetary System - Balance of Payments - The Market for Foreign Exchange - International Parity Relationships and Forecasting Foreign Exchange Rates - Future and Options on Foreign Exchange - Management of Transaction Exposure - Corporate Governance Around the World - Foreign Direct Investment and Cross-Border Acquisitions

Academic References

Academic Reference :

Main Textbooks and References.

“International Financial Management”, by Cheol Eun, Bruce Resnick and Tuugi Chuluun, 10th Edition, McGraw-Hill Intl. Ed., 2024.

“Economics for Investment Decision Makers: Micro, Macro, and International Economics”, by Piros and Pinto, Wiley & Sons, 2013. [eBook available at Skema KCenter Scholarvox]

Corporate Finance, by David Hillier, 4e, McGraw-Hill Intl. Ed., 2016.

Other Textbooks and References.

“International Finance: Theory and Policy, by Paul R. Krugman, Maurice Obstfeld and Marc Melitz, 11th Edition, Pearson Education Limited, 2020.

“Corporate Finance”, by de Jonathan Berk and Peter DeMarzo, 6th Edition, Global Edition, Pearson Education Limited, 2023.

“Investments”, by Zvi Bodie, Alex Kane and Alan Marcus, 13th Edition, McGraw-Hill Intl. Ed., 2023.

“Options, Futures, and Other Derivatives”, by John Hull, 2021, 11th Edition, Pearson Education Limited, 2021.

Certifications & Legal Mentions

Certifications :

N/A

PGE.FINM1.MKCOR.0413 – INTERNATIONAL MARKETING

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
9.00h	9.00h	0.00h	2.00h	0.00h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : BISOGNIN CASTILHOS Rodrigo

Teaching Team : Paris : BISOGNIN CASTILHOS Rodrigo, DAUXERT Tatiana Sophia : NAHMIAS Laurence Raleigh : KANDILOV Ivan

Academic Characteristics

Credits : 3

Discipline : Autre

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

Today's highly globalized economy imposes several challenges for firms. Cultural, economic, competitive, regulatory, and infrastructural particularities of regions and countries fundamentally affect the ways in which companies conceive and implement their international presence worldwide. This course provides state-of-art foundations and tools to (1) critically analyze the globalized marketplace and international consumers, (2) identify country-specific opportunities for doing business internationally, (3) devise marketing strategies for successfully competing in international markets, (4) critically understand how firms can leverage Artificial Intelligence in International Marketing, and (5) critically understand the role of transnational firms as drivers of sustainable development

Prerequisites

Prerequisites :

none

Course Schedule

Course Schedule :

1. Understanding the Globalized Marketplace • Globalization processes and paradoxes: global x local, hetero x homogeneity, center x periphery • Critical variables in international opportunity analysis • Competition dynamics around the world: domestic versus multinational companies 2. Analyzing International Markets: Transnational Dimension • Emerging consumer segments around the world: bottom of the pyramid, new middle-classes, mass elite • Global branding 3. Analyzing International Markets: National Dimension • Cultural patterning of consumption • Cultural comparison frameworks • Country of origin effect • Brand authenticity perception 4.

Competing in International Markets • Foreign market entry modes • Marketing mix decisions across countries:
adapt versus standardize

Certifications & Legal Mentions

Certifications :

N/A

PGE.FINM1.ISCOR.0703 – MANAGEMENT OF INFORMATION SYSTEMS IN THE DIGITAL AGE

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
9.00h	9.00h	0.00h	2.00h	0.00h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : LEE Michael

Teaching Team : Paris : BOUKEF Nabila, OKOLI John Chituanya Sophia : Lapo MOLA Suzhou : DUFOUR David LEE Michael

Academic Characteristics

Credits : 3

Discipline : Autre

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

Advances in information technology (IT) have transformed business models, organizational structures and processes, and the methods for sustaining innovation and firm performance. IT has impacted business activities such as product design, production, purchasing, marketing, customer and supplier relationships, and human resource management, and has contributed significantly to productivity growth. Most firms have realized that IT-based innovation is a strategic imperative. The Internet and associated technological innovations have helped in restructuring the global economy into a networked economy characterized by unprecedented levels of electronically-mediated communication, collaboration, and commerce.

With information technologies becoming an important force that shapes entire industries and creates value in firms, it is important that you as future business leaders understand the potential role of IT in creating value and competitive advantage. The objective of this course is to help you develop the critical thinking to assess how IT and systems shape business strategy, innovation, and operations in firms, with the key goal of helping you be better prepared to analyse and evaluate business challenges for maximizing the impact of IT on products, processes and services in different settings. This course will help you develop sophisticated understanding of the links between IT, business strategy and business process. You will also gain an appreciation of the organizational and management practices that complement IT investments and that are needed to extracting the appropriate return on IT investments.

Prerequisites

Prerequisites :

You need to have basic knowledge about management and economics, including understanding the general structure and functioning of organizations.

Course Schedule

Course Schedule :

There are three lecture sessions (which might be face-to-face or online, depending on your campus) and four tutorial sessions that complement the lectures and give you the opportunity to apply the principles learnt. The lectures cover three main themes: • The importance of information systems for business managers • Management of organizational information systems • Managing Internet-based information systems We will give you a more detailed course plan at the beginning of the semester.

Academic References

Academic Reference :

Required readings will be provided to you.

Websites :

We will use K2 as the course website.

Certifications & Legal Mentions

Certifications :

N/A

PGE.FINM1.ISCOR.0714 – OPERATION MANAGEMENT

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
15.00h	15.00h	0.00h	3.00h	0.00h	50%	50%	100%

Course Manager & Teaching Team

Course Manager : DAVARI Morteza

Teaching Team : Paris : JEBALI Aida Sophia : BRUSSET Xavier Raleigh : ASHBAUGH Bradley

Academic Characteristics

Credits : 5
Discipline : Analytics Information and Operations

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

Course Description:

This comprehensive course provides students with a foundational understanding of Operations Management, a critical discipline that focuses on the effective design, execution, and improvement of organizational processes. Through a series of engaging chapters, students will delve into key aspects of operations, from process analysis to quality management, gaining practical insights that can be applied across various industries.

Chapter 1: Introduction to Operations Management

Chapter 2: Process Analysis

Chapter 3: Inventory Management

Chapter 4: Service Management

Chapter 5: Revenue Management

Chapter 6: Quality Management

Throughout the course, students will engage in case studies, business games, practical exercises, and discussions to apply theoretical concepts to real-world scenarios. By the end of the course, participants will have a solid foundation in Operations Management, enabling them to contribute effectively to the enhancement of organizational processes and overall efficiency.

Prerequisites

Prerequisites :

Foundational Mathematics:

Proficiency in basic mathematical concepts, including arithmetic, algebra, and problem-solving.

Fundamental Probability Knowledge:

Understanding of basic probability theory, including concepts such as probability distributions and statistical reasoning.

Basic Excel Proficiency:

Competency in fundamental Excel skills, encompassing data entry, formula usage, and spreadsheet navigation.

Course Schedule

Course Schedule :

Chapters: Week 1: Introduction to Operations Management (Async) Week 1-2: Process Analysis Week 3-4: Inventory Management + Class Activity Week 5-6: Service Management Week 7: Revenue Management + Class Activity Week 8-9: Quality Management + Class Activity

Academic References

Academic Reference :

Managing Business Process Flows: Principles of Operations Management (Anupindi et al) Managing Supply with Demand: An Introduction to Operations Management (Cachon and Terwiesch) Operations Management (Stevenson) Production and Operations Analysis (Steven Nahmias- Tava Lennon Olsen)

Certifications & Legal Mentions

Certifications :

N/A

PGE M1 GBE SPRING RALEI Glocalization Courses (2 maximum)

MSC.TRCM2.OTCOR.0043 – CRITICAL THINKING

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0.00h	13.00h	0.00h	0.00h	0.00h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : KROTOV Konstantin

Academic Characteristics

Credits : 2 Discipline : Management & Organisation

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

This course develops students' ability to think rigorously, question assumptions, and make sound decisions in complex international business environments. In global contexts, managers must operate under uncertainty, incomplete information, cultural differences, and increasing exposure to biased or unreliable data.

The course focuses on practical critical thinking tools used in business, strategy, and consulting: structuring problems, evaluating information, identifying cognitive biases, and building clear, evidence-based arguments. It also addresses contemporary challenges such as AI-generated content, information overload, and decision-making across different institutional and cultural contexts.

The objective is to equip students with a transferable thinking discipline applicable across international business, marketing, strategy, and management roles.

Pedagogical Objectives

Pedagogical Objectives :

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

1. Structure and analyze complex international business problems using clear, logical, and hypothesis-driven approaches
2. Critically evaluate information and decisions by identifying biases, weak reasoning, and unreliable data sources
3. Formulate and defend evidence-based arguments in business contexts with clarity, rigor, and persuasion

Prerequisites

Prerequisites :

Basic knowledge of business, management, or marketing
Ability to interpret simple business cases
No prior training in logic or philosophy required

Course Schedule

Course Schedule :

Weeks 1–2: Introduction to critical thinking and decision-making in business contexts
Weeks 3–4: Cognitive biases and evaluation of reasoning
Weeks 5–6: Problem structuring and analytical thinking approaches
Week 7 (short / integrated): Decision-making under uncertainty, application, and synthesis

Academic References

Academic Reference :

Kahneman, D. (2011). Thinking, Fast and Slow

Websites :

Will appear on K2

Certifications & Legal Mentions

Certifications :

Academic integrity policies apply, including responsible use of AI tools
Accessibility accommodations available upon request

RSE / IA

RSE IA

Artificial Intelligence (IA):

Students will learn how to critically assess AI-generated outputs and understand the limitations and risks of automated decision support systems.

RSE:

The course integrates responsible decision-making and awareness of biases in global business contexts, including cultural and societal implications.

PGE.FINM1.HRCOR.0359 – LEADERSHIP

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0.00h	13.00h	0.00h	0.00h	0.00h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : KROTOV Konstantin

Academic Characteristics

Credits : 2

Discipline : Autre

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

This course explores the principles and practices of effective leadership in a dynamic world. Students will examine leadership styles, develop emotional intelligence, and learn how to inspire and guide teams toward shared goals. Through case studies, self-assessments, and group projects, participants will strengthen their ability to lead with confidence, adaptability, and integrity.

Pedagogical Objectives

Pedagogical Objectives :

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

Analyze leadership styles and adapt them to different business and cultural contexts
Lead teams and manage interpersonal dynamics effectively
Communicate, influence, and make decisions in complex situations

Prerequisites

Prerequisites :

no

Course Schedule

Course Schedule :

Weeks 1–2: Introduction to leadership and leadership styles
Weeks 3–4: Self-awareness, motivation, and emotional intelligence
Weeks 5–6: Team dynamics and leadership in groups
Weeks 7–8: Communication, influence, and conflict management
Weeks 9–10: Leadership in international and complex environments

Certifications & Legal Mentions

Certifications :

N/A

MSC.IBRM2.MKELE.0098#2 – Public Speaking and Presentation Skills I Spring

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0.00h	13.00h	0.00h	0.00h	0.00h	30%	70%	100%

Course Manager & Teaching Team

Course Manager : KROTOV Konstantin

Academic Characteristics

Credits : 2 Discipline : Autre Teaching Languages : English Open to Exchange : Yes

Course Description

Course Description :

This course combines theory with practice to develop students' public speaking and presentation skills in professional business contexts. Students will learn how to organize and deliver clear, persuasive, and engaging presentations tailored to different audiences and purposes.

The course focuses on speech writing, storytelling, and the use of rhetorical techniques to inform and persuade. Particular attention is given to delivery skills, including vocal variety, body language, eye contact, and pacing, as well as the effective use of visual support such as PowerPoint. Students will also develop confidence in public speaking, learn how to manage anxiety, and improve their performance through peer feedback.

Pedagogical Objectives

Pedagogical Objectives :

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

1. Design and deliver clear, persuasive, and audience-adapted presentations using appropriate structure, content, and visual support
2. Apply effective verbal and nonverbal communication techniques, including voice, body language, and pacing, while managing speaking anxiety
3. Adapt presentation style across formats and improve performance through feedback and iterative practice

Prerequisites

Prerequisites :

No prerequisites

Course Schedule

Course Schedule :

Weeks 1–2: Fundamentals of public speaking and communication

Weeks 3–4: Structuring speeches and developing persuasive content

Weeks 5–6: Delivery techniques and audience engagement

Week 7 (short / integrated): Practice, feedback, and performance improvement

Academic References

Academic Reference :

Will appear on K2

Websites :

Will appear on K2

Certifications & Legal Mentions

Certifications :

Academic integrity policies apply

Accessibility accommodations available upon request

RSE / IA

RSE IA

Artificial Intelligence (IA):

Students will learn how to use AI tools to support presentation preparation while maintaining originality and authenticity.

RSE:

The course promotes responsible communication, including clarity, respect for audiences, and ethical use of information.

PGE.FINM1.STCOR.0832 – US CULTURE AND BUSINESS SPRING

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0.00h	13.00h	0.00h	0.00h	0.00h	25%	75%	100%

Course Manager & Teaching Team

Course Manager : KROTOV Konstantin

Teaching Team : Primary Instructors: Adrienne Shank and Madison Sinclair (GTI Staff)

Academic Characteristics

Credits : 2

Discipline : Autre

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

This is an active learning class that will provide you with different ways to think and behave in your current and future cultural interactions. This course will have you exploring your own cultural identity and provide you with a chance to interact with U.S. Americans. Furthermore, we will apply your cultural understanding and global skills to your future professional goals.

Pedagogical Objectives

Pedagogical Objectives :

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

1. Understand and recognize key cultural values of Americans and other cultures;
2. Gain confidence and competence in using cross-cultural skills through a variety of events with NC State University students and professionals

Prerequisites

Prerequisites :

No

Course Schedule

Course Schedule :

This is an active learning class that will provide you with different ways to think and behave in your current and future cultural interactions. This course will have you exploring your own cultural identity and provide you with a

chance to interact with U.S. Americans. Furthermore, we will apply your cultural understanding and global skills to your future professional goals.

Academic References

Academic Reference :

Required Resources (all provided by GTI at NC State and found on wolfware.ncsu.edu):

LinkedIn Learning: Communicating Across Cultures

LinkedIn Learning: Cross-Cultural Intelligence

Article: "U.S. Cultural Values" - U.S. Department of State

Article: "Dimensions of Culture" - U.S. Department of State

"Navigating Cultural Differences and the Wisdom of Mrs. Chen" (book chapter), Erin Meyer

"Navigating the Cultural Minefield", Erin Meyer

"What's Your Cultural Profile" self-assessment & results

Materials 6-7 may be provided at the discretion of the instructor.

Certifications & Legal Mentions

Certifications :

N/A

PGE M1 SPRING RALEI Langues Vivantes (1 maximum)

PGE.FINM1.LGCOR.4335 – LANGUAGE: CHINESE BASIC I SPRING

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0.00h	27.00h	0.00h	0.00h	0.00h	30%	70%	100%

Course Manager & Teaching Team

Course Manager : LI LANTIGNER Jing

Teaching Team : Lille : MAGNIEN Yueh-Ling Sophia : ZHU - LE ROY Cuifang

Academic Characteristics

Credits : 2

Discipline : Autre

Teaching Languages : Chinese

Open to Exchange : Yes

Course Description

Course Description :

Note: this Chinese Beginner course is not suitable if you are not a French speaker or do not have an advanced level of French as most explanations are given in French.

This course is designed for students with no prior knowledge of the language and offers an introduction to Mandarin Chinese language and culture. Students will study Mandarin Chinese pronunciation and develop knowledge of the language in all four skills at a basic level (Pinyin spelling, tones, characters, words and simple sentences). By the end of this course, students will have studied approximately 100 items of vocabulary and be able to communicate in a range of daily life situations at a basic level. The course aims to prepare students for a period of study abroad by increasing cultural awareness of China and to enable students to acquire language skills and attitudes for further study of Chinese.

Overall, this course prepares students to reach a level comparable to A1 CEFR / HSK1.

Prerequisites

Prerequisites :

There are no-prerequisites for this course.

Course Schedule

Course Schedule :

A detailed course plan will be distributed in the first class and made available on K2. SESSION 1 : Introduction to Chinese Language and phonetic system, HSK1 Lesson 1 Hello + Lesson 2 Thank you SESSION 2: HSK1 Lesson 3 What's your name? SESSION 3: HSK1 Lesson 4 She is my Chinese teacher. SESSION 4: Revision

+ Oral expression activities SESSION 5: HSK1 Lesson 5 Her daughter is 20 years old SESSION 6: HSK1 Lesson 6 I can speak Chinese SESSION 7: HSK1 Lesson 7 What day is it today? SESSION 8: Review+ Oral exam A detailed course plan is designed by the course leader.

Academic References

Websites :

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

Certifications & Legal Mentions

Certifications :

N/A

PGE.FINM1.LGCOR.4387 – LANGUAGE: CHINESE BASIC II SPRING

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0.00h	27.00h	0.00h	0.00h	0.00h	30%	70%	100%

Course Manager & Teaching Team

Course Manager : LI LANTIGNER Jing

Academic Characteristics

Credits : 2 Discipline : Autre Teaching Languages : Chinese Open to Exchange : Yes

Course Description

Course Description :

Note: this Chinese Beginner course is not suitable if you are not a French speaker or do not have an advanced level of French as most explanations are given in French.

This course is designed for students with no prior knowledge of the language and offers an introduction to Mandarin Chinese language and culture. Students will study Mandarin Chinese pronunciation and develop knowledge of the language in all four skills at a basic level (Pinyin spelling, tones, characters, words and simple sentences). By the end of this course, students will have studied approximately 100 items of vocabulary and be able to communicate in a range of daily life situations at a basic level. The course aims to prepare students for a period of study abroad by increasing cultural awareness of China and to enable students to acquire language skills and attitudes for further study of Chinese.

Overall, this course prepares students to reach a level comparable to A1 CEFR / HSK1.

Prerequisites

Prerequisites :

There are no-prerequisites for this course.

Course Schedule

Course Schedule :

A detailed course plan will be distributed in the first class and made available on K2. Session 1: Review of Lesson 1-7 Session 2: HSK1 Lesson 8 I'd like some tea. Session 3: HSK1 Lesson 9 Where does your son work? Session 4: HSK1 Lesson 10 Can I sit here? Session 5: HSK1 Lesson 11 What's the time now? Session 6: HSK1 Lesson 12 What will the weather be tomorrow? Session 7: HSK1 Lesson 13 He is learning to cook Chinese food Session 8: Review+ Oral exam

Academic References

Websites :

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

Certifications & Legal Mentions

Certifications :

N/A

PGE.FINM1.LGCOR.4336 – LANGUAGE: CHINESE FUNCTIONAL SPRING

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0.00h	27.00h	0.00h	0.00h	0.00h	0%	100%	100%

Course Manager & Teaching Team

Course Manager : LI LANTIGNER Jing

Teaching Team : Lille : MAGNIEN Yueh-Ling Sophia : ZHU - LE ROY Cuifang

Academic Characteristics

Credits : 2

Discipline : Autre

Teaching Languages : Chinese

Open to Exchange : Yes

Course Description

Course Description :

Note: this Chinese course is not suitable if you are not a French speaker or do not have an advanced level of French as most explanations are given in French.

This course is designed for students who have an elementary knowledge of Mandarin Chinese and who have approximately 100-150 hours of prior study). Students will further develop their ability to use Chinese in the four skills (speaking, listening, reading and writing), improve their pronunciation and increase their confidence in understanding and reproducing Chinese characters, moving from Pinyin to Chinese characters. By the end of this course, students will understand and use approximately 300 items of vocabulary, be able to deal with a diverse range of daily life situations and communicate on a range of familiar topics. The course aims to prepare students for a period of study abroad by increasing cultural awareness of China and to enable students to acquire language skills and attitudes for further study of Chinese.

Overall, students will attain a level comparable to A2 CEFR / HSK2.

Prerequisites

Prerequisites :

There are no pre-requisites for this course.

Course Schedule

Course Schedule :

A detailed course plan will be distributed in the first class and made available on K2. Session 1: Review: Lesson 1 to Lesson 10 of HSK2 Session 2: HSK2 Lesson 11 He is three years older than me Session 3: HSK2 Lesson 12 You wear too little Session 4: HSK2 Lesson 13 The door is open Session 5: HSK2 Lesson 14 Have you seen that movie Session 6: HSK2 Lesson 15 The new year is coming Session 7: HSK2 General Review

(Chinese characters, vocabulary, grammar) + Reading comprehension exercises Session 8: Listening comprehension exercises + Oral exam

Academic References

Websites :

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

Certifications & Legal Mentions

Certifications :

N/A

PGE.FINM1.LGCOR.4359 – LANGUAGE: CHINESE PROFICIENT SPRING

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0.00h	27.00h	0.00h	0.00h	0.00h	0%	100%	100%

Course Manager & Teaching Team

Course Manager : LI LANTIGNER Jing

Teaching Team : Lille : MAGNIEN Yueh-Ling Sophia : ZHU - LE ROY Cuifang

Academic Characteristics

Credits : 2

Discipline : Autre

Teaching Languages : Chinese

Open to Exchange : Yes

Course Description

Course Description :

Note: this Chinese course is not suitable if you are not a French speaker or do not have an advanced level of French as most explanations are given in French.

This course is designed for students who have an intermediate knowledge of Mandarin Chinese (students who have successfully passed the Elementary (A2) course in L3 or who have approximately 200-250 hours of prior study). Students will further develop their ability to use Chinese in the four skills (speaking, listening, reading and writing) in familiar work and social contexts. Students will further develop their understanding and writing of Chinese characters. By the end of this course, students will have studied approximately 600 items of vocabulary and be able to communicate in a range of social and professional situations at intermediate level. The course aims to prepare students for a period of study abroad by further consolidating cultural awareness of China and to enable students to acquire language skills and attitudes for further study of Chinese. Overall, students will attain a level comparable to B1 CEFR / HSK3.

Prerequisites

Prerequisites :

There are no pre-requisites for this course.

Course Schedule

Course Schedule :

A detailed course plan will be distributed in the first class and made available on K2. Session 1: Review: Lesson 1- 5 of HSK 3 Session 2: HSK3 Lesson 6 Why are they suddenly missing Session 3: HSK3 Lesson 7 I've known her for five years Session 4: Revision + Oral expression activities Session 5: HSK3 Lesson 8 I'll go

wherever you go Session 6: HSK3 Lesson 9 She speaks Chinese like a native Session 7: HSK3 Lesson 10
Maths is much harder than history Session 8: Review+ Oral exam

Academic References

Websites :

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

Certifications & Legal Mentions

Certifications :

N/A

PGE.FINM1.LGCOR.4350 – LANGUAGE: PORTUGUESE BASIC I SPRING

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0.00h	27.00h	0.00h	0.00h	0.00h	0%	100%	100%

Course Manager & Teaching Team

Course Manager : LEVIN Jeremy

Academic Characteristics

Credits : 2 Discipline : Langues Teaching Languages : Portuguese Open to Exchange : Yes

Course Description

Course Description :

Note: this beginner Portuguese course is not suitable if you are not a French speaker or do not have an advanced level of French as most explanations are given in French.

This course is designed for students with no prior knowledge of the language and offers an introduction to Portuguese language and lusophone culture. Students will study Portuguese pronunciation and develop knowledge of the language in all four skills at a basic level. By the end of this course, students will be able to communicate in a range of daily life situations at a basic level. The course aims to prepare students for a period of study abroad by increasing cultural awareness of Brazil, Portugal and other lusophone countries and to enable students to acquire language skills and attitudes for further study of Portuguese. Overall, this course prepares students to reach a level comparable to A1 CEFR.

Pedagogical Objectives

Pedagogical Objectives :

The Basic level (A0–A1) is designed for beginner students with little to no prior knowledge of the target language. The course aims to build essential foundations for communication in simple, everyday situations. Throughout the course, students will develop core skills in listening comprehension, reading comprehension, speaking, and writing. They will learn to recognize and use common words and expressions related to their immediate environment (introducing themselves, talking about family, asking simple questions, understanding basic instructions). Emphasis is placed on building basic vocabulary, improving pronunciation, and mastering elementary grammatical structures (key verbs, simple sentences, common expressions).

Assessment will cover the four key language skills:

- Reading comprehension
- Listening comprehension
- Writing
- Speaking

By the end of the course, students will be able to communicate in a very simple way, provided that their

interlocutor speaks slowly and clearly, and will be able to understand and produce short messages in familiar contexts.

In addition to language acquisition, the course also introduces students to the cultural dimensions of the target language. Learners will explore everyday cultural practices, social norms, and communication styles, helping them better understand how language is used in real-life contexts. This cultural component is designed to prepare students for studying or working abroad, whether on one of SKEMA's international campuses, at a partner university, or during an internship.

Students will be encouraged to develop a global mindset and become more aware of intercultural differences they may encounter when living in another country. Through discussions, practical scenarios, and cultural comparisons, they will learn how to adapt their behavior, communicate appropriately in diverse environments, and navigate potential cultural misunderstandings. This approach supports the development of Global Citizens who are open-minded, adaptable, and capable of interacting effectively in an international setting.

Prerequisites

Prerequisites :

There are no-prerequisites for this course.

Course Schedule

Course Schedule :

Session 1: PORTUGUESE PRONUNCIATION / INTRODUCING YOURSELF Session 2: TALKING ABOUT YOUR TASTE / THE ROAD Session 3: PRESENT YOUR FAMILY / CHRONOLOGICAL TIME Session 4: THE CITY / "EM" PLACE PREPOSITION Session 5: DAILY LIFE IN THE NEAR FUTURE / KEY VERBS Session 6: EVENTS IN THE PRESENT Tense - irregular verbs + Listening assessment Session 7: DAILY ACTIVITIES IN THE PAST Tense - regular verbs + Reading Assessment Session 8: Writing and Speaking Assessments

Academic References

Websites :

Português, O seu sítio da Língua Portuguesa : <http://portugues.uol.com.br/> Só Português : <https://www.soportugues.com.br/> Norma Culta, Língua Portuguesa em bom Português: <https://www.normaculta.com.br/> Dicio, Dicionário Online de Português : <https://www.dicio.com.br/>

Certifications & Legal Mentions

Certifications :

N/A

PGE.FINM1.LGCOR.4393 – LANGUAGE: PORTUGUESE BASIC II SPRING

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0.00h	27.00h	0.00h	0.00h	0.00h	0%	100%	100%

Course Manager & Teaching Team

Course Manager : LEVIN Jeremy

Academic Characteristics

Credits : 2 Discipline : Langues Teaching Languages : Portuguese Open to Exchange : Yes

Course Description

Course Description :

Note: this beginner Portuguese course is not suitable if you are not a French speaker or do not have an advanced level of French as most explanations are given in French.

This course is designed for students with no prior knowledge of the language and offers an introduction to Portuguese language and lusophone culture. Students will study Portuguese pronunciation and develop knowledge of the language in all four skills at a basic level. By the end of this course, students will be able to communicate in a range of daily life situations at a basic level. The course aims to prepare students for a period of study abroad by increasing cultural awareness of Brazil, Portugal and other lusophone countries and to enable students to acquire language skills and attitudes for further study of Portuguese. Overall, this course prepares students to reach a level comparable to A1 CEFR.

Pedagogical Objectives

Pedagogical Objectives :

The Basic level (A0–A1) is designed for beginner students with little to no prior knowledge of the target language. The course aims to build essential foundations for communication in simple, everyday situations. Throughout the course, students will develop core skills in listening comprehension, reading comprehension, speaking, and writing. They will learn to recognize and use common words and expressions related to their immediate environment (introducing themselves, talking about family, asking simple questions, understanding basic instructions). Emphasis is placed on building basic vocabulary, improving pronunciation, and mastering elementary grammatical structures (key verbs, simple sentences, common expressions).

Assessment will cover the four key language skills:

- Reading comprehension
- Listening comprehension
- Writing
- Speaking

By the end of the course, students will be able to communicate in a very simple way, provided that their

interlocutor speaks slowly and clearly, and will be able to understand and produce short messages in familiar contexts.

In addition to language acquisition, the course also introduces students to the cultural dimensions of the target language. Learners will explore everyday cultural practices, social norms, and communication styles, helping them better understand how language is used in real-life contexts. This cultural component is designed to prepare students for studying or working abroad, whether on one of SKEMA's international campuses, at a partner university, or during an internship.

Students will be encouraged to develop a global mindset and become more aware of intercultural differences they may encounter when living in another country. Through discussions, practical scenarios, and cultural comparisons, they will learn how to adapt their behavior, communicate appropriately in diverse environments, and navigate potential cultural misunderstandings. This approach supports the development of Global Citizens who are open-minded, adaptable, and capable of interacting effectively in an international setting.

Prerequisites

Prerequisites :

There are no-prerequisites for this course.

Course Schedule

Course Schedule :

Session 1: REVIEW S1 Session 2: PAST TENSE EVENTS - irregular verbs part 1 Session 3: PAST TENSE EVENTS - irregular verbs part 2 Session 4: ACTION AND ROUTINE TO THE IMPERFECT Session 5: SIMPLE FUTURE PROJECTS Session 6: THE CONDITIONAL - part 1 + Listening assessment Session 7: JOB INTERVIEW + DAILY VOCABULARY Reading Assessment Session 8: Writing and Speaking Assessments

Academic References

Websites :

Português, O seu sítio da Língua Portuguesa : <http://portugues.uol.com.br/> Só Português : <https://www.soportugues.com.br/> Norma Culta, Língua Portuguesa em bom Português: <https://www.normaculta.com.br/> Dicio, Dicionário Online de Português : <https://www.dicio.com.br/>

Certifications & Legal Mentions

Certifications :

N/A

PGE.FINM1.LGCOR.4351 – LANGUAGE: PORTUGUESE FUNCTIONAL SPRING

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0.00h	27.00h	0.00h	0.00h	0.00h	0%	100%	100%

Course Manager & Teaching Team

Course Manager : LEVIN Jeremy

Academic Characteristics

Credits : 2 Discipline : Langues Teaching Languages : Portuguese Open to Exchange : Yes

Course Description

Course Description :

This course is designed for students who have an elementary knowledge of Portuguese and who have approximately 100-150 hours of prior study. Students will further develop their ability to use Portuguese in the four skills (speaking, listening, reading and writing), improve their pronunciation and increase their confidence in the language. By the end of this course, students will be able to deal with a diverse range of daily life situations and communicate on a range of familiar topics. The course aims to prepare students for a period of study abroad by increasing cultural awareness of Brazil, Portugal and other lusophone countries and to enable students to acquire language skills and attitudes for further study of Portuguese.

Overall, students will attain a level comparable to A2 CEFR.

Pedagogical Objectives

Pedagogical Objectives :

The Functional level (A2–B1) is designed for students with a basic foundation in the target language who are able to communicate in simple situations but seek to develop greater independence and fluency. The course aims to strengthen students' ability to use the language effectively in everyday, academic, and professional contexts.

Throughout the course, students will further develop their skills in listening comprehension, reading comprehension, speaking, and writing. They will learn to understand and participate in conversations related to familiar topics such as personal experiences, daily routines, studies, work, and current events. Emphasis is placed on expanding vocabulary, improving grammatical accuracy, and gaining confidence in both spoken and written communication.

At this level, students should be able to:

Understand the main points of clear speech on familiar topics
Engage in simple conversations in routine situations (e.g. making plans, asking for information, expressing

preferences)

Describe experiences, events, and personal opinions in a structured way

Understand and write short texts such as emails, messages, or brief descriptions

Follow basic instructions and grasp key information in announcements or conversations

Assessment will cover the four key language skills:

Reading comprehension: understanding short, straightforward texts and identifying specific information

Listening comprehension: understanding the main ideas in clear, slow speech and everyday conversations

Writing: producing short texts such as emails, notes, or simple narratives

Speaking: participating in conversations, describing situations, and expressing opinions in a clear but simple manner

In addition to language development, the course includes a strong focus on cultural awareness and intercultural communication. Students will explore social norms, communication styles, and cultural practices in the target language, enabling them to better understand how language is used in context. This is particularly important for students preparing to study or work abroad, whether on one of SKEMA's international campuses, at a partner university, or during an internship.

Through practical scenarios and cultural comparisons, students will learn how to adapt their communication to different environments, manage everyday interactions abroad, and navigate potential cultural differences. The course encourages the development of a global mindset, helping students become more confident, adaptable, and culturally aware individuals capable of functioning in international settings.

By the end of the course, students will be able to communicate with a reasonable degree of independence in familiar situations, handle everyday tasks in the target language, and interact more confidently with others, while demonstrating an increased awareness of cultural differences and global contexts.

Prerequisites

Prerequisites :

There are no pre-requisites for this course.

Course Schedule

Course Schedule :

A detailed course plan is distributed in the first lesson and made available on K2.

Academic References

Websites :

Português, O seu sítio da Língua Portuguesa : <http://portugues.uol.com.br/> Só Português :

<https://www.soportugues.com.br/> Norma Culta, Língua Portuguesa em bom Português:

<https://www.normaculta.com.br/> Dicio, Dicionário Online de Português : <https://www.dicio.com.br/>

Certifications & Legal Mentions

Certifications :

N/A

PGE.FINM1.LGCOR.4352 – LANGUAGE: PORTUGUESE PROFICIENT SPRING

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0.00h	27.00h	0.00h	0.00h	0.00h	0%	100%	100%

Course Manager & Teaching Team

Course Manager : LEVIN Jeremy

Academic Characteristics

Credits : 2 Discipline : Langues Teaching Languages : Portuguese Open to Exchange : Yes

Course Description

Course Description :

The Proficient level (B2–C1) is designed for students who already have a solid command of the target language and are able to communicate with a good degree of fluency and accuracy. The course aims to develop advanced language skills, enabling students to use the language confidently and effectively in complex academic, professional, and social contexts.

Throughout the course, students will refine their abilities in listening comprehension, reading comprehension, speaking, and writing. They will engage with more sophisticated and authentic materials such as articles, reports, presentations, and multimedia content. Emphasis is placed on developing precision, nuance, and flexibility in communication, as well as on mastering more complex grammatical structures and a wider range of vocabulary.

At this level, students should be able to:

- Understand the main ideas of complex texts and discussions, including abstract or specialized topics
- Follow lectures, debates, and extended speech, even when not clearly structured
- Express ideas clearly, fluently, and spontaneously with minimal hesitation
- Participate actively in discussions, defending opinions and developing arguments
- Write well-structured texts such as essays, reports, and professional emails
- Adapt their language and register according to context (formal, informal, academic, professional)

Assessment will cover the four key language skills:

Reading comprehension: understanding complex texts, identifying arguments, viewpoints, and implicit meanings

Listening comprehension: following extended speech, lectures, and authentic audio materials

Writing: producing clear, detailed, and structured texts, including argumentative and analytical writing

Speaking: engaging in fluent discussions, presenting ideas, and interacting spontaneously with accuracy and confidence

In addition to advanced language development, the course places strong emphasis on cultural competence and intercultural communication. Students will explore deeper cultural, social, and professional aspects of the target language, including differences in communication styles, expectations, and norms across contexts.

This component is particularly relevant for students preparing to study or work abroad, whether on one of SKEMA's international campuses, at a partner university, or during an internship. Through case studies, discussions, and real-world scenarios, students will learn to navigate complex intercultural situations, adapt their communication strategies, and avoid misunderstandings in diverse environments.

The course is designed to support the development of Global Citizens who are not only linguistically proficient but also culturally aware, adaptable, and capable of operating effectively in international and multicultural settings.

By the end of the course, students will be able to communicate with fluency and precision, engage in complex interactions, and produce well-structured and nuanced discourse, while demonstrating a strong awareness of cultural differences and global perspectives.

Prerequisites

Prerequisites :

There are no pre-requisites for this course.

Course Schedule

Course Schedule :

A detailed course plan is distributed in the first lesson and made available on K2.

Academic References

Websites :

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Certifications & Legal Mentions

Certifications :

N/A

