

Course list
Master Programmes
Incoming Exchange Students
Suzhou Campus (China)
Fall 2026



Dear Exchange IN Students,

Welcome to SKEMA Business School!

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

Please read these instructions carefully:

- 1) Students are required to choose **one program** and follow the courses within that one program. It is not possible to mix and match courses from different programs due to frequent scheduling clashes.
- 2) 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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- MSC.CFMM2.FICOR.0200#2	Power BI and AI
- MSC.CFMM2.FICOR.0207	Programming with Python I
- MSC.CFMM2.FICOR.0161	VBA I

MSc IB International Business

MSc M2 IB FALL SUZHO Core Courses (6 maximum)

- MSC.TRCM2.OTCOR.0105	Career Management 1
- MSC.TRCM2.OTCOR.0033	CHINESE - FUNCTIONAL - FALL
- MSC.TRCM2.OTCOR.0034	CHINESE - PROFICIENT - FALL
- MSC.IBUM2.STCOR.0061	IMPORTING AND EXPORTING IN A GLOBAL MARKET
- MSC.IBNM2.PMCOR.0005	INTERNATIONAL PROJECT MANAGEMENT
- MSC.IBNM2.STCOR.0028	INTERNATIONALIZATION OF THE FIRM

- MSC.TRCM2.LGCOR.0105#1 LANGUAGE: CHINESE - BASIC - FALL
- MSC.TRCM2.LGCOR.0106#1 LANGUAGE: CHINESE - BASIC - SPRING
- MSC.IBUM2.STELE.0058 RESEARCH METHOD

MSc M2 IB FALL SUZHO Track Courses ATMF (4 maximum)

- MSC.IBRM2.STCOR.0034 AI FOR INTERNATIONAL BUSINESS
- MSC.IBRM2.STELE.0056 GEOPOLITICS OF WORLD BUSINESS
- MSC.IBSM2.PMCOR.0007 GLOBAL SUPPLY CHAIN MANAGEMENT
- MSC.IBUM2.STCOR.0062 INTERNATIONAL ENTREPRENEURSHIP

MSc IMBD International Marketing and Business Development

MSc M2 IMBD FALL SUZHO Core Courses (8 maximum)

- MSC.TRCM2.OTCOR.0105 Career Management 1
- MSC.TRCM2.OTCOR.0035 CHINESE - ADVANCED - FALL
- MSC.TRCM2.OTCOR.0033 CHINESE - FUNCTIONAL - FALL
- MSC.TRCM2.LGCOR.0107 Chinese - Post Beginner 1
- MSC.TRCM2.LGCOR.0108 Chinese - Post Beginner 2
- MSC.TRCM2.OTCOR.0034 CHINESE - PROFICIENT - FALL
- MSC.IMBM2.MKCOR.0061#1 Digital growth
- MSC.IMBM2.MKCOR.0095 Digital Media
- MSC.IMBM2.MKCOR.0077 International Business Development
- MSC.TRCM2.LGCOR.0105#1 LANGUAGE: CHINESE - BASIC - FALL
- MSC.IMBM2.MKCOR.0057 Marketing Research
- MSC.IMBM2.MKCOR.0055 New Business Development: From Idea to Market
- MSC.IMBM2.MKCOR.0088 Strategic Brand Management

MSc M2 IMBD FALL SUZHO Elective Courses (2 maximum)

- MSC.IMBM2.MKELE.0202 AI & Data Analytics
- MSC.IMBM2.MKELE.0187 BUSINESS NEGOTIATION
- MSC.IMBM2.MKELE.0078 MANAGING AN EXPORT PROJECT
- MSC.IMBM2.MKELE.0143 RESEARCH METHODS

PGE Master 1

PGE M1 GE FALL SUZHO Cours Autonomes (2 maximum)

- PGE.FINM1.ISELE.0720 ADVANCED EXCEL
- PGE.FINM1.CRCOR.1003 CAREER MANAGEMENT 3: Building a strong career path

PGE M1 GE FALL SUZHO Fondamentaux du Mgmt (6 maximum)

- PGE.FINM1.ISCOR.0712	AI IN BUSINESS CONTEXTS
- PGE.FINM1.FICOR.0532	CORPORATE FINANCE
- PGE.FINM1.ECCOR.0904	GLOBAL ECONOMIC ISSUES : CORPORATE ECONOMICS IN A VUCA WORLD
- PGE.FINM1.HRCOR.0343	MANAGING HUMAN RESOURCES
- PGE.FINM1.MKCOR.0411	MARKETING STUDIES
- PGE.FINM1.STCOR.0855	STRATEGY

PGE M1 GE FALL SUZHO Specific Courses (3 maximum)

- PGE.FINM1.ECCOR.0926	BUSINESS NEGOTIATION
- PGE.FINM1.LGELE.2227	CHINA / FRANCE INTERCULTURE
- PGE.FINM1.OTCOR.0018	CHINA TODAY AND TOMORROW (FIRST TIME IN HISTORY)

PGE M1 FALL SUZHO Langues Vivantes (1 maximum)

- PGE.FINM1.LGCOR.4308	LANGUAGE: CHINESE BASIC I FALL
- PGE.FINM1.LGCOR.4382	LANGUAGE: CHINESE BASIC II FALL
- PGE.FINM1.LGCOR.4309	LANGUAGE: CHINESE FUNCTIONAL FALL
- PGE.FINM1.LGCOR.4358	LANGUAGE: CHINESE PROFICIENT FALL
- PGE.FINM1.LGCOR.4312	LANGUAGE: FRENCH BASIC I FALL (for non Native Speakers)
- PGE.FINM1.LGCOR.4360	LANGUAGE: FRENCH BASIC II FALL (for non Native Speakers)
- PGE.FINM1.LGCOR.4313	LANGUAGE: FRENCH FUNCTIONAL FALL (for non native speakers)
- PGE.FINM1.LGCOR.4314	LANGUAGE: FRENCH PROFICIENT FALL (for non Native Speakers)

MSc CFM Corporate Financial Management

MSc M2 CFM FALL SUZHO Core Courses (16 maximum)

MSC.CFMM2.FIELE.0146 – Accounting prerequisites

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0.00h	0.00h	0.00h	6.00h	0.00h	100%	0%	100%

Course Manager & Teaching Team

Course Manager : SAIDANE Dhafer

Academic Characteristics

Credits : 0 Discipline : Comptabilité Teaching Languages : English Open to Exchange : Yes

Course Description

Course Description :

This module emphasizes on the fundamentals of financial accounting and is customized for students entering postgraduate level studies, without a substantial accounting background. The module will introduce general accounting standards. At the end of this module, students are NOT expected to have a comprehensive knowledge of IAS/IFRS standards in financial reporting and analysis. It is a foundation course where an understanding of accounting is a basic requirement.

Pedagogical Objectives

Pedagogical Objectives :

By the end of the module the students will be able to: 1. Understand the nature and the role of accounting systems, 2. Explain the mechanics of the accounting process, 3. Read a set of financial statements: balance sheet, income statement, statement of equity and cash flow statement, 4. Conduct a preliminary financial statement analysis and business performance measure.

Prerequisites

Prerequisites :

This module is a prerequisite course for students having a first level or limited knowledge in accounting. It enables them to understand and analyze basic annual reports and financial statements of general businesses.

Course Schedule

Course Schedule :

Session 1: Introduction to frameworks and concepts of accounting Session 2: Preparation and examination of financial statements

Academic References

Academic Reference :

David Alexander and Christopher Nobes (2020), Financial Accounting – an international introduction, Pearson (Higher Edition), 7th edition. OTHER LEARNING MATERIALS: 1. Self Learn-en Video on, Accounting 101, accounting overview, basics, and best practices, <https://youtu.be/YjkRSITxsZM> (1h46'), 2. Tutorial reading, Introduction to Financial Accounting (available on K2)

Websites :

None

Certifications & Legal Mentions

Certifications :

N/A

MSC.CFMM2.FIELE.0148 – Applied Research in Finance

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	18.00h	0.00h	0.00h	0.00h	60%	40%	100%

Course Manager & Teaching Team

Course Manager : ZHANG Qin

Teaching Team : Qin Zhang

Academic Characteristics

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

Course Description

Course Description :

This course aims to provide a holistic research experience to suit specialist areas relevant to industry and practice whilst building on an academic basis of research and theory. The course should create an awareness of emerging developments within the international business, marketing and management discipline and also motivate the analytical, research and critical thinking skills of students.

Pedagogical Objectives

Pedagogical Objectives :

- K1. Understand the application of research within the practicalities of a finance, business and / or management perspective in order to identify the gaps and justify the problem statements.
- K2. Appreciate the range of approaches to facilitate the achievement of the research objectives.
- K3. Comprehend the need to integrate the research sections in answering the research objectives
- PK1. Justify the appropriate research methodology in relation to the research scope
- PK2. Be able to write a research proposal that consolidates the industry and academia requirements

Prerequisites

Prerequisites :

Mandatory for the MSc candidates

Course Schedule

Course Schedule :

Part A 1. What is research? a. In-company project (for PGE students) b. Master thesis (for MSc and prospective MSc students) c. Why is the ability to think critically important? d. The research business (how academia works - peer review system etc). 2. Organizing information a. Sources of information / research tools

available at SKEMA b. How to structure information c. How to distinguish what is important d. Keeping a critical distance from your sources 3. Literature review and research proposal PART B One full day of coaching in groups, with students working on an assessed individual assignment in parallel.

Academic References

Academic Reference :

Prerequisite Skills:

1. Foundational level of data analytical skills: Ability to interpret basic statistical measures (mean, standard deviation) and data visualizations
2. Language Skills: Proficiency in key business languages to understand academic research in related fields.
3. Ethical Research Practices: Knowledge of data privacy, informed consent, and bias mitigation

Suggested reading and learning resources

1. Abutabenjeh, Sawsan and Jaradat, Raed (2018) Clarification of research design, research methods and research methodology: A guide for public administration researchers and practitioners. Teaching Public Administration 2018 Vol 36 (3) 237-258
2. Kumar, Ranjit (2011) Research Methodology – A Step-by-Step Guide for Beginners Vol 3 Sage Publications 2011

Certifications & Legal Mentions

Certifications :

N/A

MSC.CFMM2.FICOR.0140 – Capital Budgeting

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	18.00h	0.00h	0.00h	0.00h	60%	40%	100%

Course Manager & Teaching Team

Course Manager : SU Yuxin

Teaching Team : Paris : IYIDOGAN Engin Sophia : LAI Wan Ni Belo : LACERDA Leonardo Suzhou : LEI Ming

Academic Characteristics

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

Course Description

Course Description :

The main objective of this course is to teach students how to make effective capital budgeting decisions as financial managers. Focusing on asset valuation, this course emphasis on the evaluation of cash flows that is fundamental to the capital budgeting decision. Starting with a general introduction to the framework of corporate finance, students will learn (i) methods to evaluate projects and investment rules, (ii) skills to analyze risk and return of various projects, and finally (iii) the different ways of raising capital in a corporation.

Prerequisites

Prerequisites :

Master1

Accounting prerequisites

corporate finance prerequisites

Course Schedule

Course Schedule :

1 Financial Statements Analysis 2 Making Capital Investment Decisions 3 Net Present Value and Other Investment Rules 4 Risk Analysis, Real Options and Capital Budgeting 5 Short Term Financing and Planning 6 Risk, Cost of Capital and Valuation 7 Efficient Capital Markets and Behavioral Challenges 8 Case study presentations

Academic References

Academic Reference :

Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings :

Certifications & Legal Mentions

Certifications :

N/A

MSC.CFMM2.FICOR.0141 – Capital Structure and Dividend Policy

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	18.00h	0.00h	0.00h	0.00h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : LU Wei

Teaching Team : Lille : PILKINGTON Mark Paris : HOUTTEVILLE Vincent Sophia : JI Zhe Belo : ARONNE Alexandre Suzhou :Wei Lu

Academic Characteristics

Credits : 2

Discipline : Finance

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

The main objective of this course is to teach students the fundamentals of capital structure in a company and how to make effective dividend policies as financial managers. Focusing on the nature of debt and equity, this course emphasis on the effects of financing the company through debt and equity. Starting with a general introduction to the framework of debt and equity valuation, students will learn (i) importance of capital structure and limits to the use of debt, (ii) the cost of capital in a leveraged firm, and finally (iii) the principles of setting dividend policy in a company.

Prerequisites

Prerequisites :

Corporate Finance prerequisites.

Course Schedule

Course Schedule :

1. Stock Valuation 2. Bond Valuation 3. Long Term Financing 4. Capital Structure: Basic Concepts 5. Capital Structure: Limits to the Use of Debt 6. Valuation and Capital Budgeting for the Levered Firm 7. Dividends and Other Payouts 8. Case study presentations

Academic References

Academic Reference :

Vernimmen, Pierre. Corporate Finance: Theory and Practice.
John Wiley & Sons, 2005. Chapters 32 to 39.

Certifications & Legal Mentions

Certifications :

N/A

MSC.TRCM2.OTCOR.0105 – Career Management 1

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
6.00h	0h	0.00h	0.00h	0.00h	100%	0%	100%

Course Manager & Teaching Team

Course Manager : SHE Haoyue

Academic Characteristics

Credits :
0.5

Discipline : Stratégie, Innovation &
Entreprenariat

Teaching Languages :
English

Open to Exchange :
Yes

Course Description

Course Description :

This course is managed by the Career Center. In order to validate this course, students have to:

1 MANDATORY : Attend two workshops (1h30 each) on specific themes (1st workshop : Wage Negotiation & 2nd workshop : How to succeed in the first position (Risks/Leadership/Corporate Codes) ?) + EVALUATION

2 NOT MANDATORY : Attend Career Events during the semester (date to be determined) organized by the career center of your campus

MAIN CONTACTS FOR YOUR PROGRAM:

LILLE: Audrey BEAUGRAND & Feryel HOUSSEIN

PARIS: Laura SINDONINO, Sophie Ripoche & Janice M'BENGO (for International students)

SOPHIA: Sylvie MARTINAUD, Anne DUFLOS (for International students)

SUZHOU : April YANG

RALEIGH : Laura SCLAFANI

BELO HORIZONTE : Geneviève POULINGUE

Prerequisites

Prerequisites :

No prerequisites.

Certifications & Legal Mentions

Certifications :

N/A

MSC.TRCM2.OTCOR.0035 – CHINESE - ADVANCED - FALL

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : LEVIN Jeremy

Academic Characteristics

Credits : 0.5 Discipline : Langues Teaching Languages : English; Chinese Open to Exchange : Yes

Course Description

Course Description :

This course is an Advanced level course of Mandarin Chinese designed for students who want to keep learning after Intermediate level 3/ Pre-Advanced level.

Prerequisites

Prerequisites :

Having attended intermediate level 2/ Pre-advanced in Suzhou campus.
Or having attended the intermediate level (210 hours) at other campus.

Course Schedule

Course Schedule :

Unit 1 ???? Visiting a factory ??? Text 1: ?????????? I hope I can visit your factory ??? Text 2: ???????? You have so many products Unit 2 ???? Business negotiation ??? Text 1: ???????? Pay attention to the negotiation skills ??? Text 2: ?????????? We accept your offer Unit 3 ???? Method of payment ??? Text 1: ?????????? ??? Text 2: ??? Letter of credit Unit 4 ?? Lodging a claim ??? Text 1: ?????????? We have decided to lodge a claim ??? Text 2: ?????????? The headquarter has appointed me to handle the claim Unit 5 ?? Contrat ??? Text 1: ?????? Sales confirmation ??? Text 2: ?????? Contract Unit 6 ??(?) An interview (1) ??? Text 1: ???????????? How does a company interview job ??? Text 2: ?????? Recruitment advertisement ??? Text 3: ?????? Resume Unit 7 ??(?) An interview (2) ??? Text 1: ?????????? We will inform you later ??? Text 2: ?????????? Who do you think is the most suitable Unit 8 ???? The company management ??? Text 1: ?????????? Is there a restructuring going on in your company as well ??? Text 2: ???????????? I like my job very much Unit 9 ???? Corporate culture ??? Text 1: ?????????????????????? These multinational companies are both globalized and localized ??? Text 2: ?????????????????????? Corporate culture bears upon the survival and development of an enterprise

Academic References

Academic Reference :

Ji Jin, Winning in China – Business Chinese (Intermediate). Jiang Liping, HSK4 or HSK5, will be combined with business Chinese.

Certifications & Legal Mentions

Certifications :

N/A

MSC.TRCM2.OTCOR.0033 – CHINESE - FUNCTIONAL - FALL

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : LEVIN Jeremy

Academic Characteristics

Credits : 0.5 Discipline : Langues Teaching Languages : English; Chinese Open to Exchange : Yes

Course Description

Course Description :

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 :

Students who have studied Chinese for 120 hours.

Course Schedule

Course Schedule :

Session 1: Welcome warm-up and Coherence Session Session 2+3: ???????? What's your plan for the weekend Session 4+5: ????????When will he come back Session 6: Review and Integration Session 7+8: ???????? There are plenty of drinks on the table Session 9 + 10 : ???????? She always smiles when talking to customers Session 11: ????????I am getting fatter and fatter lately Session 12+13: ???????? Why are they suddenly missing Session 14+15: ???????? I've known her for five years

Academic References

Academic Reference :

Jiang Liping, HSK Standard Course (Book 3).

Certifications & Legal Mentions

Certifications :

N/A

MSC.TRCM2.LGCOR.0107 – Chinese - Post Beginner 1

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : LEVIN Jeremy

Academic Characteristics

Credits : 0.5 Discipline : Langues Teaching Languages : English; Chinese Open to Exchange : Yes

Course Description

Course Description :

This course is a post beginner1 level course of Mandarin Chinese designed for students wanting to keep learning after Beginner 2. And new students coming from other campus who has studied Chinese for 60 hours.

Prerequisites

Prerequisites :

About 60h Chinese learning experience.

Course Schedule

Course Schedule :

Session 1: Welcome warm-up and Coherence Session Session 2+3: ?????????/September is the best time to visit Beijing Session 4+5: ?????????/I get up at six every day Session 6+7: ?????????/The red one on the left is mine; Reflection and Integration Session 8+9: ?????????/He recommended me for this job Session 10+11: ?????/Take this one Session 12: ?????/Why don't you eat more Session 13: Review and Integration Session 14+15: ?????/Do you live far from your company Session 16+17: ?????/Let me think about it and I'll tell you later Session 18: Review and Integration Session 19: Comprehensive Review and Application Session 20: Pre-exam Exercise

Academic References

Academic Reference :

Jiang Liping, HSK Standard Course (Book 2).

Certifications & Legal Mentions

Certifications :

N/A

MSC.TRCM2.LGCOR.0108 – Chinese - Post Beginner 2

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : LEVIN Jeremy

Academic Characteristics

Credits : 0.5 Discipline : Langues Teaching Languages : English; Chinese Open to Exchange : Yes

Course Description

Course Description :

This course is a PB2 level course of Mandarin Chinese designed for students wanting to keep learning after PB1 level. And new students coming from other campus who has studied Chinese for 90 hours.

Prerequisites

Prerequisites :

About 90h Chinese learning experience.

Course Schedule

Course Schedule :

Session 1: Welcome warm-up and Coherence Session Session 2+3 : ???, ??? There were too many questions; I didn't finish all of them Session 4: ???,??????? Stop looking for your cell phone; it's on the desk Session 5: Reflection and Integration Session 6+7: ????? He is three years older than me Session 8+9: ????? You wear too little Session 10+11: ??? The door is open Session 12+13: ????? Have you seen that movie Session 14: Reflection and Integration Session 15: ????? The New Year is coming

Academic References

Academic Reference :

Jiang Liping, HSK Standard Course (Book 2).

Certifications & Legal Mentions

Certifications :

N/A

MSC.TRCM2.OTCOR.0034 – CHINESE - PROFICIENT - FALL

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : LEVIN Jeremy

Academic Characteristics

Credits : 0.5 Discipline : Langues Teaching Languages : English; Chinese Open to Exchange : Yes

Course Description

Course Description :

This course is an intermediate level course of Mandarin Chinese designed for students who want to keep learning after Pre Intermediate.

Prerequisites

Prerequisites :

Having attended beginner Pre Intermediate in Suzhou campus.
Or having attended the Elementary level (180 hours) at other campus.

Course Schedule

Course Schedule :

Session 1: Welcome warm-up and Coherence Session Session 2+3+4: ???????? The rest of them are all OK
Session 5+6: ?????????????? I am so tired that I want to do nothing but sleep after work Session 7: Review and
Integration Session 8+9: ?????????????? "???" Everybody is able to cure your "disease" Session 10+11: ?????????? I
believe they'll agree Session 12+13: ??????? Didn't you recognize him Session 14+15: ??????? I've been
influenced by him

Academic References

Academic Reference :

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

Certifications & Legal Mentions

Certifications :

N/A

MSC.CFMM2.FIELE.0147 – Corporate finance prerequisites

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0.00h	0.00h	0.00h	6.00h	0.00h	100%	0%	100%

Course Manager & Teaching Team

Course Manager : SAIDANE Dhafer

Teaching Team : Paris : Iyidogan Engin Belo : CARVALHO Monica Suzhou : CARVALHO Monica

Academic Characteristics

Credits : 0

Discipline : Finance

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

In this six-hour preparation course students will be acquainted with introductory concepts and practice necessary for the further development of Capital Budgeting, Dividend policies, corporate valuation to be explored in the whole CFM program.

Prerequisites

Prerequisites :

This is an introductory course in preparation for Corporate Finance, therefore requirements for this preparatory stage are restricted to the use of basic financial mathematics & calculation.

Course Schedule

Course Schedule :

The course will be delivered by a succession of concept presentations and hands-on exercises. -- The value of money in time & Present value of money -- Exercise -- Discount rates & Cash flows, firm value, and equity value. -- Exercise

Academic References

Academic Reference :

Ross, Stephen A. Fundamentals of Corporate Finance. Toronto: McGraw-Hill Ryerson, 2002. Chapters 1 - 4.

Certifications & Legal Mentions

Certifications :

N/A

MSC.CFMM2.FICOR.0142 – Corporate treasury management

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	18.00h	0.00h	0.00h	0.00h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : SU Yuxin

Teaching Team : Paris : KRAVCHENKO Grygorii Sophia : Grygorii Kravchenko Belo : VITORIA Rafaela Suzhou :Xiaoqi Chen

Academic Characteristics

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

Course Description

Course Description :

The main objective of this course is to introduce students to the different financial instruments used for treasury management in a company. It prepares students to make treasury management decisions as financial managers.

Starting with a general introduction to the financial markets, students will learn (i) how each market functions, (ii) the specifics of various financial instruments, and finally (iii) the foundations of investment management. The second part of the course focus on the banking system, and evaluation of credit risks, as students learn how financial managers work with the corporate banks in the treasury management process.

Prerequisites

Prerequisites :

Corporate Finance prerequisites.

Course Schedule

Course Schedule :

I. Front Office a. Description b. Functions and Role c. Treasury Department Organizational Structure d. Treasury Strategy e. Financial Performance f. Balance Sheet and Liquidity Management (ALMAC/ALCO) g. Cash flow Forecasting and Management h. Market Risk Management II. Middle Office a. Treasury Policy b. Internal Control c. Enterprise Risk Management (ERM) d. Financial Risk Management and Hedging Instruments i. Liquidity ii. Market e. Reporting III. Back Office a. Treasury Operations b. Payments and Settlements c. Disaster Recovery IV. Treasury Software and Technology Tools a. Treasury Management System b. Banking Portals

Certifications & Legal Mentions

Certifications :

N/A

MSC.CFMM2.FICOR.0138 – Corporate Valuation Methods

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	18.00h	0.00h	0.00h	0.00h	50%	50%	100%

Course Manager & Teaching Team

Course Manager : ZHOU Hongfeng

Teaching Team : Lille : SOMMER Torben Paris : SOMMER Torben Sophia : BALLET Alexis Belo : ESTEVES Rodrigo Suzhou : Hongfeng Zhou

Academic Characteristics

Credits : 2 **Discipline :** Finance **Teaching Languages :** English **Open to Exchange :** Yes

Course Description

Course Description :

Analysing financial statements and valuing firms is an integrated process in which the student must understand industry competitive dynamics, firm strategy, accounting information content and quality, profitability and risk assessment, forecasting, and valuation models. This course strives to integrate these six components of the process. Interpreting profitability and risk ratios requires an understanding of the economic characteristics of the industries in which a firm competes and the business strategies a firm has selected to compete in those industries. The student should not naively accept reported financial statement information when performing profitability and risk analysis but should first assess its quality and make appropriate adjustments. Forecasts of future earnings, cash flows, and dividends provide the bases for valuing a firm. The students will analyse a listed company applying the theories of the course terminating with individual report of approximately 10 pages and a fully integrated excel model.

Prerequisites

Prerequisites :

Advanced understanding of Corporate Finance acquired through intensive reading of Vernimmen (Pascal Quiry) or any advanced corporate finance book. A paper version is often the best format for learning. Daily reading of Financial Times or Wall Street Journal is a non-negotiable daily routine of any financial professional hence including you as a new member of tomorrows financial expert.

Course Schedule

Course Schedule :

You will have to choose a stock market listed company (or I will do it for you) that fulfils the following criteria: 1. Listed on Nasdaq, NYSE, European Exchange, HK etc avoid Emerging Markets or Frontier Markets 2. Market Capitalisation of > \$1 billion 3. Minimum Five years accounting data available on Investor Relation webpages 4.

Free Cash Flow yield of > 3% (FCF/EV) 5. A financial model (in excel format will be provided to you were you have to complete the following information: Data sheet with 5 to 10 years financial history, Ratio sheet, forecast development sheet and forecast sheet and valuation sheet.

Academic References

Academic Reference :

James M. WAHLEN, Stephen BAGINSKI, Mark BRADSHAW, Financial Reporting, Financial Statement Analysis and Valuation, A Strategic Perspective, 8th Edition, 2015, Cengage,

Websites :

www.ft.com www.wsj.com www.vernimmen.net Damodaran Stern University

Certifications & Legal Mentions

Certifications :

N/A

MSC.CFMM2.FICOR.0024 – Financial Modeling I Suzhou

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	12.00h	0.00h	0.00h	0.00h	100%	0%	100%

Course Manager & Teaching Team

Course Manager : WOO Jack

Teaching Team : WOO Jack

Academic Characteristics

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

Course Description

Course Description :

Our objective is to provide learning which to incorporate templates, implement formulas, create pivot tables, analyze data, and much more. The key objective is to equip students with the skills and knowledge of building financial models using Excel. The student shall able to apply Excel's advanced features such as Goal-seek and Solver to modelling problems that require an iterative method for their solution.

Pedagogical Objectives

Pedagogical Objectives :

This is a practical course delivered through a combination of lectures and workshops in which students build excel spreadsheet models to solve a variety of problems from topics in finance. Financial statement forecasting, time value of money, financial planning and capital market analysis are among the topics to cover in this course.

Prerequisites

Prerequisites :

NO

Academic References

Academic Reference :

John Walkenbach, Excel 2016, Wiley Publisher.

Websites :

K2 Student Portal

Certifications & Legal Mentions

Certifications :

N/A

MSC.CFMM2.FICOR.0139 – Financial Reporting and Analysis

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	18.00h	0.00h	0.00h	0.00h	60%	40%	100%

Course Manager & Teaching Team

Course Manager : XUE Jing

Teaching Team : Lille : RAKOTOVOLOLONA Heritiana Paris : RAKOTOVOLOLONA Heritiana Sophia : MASQUEFA
Guillaume Belo : COSTA Carlos Eduardo Suzhou : Jing XUE

Academic Characteristics

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

Course Description

Course Description :

This module aims to prepare students for an in-depth examination and comprehensive analysis of various financial accounting topics. It introduces the students to the basic framework of international financial reporting standards (IFRS). Nowadays, financial reporting objectives are much broader than just “crunching” or generating numbers.

This course will illustrate that reporting involves a comprehensive knowledge of businesses in order to provide the information required by the many stakeholders. The main objective of this course is to develop students' analytical skills and critical assessment of individual financial statements, and/or consolidated integrated annual reports in an international environment.

Prerequisites

Prerequisites :

Fundamentals of Accounting,

Course Schedule

Course Schedule :

1. Introduction to International Financial Reporting: - Review using basic accounting equation approach - Accrual basis vs. Cash basis - Shareholders' equity analysis
2. Introduction to International Financial Reporting (cont'd) - Presentation of financial statements (IAS 1) - Statement of cash flows (IAS7) - accounting policies, estimates and errors (IAS 8)
3. Financial reporting and selected accounting standards (Current Assets): - Inventories (IAS 2) - Analysis of accounts receivable - Revenue from contracts with customers (IFRS 15) - Fair value measurement (IFRS 13)
4. Financial reporting and selected accounting standards (Other Assets): -

Property, Plants & Equipment (IAS16) - Intangible assets (IAS 38) - Impairment of assets (IAS 36) 5. Financial reporting and selected accounting standards (Liabilities): - New leases standard (IFRS16) impacts and disclosures requirement - Provisions, contingent assets & liabilities (IAS 37) - Income taxes 6. Statement of cash flows analysis: - Business activities reporting & analysis - Indirect method approach - Focus on direct method 7. Financial Analysis, basic approach: - Interpretation of financial statements - Techniques of financial analysis: ratios - Other techniques: trend & sensitive analysis 8. Financial analysis & measures of performance: - Quality of earnings & discontinued operations analysis - Related party disclosures (IAS 24) - Earnings per share (IAS 33) - Operating segments (IFRS 8)

Academic References

Academic Reference :

Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings : 1. Robinson Alexander D., Britton A., Jorissen A., Hoogendoorn M. & Van Mourik C. (2017), International Financial Reporting and Analysis, 7th Edition, Cengage Learning EMEA. 2. Th., Henry E. Pirie W. & Broihahn M. (2015), International Financial Statement Analysis, 3rd Edition, CFA Institute Investment Series, John Wiley & Sons,

Certifications & Legal Mentions

Certifications :

N/A

MSC.TRCM2.LGCOR.0105#1 – LANGUAGE: CHINESE - BASIC - FALL

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : LEVIN Jeremy

Academic Characteristics

Credits : 0.5

Discipline : Langues

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

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 :

No

Course Schedule

Course Schedule :

Session 1 + 2: ?? /Hello, Syllables Session 3: ??? / Thank you Session 4 + 5 : Pinyin Review and Integration, ??????/ What's your name Session 6 + 7 : ?????????? /She is my Chinese teacher, Pinyin, Strokes and Characters Review and Integration Session 8 + 9 : ??????????/Her daughter is 20 years old this year, Pinyin Review and Integration Session 10 :Comprehensive Review and Application Session 11 + 12 : ??????/I can speak Chinese Session 13 + 14 : ??????/ What's the date today Session 15: Review and Integration Session 16 + 17: ??????/I'd like some tea Session 18 :Review and Integration Session 19: Comprehensive Review and Application Session 20: Pre-exam Exercise

Academic References

Academic Reference :

Jiang Liping, HSK Standard Course (Book 1).

Certifications & Legal Mentions

Certifications :

N/A

MSC.CFMM2.FICOR.0143 – Money, Banking, International and sustainable Finance

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	18.00h	0.00h	0.00h	0.00h	60%	40%	100%

Course Manager & Teaching Team

Course Manager : SAIDANE Dhafer

Teaching Team : Lille : SAIDANE Dhafer Paris : SAIDANE Dhafer Sophia : RENUCCI Céline Suzhou : SAIDANE Dhafer

Academic Characteristics

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

Course Description

Course Description :

The main objective of this course is to teach students how to be a global financial expert in banking and finance. With the rapid globalization of the world economy, all finance is becoming international even in China. The managers of a firm have to understand that their decisions will be increasingly influenced by international financial environment. Starting with a general introduction to the framework of international finance comparatively to the Chinese financial system, students will learn (i) knowledge of international financial market activities, (ii) how different exchange rate systems work and (iii) understand the relation between exchange rate, interest rate and growth and the of FinTech and digital finance in this new financial world.

The courses key objective is to provide students with a personalized academic environment to obtain a solid understanding of Multinational Finance and Banking activities. The course aims at analyzing and assessing the Globalized Banking Strategies. It is opened to no-specialists and gives a clear understanding between international banking forces, the global economy, regulation and financial instability in globalized economy. The course will assess the impact of financial deregulation as well as structural reforms upon the banking business models.

The target students might want to work in the financial department of corporates, to join Investments Banks or international financial institutions, or to hold responsibility positions in a company working with international banks. Accordingly, these students need a deeper understanding of international banking issues.

Prerequisites

Prerequisites :

Principles of micro-economics

Course Schedule

Course Schedule :

INTERNATIONAL BANKING (AND CHINESE BANKING) SYSTEM MONEY AND THE FINANCIAL SYSTEM
OVERVIEW OF THE U.S. FINANCIAL SYSTEM INTERNATIONAL BANKS FINANCIAL INSTITUTIONS THE
BANKING BUSINESS THE INTERNATIONAL FINANCIAL SYSTEM

Academic References

Academic Reference :

Academic and scientific papers Allen F. et A.M. Santomero, 2001, What do financial intermediaries do?, Journal of Banking and Finance, 25, 271-294. Battacharya S., Thakor A.V., 1993, « Contemporary Banking Theory », Journal of Financial Intermediation, 3. Geoffron P. et Saïdane D. (1996) Du réseau aux réseaux : concurrence et surcapacités dans l'industrie bancaire, Revue d'Economie Industrielle, pp. 81-95, n° 78, 4e trimestre. Geoffron P. et Saïdane D. (1999), La concurrence bancaire spatiale : enseignements et nouvelles perspectives, rédaction du Chapitre 8, dans Emploi, localisation et économie spatiale, *Economica* in M. Catin, J-Y Lesueur et Y Zenou, 1999, pp. 193-216. La Porta, Lopez-de-Silanes, Shleifer et Vishny (1997), « Legal Determinants of External Finance », Journal of Finance, 52(3). Lewis M. K., 1992, « Modern Banking in Theory and Practice », Revue économique, n°2, Mars. Saidane D. (2010), How to Identify the Best Target in the M&A Banking Operations? Case of Cross-Border Strategies in Europe by Line of Activity, Review of Quantitative Finance and Accounting. Saidane D. (2010), Banking transparency: a good idea but difficult to implement, Bankers Markets & Investors. Saidane D; and Grandin P. 2010, « What are the main causes of Bank Merger and Acquisition? » Bankers Markets & Investors, n°104, January-February 2010. Academic Books Allen F., D. Gale, (2000), Comparing Financial Systems, MIT Press, Cambridge, Massachusetts. Bain K., Howells P. (2005), The Economics of Money, Banking and Finance: A European Text, Financial Times Prentice Hall, 2005. Mishkin F. (2010), The Economics of Money, Banking, and Financial Markets, Business School Edition Saidane D. (forthcoming 2011), La finance durable, Editions de la Revue Banque, with P. GRANDIN. Saidane D. (2009 and 2011), La finance islamique à l'heure de la mondialisation, preface of Arnaud de BRESSON, Editions de la Revue Banque. Saidane D. (2007), L'industrie bancaire mondiale, preface of Daniel LEBEGUE, Editions de la Revue Banque. Saidane D. (2006), La nouvelle banque : métiers et stratégies bancaires, preface of Christian de BOISSIEU, Editions de la Revue Banque, second edition 2009. Saidane D. (2006), Les banques, acteurs de la globalisation financière, La documentation française. Reports Annual Report of the Bank for International Settlements (BIS) Annual Report of the European Central Bank (ECB) Bank for International Settlements, « Report on Consolidation in The Financial Sector ». Group of Ten, 2001. Banking Annual Reports (see banks Website). European Central Bank, « Structural Analysis of the EU Banking Sector », BCE.

Websites :

Website Fédération Bancaire Française : <http://www.fbf.fr/> Banque de France : <http://www.banque-france.fr/> European Central Bank: <http://www.ecb.int/> China Banking Regulatory Commission : <http://www.cbrc.gov.cn> Bank for International Settlements: <http://www.bis.org/> ePaynews : <http://www.epaynews.com/statistics/bankstats.html> Datamonitor : <http://www.datamonitor.com> International Data Corporation (IDC) : <http://www.idc.com/> Federal Deposit Insurance Corporation : <http://www.fdic.gov> The Bond Market Association : <http://www.bondmarkets.com> Federal Reserve System, <http://www.federalreserve.gov> Forbes, Global 2000 Leading Compagnie, <http://www.forbes.com>

Certifications & Legal Mentions

Certifications :

N/A

MSC.CFMM2.FICOR.0153 – Operational Risks Management

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	12.00h	0.00h	0.00h	0.00h	60%	40%	100%

Course Manager & Teaching Team

Course Manager : GULZAR Awais

Teaching Team : Lille : VERBIEST Thibault, SAIDANE Dhafer Sophia : DAUGERAS Emmanuel Suzhou : LERNER Mark

Academic Characteristics

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

Course Description

Course Description :

The course offers an introduction into the evolving and expanding practice of operational financial risk management analyzing and discussing the various sources of risk. The course describes the operational risks that the companies have to deal with. It also provides a deep approach the organization of a modern corporation and ethics matter in Business. Some not limited topics:

- Best practices in operational risk management
- Risk culture change
- How integrate human errors
- How to use root cause analysis most effectively
- Influencing behaviours for better control
- Emerging risks
- Vendor risk management
- Cyber security and threats
- Risk networks

Prerequisites

Prerequisites :

Financial risk management

Course Schedule

Course Schedule :

– Compliance and regulatory concerns - Internet security – Phishing scams – Fraudulent behaviors Electronic fraud Identity theft Credit/Debit/Prepaid card fraud Cheque fraud. – Compromising data privacy Regulatory divergence

Academic References

Academic Reference :

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

Websites :

Banking Annual Reports (see banks Website).

Certifications & Legal Mentions

Certifications :

N/A

MSC.CFMM2.FICOR.0200#2 – Power BI and AI

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	12.00h	0.00h	0.00h	0.00h	100%	0%	100%

Course Manager & Teaching Team

Course Manager : YU Nadine

Teaching Team : Suzhou : Nadine Yu Paris : Kirsty PAOLI

Academic Characteristics

Credits : 1
Discipline : Analytics Information and Operations

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

- 1- Introduction (Finance IA Business analysis Business Intelligence- modification in the market)
- 2- Importing data from an excel, from the web, heterogenous data, sources
- 3- Pre-treatments and transforming data (adding, deleting, appending data), why?? Practical cases
- 4- Visualisation (axe, extraction information from the graphs)
- 5- Still missing the information: What to do => to enrich the data
- 6- Introduction to IA, model, machine learning, supervised/unsupervised model
- 7- Use the Dataflows (inputs) => with the appropriate learning algorithm
- 8- Reporting
- 9- Advantages of using Power BI:
 - no need to get well the ML skills (prediction/ regression/ classifications,)
 - updating data and reports automatically
- 10- disadvantage/ limitation:
 - Visual configuration
 - Not the easiest to deal with
 - Slow when dealing with Big Data
- 11- Example with Financial Data
 - Selecting data
 - Fields, outputs type
 - Using automatic ML
 - o Binary Prediction
 - o Classification model
 - o Prediction model

Prerequisites

Prerequisites :

NO

Course Schedule

Course Schedule :

1- Introduction (Finance IA – Business analysis – Business Intelligence- modification in the market) 2- Importing data from an excel, from the web, ... heterogenous data, sources 3- Pre-treatment's and transforming data (adding, deleting, appending data), why?? Practical cases 4- Visualisation (axe, extraction information from the graphs) 5- Still missing the information: What to do => to enrich the data 6- Introduction to IA, model, machine learning, supervised/unsupervised model 7- Use the Dataflows (inputs) => with the appropriate learning algorithm 8- Reporting 9- Advantages of using Power BI: - no need to get well the ML skills (prediction/ regression/ classifications, ...) - updating data and reports automatically - ... 10- disadvantage/ limitation: - Visual configuration - Not the easiest to deal with - Slow when dealing with Big Data - ... 10- Example with Financial Data - Selecting data - Fields, outputs type - Using automatic ML o Binary Prediction o Classification model o Prediction model

Certifications & Legal Mentions

Certifications :

N/A

MSC.CFMM2.FICOR.0207 – Programming with Python I

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	18.00h	0.00h	0.00h	0.00h	50%	50%	100%

Course Manager & Teaching Team

Course Manager : YANG Yang

Teaching Team : Suzhou : Yang YANG

Academic Characteristics

Credits : 2

Discipline : Finance

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

This programming module introduces some basic topics including procedures and functions, iteration, lists, strings, dictionaries, object-oriented programming and classes. We will provide guided practice on the computer. Furthermore, we will introduce some packages for data analysis.

Prerequisites

Prerequisites :

-

Course Schedule

Course Schedule :

- Introduction and getting started Basic knowledge of program design: connections of software and programming. Variables and Simple Data Types. Build running environment for python. - Python language basics: language semantics, Scalar types and control flow - Built-in Data structures - Functions, and files data analysis examples

Academic References

Academic Reference :

Wes McKinney, Python for Data Analysis: Data Wrangling with Pandas, Numpy and IPython.

Certifications & Legal Mentions

Certifications :

N/A

MSC.CFMM2.FICOR.0161 – VBA I

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	12.00h	0.00h	0.00h	0.00h	60%	40%	100%

Course Manager & Teaching Team

Course Manager : WOO Jack

Teaching Team : Suzhou : Jack WOO

Academic Characteristics

Credits : 1

Discipline : Autre

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

Macro VBA applied to corporate financial management. A wide range of examples and case studies to help students to apply the VBA skills to solve real-life financial problems.

Pedagogical Objectives

Pedagogical Objectives :

This is a practical course delivered through a combination of lectures and workshops in which students build VBA skills to solve financial problems. VBA skills, include understand the VBA programming environment, language structures, variable types, loops and writing VBA functions.

Prerequisites

Prerequisites :

Financial modeling with Excel

Academic References

Academic Reference :

Frank Hugh Koger III (2019) Financial Modelling In VBA, Peking University Press.

Websites :

K2 Student Portal

Certifications & Legal Mentions

Certifications :

N/A

MSc IB International Business

MSc M2 IB FALL SUZHO Core Courses (6 maximum)

MSC.TRCM2.OTCOR.0105 – Career Management 1

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
6.00h	0.00h	0.00h	0.00h	0.00h	100%	0%	100%

Course Manager & Teaching Team

Course Manager : SHE Haoyue

Teaching Team : SHE Haoyue

Academic Characteristics

Credits :
0.5

Discipline : Stratégie, Innovation &
Entreprenariat

Teaching Languages :
English

Open to Exchange :
Yes

Course Description

Course Description :

This course is managed by the Career Center. In order to validate this course, students have to:

1 MANDATORY : Attend two workshops (1h30 each) on specific themes (1st workshop : Wage Negotiation & 2nd workshop : How to succeed in the first position (Risks/Leadership/Corporate Codes) ?) + EVALUATION

2 NOT MANDATORY : Attend Career Events during the semester (date to be determined) organized by the career center of your campus

MAIN CONTACTS FOR YOUR PROGRAM:

LILLE: Audrey BEAUGRAND & Feryel HOUSSEIN

PARIS: Laura SINDONINO, Sophie Ripoche & Janice M'BENGO (for International students)

SOPHIA: Sylvie MARTINAUD, Anne DUFLOS (for International students)

SUZHOU : April YANG

RALEIGH : Laura SCLAFANI

BELO HORIZONTE : Geneviève POULINGUE

Prerequisites

Prerequisites :

No prerequisites.

Certifications & Legal Mentions

Certifications :

N/A

MSC.TRCM2.OTCOR.0033 – CHINESE - FUNCTIONAL - FALL

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : DURANTON H el ene

Academic Characteristics

Credits : 0.5 Discipline : Langues Teaching Languages : English; Chinese Open to Exchange : Yes

Course Description

Course Description :

This course is an elementary level course of Mandarin Chinese designed for students want to keep learning after post-beginner2.

Prerequisites

Prerequisites :

Students who have studied Chinese for 120 hours.

Course Schedule

Course Schedule :

Session 1: Welcome warm-up and Coherence Session Session 2+3: What's your plan for the weekend

Session 4+5: When will he come back

Session 6: Review and Integration

Session 7+8: There are plenty of drinks on the table

Session 9 + 10 : She always smiles when talking to customers

Session 11: I am getting fatter and fatter lately

Session 12+13: Why are they suddenly missing

Session 14+15: I've known her for five years

Academic References

Academic Reference :

Jiang Liping, HSK Standard Course (Book 3).

Certifications & Legal Mentions

Certifications :

N/A

MSC.TRCM2.OTCOR.0034 – CHINESE - PROFICIENT - FALL

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : DURANTON H el ene

Academic Characteristics

Credits : 0.5 Discipline : Langues Teaching Languages : English; Chinese Open to Exchange : Yes

Course Description

Course Description :

This course is an intermediate level course of Mandarin Chinese designed for students who want to keep learning after Pre Intermediate.

Prerequisites

Prerequisites :

Having attended beginner Pre Intermediate in Suzhou campus.
Or having attended the Elementary level (180 hours) at other campus.

Course Schedule

Course Schedule :

Session 1: Welcome warm-up and Coherence Session Session 2+3+4: The rest of them are all OK
Session 5+6: I am so tired that I want to do nothing but sleep after work
Session 7: Review and Integration
Session 8+9: Everybody is able to cure your "disease" Session 10+11: I believe they'll agree
Session 12+13: Didn't you recognize him Session 14+15: I've been influenced by him

Academic References

Academic Reference :

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

Certifications & Legal Mentions

Certifications :

N/A

MSC.IBUM2.STCOR.0061 – IMPORTING AND EXPORTING IN A GLOBAL MARKET

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
30.00h	0.00h	0.00h	0.00h	90.00h	60%	40%	100%

Course Manager & Teaching Team

Course Manager : COSTE-MANIERE Ivan

Teaching Team : Baohua Yang@ Suzhou

Academic Characteristics

Credits : 3 Discipline : Stratégie, Innovation & Entrepreneuriat

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

This course introduces the trade theories and procedures of importing and exporting in a global market and provides understanding and insights into the issues of government trade policies and regional economic integration. Instruction focuses on analysing typical cases that show imports and exports are conducted in different industries with different business strategies. The course will cover global trade functions but will be focused through a Chinese perspective.

Pedagogical Objectives

Pedagogical Objectives :

1. Master trade theories & global value chain frameworks.
2. Navigate EU-China regulatory/political landscapes.
3. Mitigate cross-cultural & financial risks.
4. Develop actionable import/export plans.

Prerequisites

Prerequisites :

None

Course Schedule

Course Schedule :

Export Entry Modes - Indirect and direct exports - The internet and e-commerce - Gray market exporting
Financing and methods of payment - Export financing methods and terms of payment - Payment and financing
procedures - Credit insurance - Countertrade Supply chain management, logistics and handling - The export
order - Physical distribution - Logistics and the systems concept

Academic References

Academic Reference :

- Albaum, G. and E. Duerr (2016), "International Marketing and Export Marketing", Printice Hall FT, 7th Edition.
- Weiss, Kenneth D. (2010), ""Building an Import/Export Business"", 4th Edition. - ICC Chamber of Commerce
(2010), ""Incoterms 2010"". - Selected case studies to be provided before the begining of the course.

Websites :

? <http://english.customs.gov.cn/>
? <https://english.mofcom.gov.cn/>
? <https://www.sheingroup.com/>
? <https://www.midea.com/global>
? <https://www.transsion.com/en?lang=en>
? <https://www.bydglobal.com/en/index.html>

Certifications & Legal Mentions

Certifications :

N/A

MSC.IBNM2.PMCOR.0005 – INTERNATIONAL PROJECT MANAGEMENT

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
30.00h	0.00h	0.00h	0.00h	90.00h	60%	40%	100%

Course Manager & Teaching Team

Course Manager : DAHMANI Sarra

Teaching Team : Yan LIU@ Suzhou

Academic Characteristics

Credits : 3 Discipline : Analytics Information and Operations

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

This course is designed to equip students with a comprehensive understanding of the fundamental principles of project management within an international context. It explores contemporary challenges e.g., digitalization, emphasizing their relevance in modern project environments. The curriculum covers the Project Management Framework and Fundamentals, including the major phases across 10 knowledge areas, as well as essential project management tools and techniques.

Prerequisites

Prerequisites :

No prerequisites required.

Academic References

Academic Reference :

6th Edition of PMBOK® GUIDE

• 7th Edition of PMBOK® GUIDE

Winch, G. M. (2014). Three domains of project organising. *International journal of project management*, 32(5), 721-731.

Bent Flyvbjerg. (2006), 'From Nobel Prize To Project Management: Getting Risks Right', *Project Management Journal*, 37 (3), 5-15.

Westerveld, E. (2003). The Project Excellence Model®: linking success criteria and critical success factors. *International Journal of project management*, 21(6), 411-418.

Pinto, J. K., & Mantel, S. J. (1990). The causes of project failure. *IEEE transactions on engineering management*, 37(4), 269-276.

Zwikael, O., & Meredith, J. R. (2018). Who's who in the project zoo? The ten core project roles. *International Journal of Operations & Production Management*, 38(2), 474-492.

Stefano, G., Denicol, J., Broyd, T., & Davies, A. (2023). What are the strategies to manage megaproject supply chains? A systematic literature review and research agenda. *International Journal of Project Management*, 41(3), 102457.

Zwikael, O., & Sadeh, A. (2007). Planning effort as an effective risk management tool. *Journal of Operations Management*, 25(4), 755-767.

Anbari, F. T., Carayannis, E. G., & Voetsch, R. J. (2008). Post-project reviews as a key project management competence. *Technovation*, 28(10), 633-643.

Certifications & Legal Mentions

Certifications :

N/A

MSC.IBNM2.STCOR.0028 – INTERNATIONALIZATION OF THE FIRM

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
30.00h	0.00h	0.00h	0.00h	90.00h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : CAI Yujie

Teaching Team : CAI Yujie

Academic Characteristics

Credits : 3 Discipline : Management & Organisation

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

In today's global economy, companies can't simply replicate their home-market strategies abroad - they need to adapt, localize, and reinvent their approach. Internationalization of the firm explores how companies and startups can successfully internationalize, with special focus on China as the ultimate proving ground for global business strategies. Through real-world case studies from industries like luxury goods, automotive and consumer tech. You'll analyze what works - and what doesn't - when crossing borders and doing business abroad. Learn how companies navigate complex challenges including cultural adaptation, digital ecosystem differences, talent management, and geopolitical risks.

This course emphasizes hands-on learning through business simulations, case studies, hackathons, and a Dragons' Den style pitch competition. The students will role-play as executives making high-stakes decisions about joint ventures, product localization, and digital transformation. They will compare Western and Chinese business models through interactive exercises and pitch challenges. This course will give practical frameworks and live case study work in solving real international business problems. By the end, the students will be able to evaluate market opportunities, design culturally intelligent strategies, and avoid the pitfalls that doom many expansion efforts especially as they apply to China.

Pedagogical Objectives

Pedagogical Objectives :

Learning Objectives for the Course

- Analyze the strategic challenges and opportunities of international business expansion, with a focus on emerging markets and their unique dynamics.
- Develop market entry strategies that balance global standardization with local adaptation across products,

branding, and operations.

- Evaluate the impact of cultural, political, and economic factors on business decisions in foreign markets.
- Design localization approaches for product development, marketing, and talent management that resonate with diverse consumer and employee expectations.
- Assess digital transformation and e-commerce strategies in different international contexts, including platform ecosystems and consumer behavior trends.
- Formulate risk management and operational strategies for supply chains, partnerships, and regulatory compliance in cross-border business.
- Apply competitive decision-making frameworks through hands-on simulations, from market entry negotiations to go-to-market execution.

Prerequisites

Prerequisites :

Fundamental Business course

Course Schedule

Course Schedule :

Lecture 1: Explain the concept of International Business, and use the institutions-based and resource-based view to explain trade. Lecture 2: A closer look at the institutional environment of the firm. Lecture 3: Consequences of globalization and regional integration for the firm. Lecture 4: The resource-based view and internationalization. Lecture 5: International investment and finance. Lecture 6: Internationalization strategies and competition. Lecture 7: Global strategies for the MNE. Lecture 8: Organizing people and innovation in the MNE. Lecture 9: International supply chain management Lecture 10: Socially responsible international business.

Academic References

Academic Reference :

1. Knapp et al. (2016) Sprint: Solve big problems and test new ideas in just five days. Google Ventures
2. Lima, M. (2014) A framework for understanding the role of organizational strategy, structure and systems in Innovation Management: Examples and Best Practices. In: Lima, M. et Nivet, B. L'Entreprise et son Environnement. Create Space.
3. Journal of Knowledge Management, Vol 27, Issue 1: Global Health Emergency, Risk and Knowledge Management Across Cultures, Edited by Chin, T., Wang, S. and Rowley, C.
4. Documents from International Institute for Applied Knowledge Management: www.iiakm.org
5. Ted topics of innovation: <https://www.ted.com/topics/innovation>
6. Teunen (2021) Virtual Reality for Business, Very Real Publishing
7. Doing Business in China 2020 - Baker McKenzie Fenxun. Available at: <https://www.bakermckenzie.com/-/media/files/insight/guides/2020/doing-business-in-china-2020--28-august-2020.pdf>
8. Wild, J. J. & Wild K. L. 2023. International Business: The Challenges of Globalization. Tenth Edition. Pearson
9. Selected cases from Harvard Business Publishing Education (hbsp.harvard.edu)
10. Senior, Swailes & Carnall, 2020. Organizational Change, 6th edition, Pearson

Certifications & Legal Mentions

Certifications :

N/A

MSC.TRCM2.LGCOR.0105#1 – LANGUAGE: CHINESE - BASIC - FALL

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : DURANTON H el ene

Academic Characteristics

Credits : 0.5

Discipline : Langues

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

This course is a beginning level course of Mandarin Chinese designed for students without any Chinese Language background.

Prerequisites

Prerequisites :

No

Course Schedule

Course Schedule :

Session 1 + 2: Hello, Syllables

Session 3: Thank you

Session 4 + 5 : Pinyin Review and Integration, What's your name

Session 6 + 7 : She is my Chinese teacher, Pinyin, Strokes and Characters Review and Integration

Session 8 + 9 : Her daughter is 20 years old this year, Pinyin Review and Integration

Session 10 :Comprehensive Review and Application Session 11 + 12 : I can speak Chinese

Session 13 + 14 : What's the date today

Session 15: Review and Integration

Session 16 + 17: I'd like some tea

Session 18 :Review and Integration

Session 19: Comprehensive Review and Application Session 20: Pre-exam Exercise

Academic References

Academic Reference :

Jiang Liping, HSK Standard Course (Book 1).

Certifications & Legal Mentions

Certifications :

N/A

MSC.TRCM2.LGCOR.0106#1 – LANGUAGE: CHINESE - BASIC - SPRING

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : DURANTON H el ene

Academic Characteristics

Credits : 0.5

Discipline : Langues

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

This course is an beginner level course of Mandarin Chinese designed for students wanting to keep learning after beginner level 1. And new students coming from other campus who have studied Chinese for 30 hours.

Prerequisites

Prerequisites :

About 30h Chinese learning experience

Course Schedule

Course Schedule :

Session 1 : Welcome warm-up and Coherence Session Session 2+3 : Where does your son work

Session 4+5: Can I sit here

Session 6: Review and Integration

Session 7+8: What's the time now, Reflection and Integration about - ?

Session 9+10: What will the weather be like tomorrow Session 11: Review and Integration

Session 12+13: He is learning to cook Chinese food

Session 14+15: She has bought quite a few clothes

Session 16+17: I came here by air

Session 18: Review and Integration

Session 19: Comprehensive Review and Application Session 20: Pre-exam Exercise

Academic References

Academic Reference :

Jiang Liping, HSK Standard Course (Book 1)

Certifications & Legal Mentions

Certifications :

N/A

MSC.IBUM2.STELE.0058 – RESEARCH METHOD

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
18.00h	0.00h	0.00h	0.00h	60.00h	45%	55%	100%

Course Manager & Teaching Team

Course Manager : CAI Yujie

Teaching Team : CAI Yujie

Academic Characteristics

Credits : 2 Discipline : Analytics Information and Operations

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

This course aims to provide a holistic research experience to suit specialist areas relevant to industry and practice whilst building on an academic basis of research and theory. The course should create an awareness of emerging developments within the business, management, and/or finance discipline and also motivate the analytical, research and critical thinking skills of students.

Prerequisites

Prerequisites :

Basic statistical knowledge is required.

Suggested reading:

Walliman, N. (2021). Research methods: The basics. Routledge.

Academic References

Academic Reference :

1. Research Methods: The Basics (online free version)
http://uni.delf.pro/uploads/7/1/0/7/7107980/research_methods_the_basics.pdf

2. Research methodology: tools and techniques (online free version)
<https://www.euacademic.org/BookUpload/9.pdf>

Certifications & Legal Mentions

Certifications :

N/A

MSc M2 IB FALL SUZHO Track Courses ATMF (4 maximum)

MSC.IBRM2.STCOR.0034 – AI FOR INTERNATIONAL BUSINESS

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
18.00h	0.00h	0.00h	0.00h	60.00h	50%	50%	100%

Course Manager & Teaching Team

Course Manager : YAO Di

Teaching Team : YAO Di

Academic Characteristics

Credits : 2 Discipline : Analytics Information and Operations

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

Artificial Intelligence for International Business is an advanced course tailored for MBA students aiming to master the transformative power of AI in today's global economy. This dynamic course delves into how cutting-edge AI, including generative AI, advanced machine learning, multimodal large language models, and agentic AI is fundamentally reshaping international business strategy, innovation, and competitive advantage. Through engaging lectures, interactive discussions, and practical, hands-on applications, students will gain profound knowledge of leveraging AI for data-driven insights, optimizing global operations, and enhancing cross-border opportunities. The curriculum explores real-world case studies, focusing on the immense potential and strategic challenges, including the geopolitical dimensions of AI leadership and how different national approaches impact global business expansion. We will specifically analyze how global enterprises, particularly those with a significant presence in China, are adopting AI to innovate and secure future market positions. Students will develop practical skills by engaging in collaborative projects, applying AI solutions to drive tangible business value in international scenarios. The course offers unique insights from industry experts and guest speakers, providing actionable strategies for effectively integrating AI to create sustainable growth and competitive differentiation in the global marketplace.

Pedagogical Objectives

Pedagogical Objectives :

? Strategically analyze the foundational statistical and data science concepts underpinning AI, including emerging technologies like deep learning and advanced machine learning, discerning their direct relevance and application for enhancing international business strategy and intelligence.

? Evaluate and articulate successful, real-world applications of AI across various international business functions (e.g., sales, marketing, finance, operations), deriving key strategic insights, identifying competitive

advantages, and understanding how AI drives smarter decision-making, enhanced customer experiences, streamlined operations, and new business models.

? Leverage the transformative power of Natural Language Processing (NLP) and advanced Large Language Models (LLMs), including multimodal and generative AI, to develop innovative business use cases for complex international scenarios.

? Design and prototype AI-infused business applications and "Proof of Concepts" using coding environments such as Cursor or Google Colab, demonstrating practical skills in accelerating AI adoption through collaborative team projects within global enterprises.

? Apply advanced critical thinking to navigate and capitalize on the strategic opportunities and challenges presented by rapid AI advancements in the international business landscape, including the geopolitical dimensions of AI leadership and the impact of different national approaches on global business expansion, while considering implications for data privacy.

? Formulate and present compelling arguments for integrating cutting-edge AI into international business strategies, showcasing its potential for driving growth, efficiency, and market differentiation, augmented by insights from industry practitioners sharing their experiences and journeys in the field.

Prerequisites

Prerequisites :

There are no prerequisites for this course.

We strongly recommend reading the two following papers:

1. Vaswani, Ashish, et al. "Attention Is All You Need." Advances in Neural Information Processing Systems 30 (NIPS 2017). arXiv preprint arXiv:1706.03762, 2017.
2. McKinsey & Company. "The State of AI." McKinsey & Company link.
3. Andrej Karpathy. "How I use LLMs", YouTube video, February 28, 2025.
4. Geoffrey E. Hinton. "Boltzmann Machines." Nobel Prize Lecture (Nobel Prize in Physics 2024). YouTube video, January 31, 2025.

RECOMMENDED READINGS

The readings have been selected to provide additional information on particular concepts and topics.

1. Pearl, Judea, and Dana Mackenzie. The Book of Why: The New Science of Cause and Effect. Basic Books, 2018.
2. Kissinger, Henry A., Eric Schmidt, and Daniel Huttenlocher. The Age of AI: And Our Human Future. John Murray, 2021.
3. Susskind, Daniel. A World Without Work: Technology, Automation, and How We Should Respond. Metropolitan Books, 2020.
4. Li, Fei-Fei. The Worlds I See: Curiosity, Exploration, and Discovery at the Frontiers of AI. Flatiron Books, 2024.

Course Schedule

Course Schedule :

Introduction to the transformative impact of AI in International Trade and Global Businesses Fundamentals of AI: what is it? Applications of AI in Global Businesses Introduction to Microsoft PowerApps Platform

Academic References

Academic Reference :

Stuart, R., & Peter, N. (2016). Artificial intelligence-a modern approach 3rd ed. Akerkar, R. (2018). Artificial intelligence for business. Springer. Yao, M., Zhou, A., & Jia, M. (2018). Applied artificial intelligence: A handbook for business leaders. Topbots Inc..

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

IA

MSC.IBRM2.STELE.0056 – GEOPOLITICS OF WORLD BUSINESS

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
18.00h	0.00h	0.00h	0.00h	60.00h	50%	50%	100%

Course Manager & Teaching Team

Course Manager : CAI Yujie

Teaching Team : YU Jiajia

Academic Characteristics

Credits : 2

Discipline : Economie

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

In today's interconnected global economy, geopolitics transcends traditional political boundaries, fundamentally shaping economic policies, legal frameworks, and international business cooperation. This advanced course provides a comprehensive analysis of how geopolitical dynamics influence the global business environment through multiple channels. We explore how diplomatic relations shape global HR practices, whilst analysing economic sanctions and trade controls that influence business strategies. The programme addresses policy shifts in national security reviews, cross-border data governance, and territorial approaches to intellectual property protection. Through examining regulatory frameworks and policy dynamics, participants develop essential insights into navigating the intricate landscape of global business operations.

Pedagogical Objectives

Pedagogical Objectives :

1. International Relations and HR Management (Yujie Cai)
 - Critically analyse international labour regulations and their implications
 - Develop sophisticated approaches to cross-border talent management
2. Economic Sanctions (Counter-sanctions) and Export Controls (Jiajia YU)
 - Understand economic sanctions regimes and counter-sanctions mechanisms
 - Know rules of dual-use item export control and license application
 - Analyse strategic trade management systems
 - Develop skills in sanctions screening and trade compliance
3. National Security Reviews (Jiajia YU)
 - Foreign investment screening mechanisms
 - National security considerations in M&A
4. Cross-border Data Flows (Jiajia YU)
 - Data localisation requirements

- Cross-border data transfer regulations
- 5.Territorial Politics and IP Protection(Jiajia Yu)
 - Theoretical frameworks of territorial IP jurisdiction
 - IP as a critical tool in national strategic competition
 - Supply chain restructuring requires IP portfolio reorganisation
- 6.Extraterritorial Legal Applications(Jiajia Yu)
 - Fundamental Concepts
 - Legal Conflict Resolution
 - Practical Applications

Prerequisites

Prerequisites :

Whilst there are no mandatory prerequisites for this course, prior exposure to certain areas would enhance classroom understanding and facilitate more meaningful discussions. A basic familiarity with any of the following topics would be particularly beneficial:

- Cross-border labour mobility and international workforce management
- Intellectual property rights and their protection in different jurisdictions
- Personal data protection and privacy regulations across borders
- Export controls on sensitive items and technologies
- National security reviews of foreign investments

Academic References

Academic Reference :

- 1.CIPD international policy frameworks
- 2.CFIUS mechanism;FIRSA;FIRMA
- 3.Georgi, K. et al. (2024). International guide to export controls and economic sanctions (2nd ed.). American Bar Association.
- 4.O'Hara, K. et al. (2021). Four internets: Data, geopolitics, and the governance of cyberspace. Oxford University Press Inc.
- 5.O'Hara, K., & Hall, W. (2021). Four internets: The geopolitics of digital governance. Centre for international governance innovation.
- 6.May, C. (2015). The global political economy of intellectual property rights: The new enclosures (2nd ed.). Routledge.
- 7.Margolies, D. S., Özsu, U., Pal, M., & Tzouvala, N. (Eds.). (2019). The extraterritoriality of law: History, theory, politics. Routledge.

Certifications & Legal Mentions

Certifications :

N/A

MSC.IBSM2.PMCOR.0007 – GLOBAL SUPPLY CHAIN MANAGEMENT

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
24.00h	0.00h	0.00h	0.00h	90.00h	50%	50%	100%

Course Manager & Teaching Team

Course Manager : DESBORDES Rodolphe

Teaching Team : YIN Rui

Academic Characteristics

Credits : 3 Discipline : Analytics Information and Operations

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

Global supply chains are the central nervous system of the modern economy - dynamic, interconnected, and increasingly vulnerable. From the pandemic's ripple effects to climate disruptions and geopolitical fractures, managing these complex networks demands new strategic frameworks and technological agility. This course equips future leaders to navigate this volatile landscape by dissecting supply chains as adaptive ecosystems rather than linear processes.

Prerequisites

Prerequisites :

To maximize learning outcomes, students should possess proficiency in the following areas: Quantitative Analysis, Financial Acumen, Geopolitical Awareness.

Suggested Pre-Course Reading: Global Logistics & Supply Chain Management, Management: An Introduction.

Academic References

Academic Reference :

Supply chain logistics management, Donald J. Bowersox, ISBN:978-7-111-69028-3

Certifications & Legal Mentions

Certifications :

N/A

MSC.IBUM2.STCOR.0062 – INTERNATIONAL ENTREPRENEURSHIP

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
18.00h	0.00h	0.00h	0.00h	60.00h	50%	50%	100%

Course Manager & Teaching Team

Course Manager : DREYFUSS Julien

Teaching Team : Suzhou : Dreyfuss Julien

Academic Characteristics

Credits : 2 Discipline : Stratégie, Innovation & Entreprenariat

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

With the current transformations of entrepreneurship and international, the business environment of entrepreneurs is more and more being transformed from domestic to international. For this reason, more and more researchers are interested in the field of International Entrepreneurship (IE) in order to analyze this phenomenon and its motives.

The course is designed to introduce to students the main theories of IE and to provide a set of practical tools for IE today. Each topic will be discussed using theory, use cases presentation and class discussions.

The course provides an overview of practical issues related to the international context of entrepreneurship. A special focus will be done on international entrepreneurship in China through an overview of the entrepreneurial environment in China and case studies.

International Entrepreneurship (IE) is a course targeted towards students who plan to become involved with entrepreneurial ventures across the world either right after graduation, or at some future point in their careers. The course is meant to help students evaluate and analyze international opportunities, particularly in emerging and innovative countries like China.

Pedagogical Objectives

Pedagogical Objectives :

- Lesson 1 - Identify and explain key IE theories (internationalization, networks, learning)
- Lesson 2 - Describe different forms of IEOs and their strategic implications
- Lesson 3 - Reflect on cultural and behavioral traits affecting entrepreneurship
- Lesson 4 - Identify barriers and opportunities for foreign entrepreneurs in China
- Lesson 5 - Analyze Chinese companies' going-global strategies
- Lesson 6 - Develop methods to track IE-related business and geopolitical changes

Prerequisites

Prerequisites :

Basic knowledge, or personal interest in entrepreneurial project and / or experiences and / or practices on entrepreneurship, acquired through internship or learned courses.

Academic References

Academic Reference :

Giles Chance, Doing Business in China, 5th Edition, Routledge, 2022

Peter Baláž · Stanislav Zábajník & Lukáš Harvánek, China's Expansion in International Business. The Geopolitical Impact on the World Economy, Palgrave Macmillan Asian Business Series, 2020

Colin Turner, International Business - Themes and Issues in the Modern Global Economy (Third edition), Routledge, 2024

Websites :

Journal of International Entrepreneurship (Springer)
<https://link.springer.com/journal/10843>

Journal of International Business Studies
<https://www.aib.world/publications/journal-of-international-business-studies/>

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE IA

MSc IMBD International Marketing and Business Development

MSc M2 IMBD FALL SUZHO Core Courses (8 maximum)

MSC.TRCM2.OTCOR.0105 – Career Management 1

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
6.00h	0h	0.00h	0.00h	0.00h	100%	0%	100%

Course Manager & Teaching Team

Course Manager : SHE Haoyue

Academic Characteristics

Credits :
0.5

Discipline : Stratégie, Innovation &
Entreprenariat

Teaching Languages :
English

Open to Exchange :
Yes

Course Description

Course Description :

This course is managed by the Career Center. In order to validate this course, students have to:

1 MANDATORY : Attend two workshops (1h30 each) on specific themes (1st workshop : Wage Negotiation & 2nd workshop : How to succeed in the first position (Risks/Leadership/Corporate Codes) ?) + EVALUATION

2 NOT MANDATORY : Attend Career Events during the semester (date to be determined) organized by the career center of your campus

MAIN CONTACTS FOR YOUR PROGRAM:

LILLE: Audrey BEAUGRAND & Feryel HOUSSEIN

PARIS: Laura SINDONINO, Sophie Ripoche & Janice M'BENGO (for International students)

SOPHIA: Sylvie MARTINAUD, Anne DUFLOS (for International students)

SUZHOU : April YANG

RALEIGH : Laura SCLAFANI

BELO HORIZONTE : Geneviève POULINGUE

Prerequisites

Prerequisites :

No prerequisites.

Certifications & Legal Mentions

Certifications :

N/A

MSC.TRCM2.OTCOR.0035 – CHINESE - ADVANCED - FALL

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : LEVIN Jeremy

Academic Characteristics

Credits : 0.5 Discipline : Langues Teaching Languages : English; Chinese Open to Exchange : Yes

Course Description

Course Description :

This course is an Advanced level course of Mandarin Chinese designed for students who want to keep learning after Intermediate level 3/ Pre-Advanced level.

Pedagogical Objectives

Pedagogical Objectives :

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 :

Having attended intermediate level 2/ Pre-advanced in Suzhou campus.
Or having attended the intermediate level (210 hours) at other campus.

Course Schedule

Course Schedule :

Unit 1 ???? Visiting a factory ??? Text 1: ?????????? I hope I can visit your factory ??? Text 2: ???????? You have so many products Unit 2 ???? Business negotiation ??? Text 1: ???????? Pay attention to the negotiation skills ??? Text 2: ?????????? We accept your offer Unit 3 ???? Method of payment ??? Text 1: ?????????? ??? Text 2: ??? Letter of credit Unit 4 ?? Lodging a claim ??? Text 1: ?????????? We have decided to lodge a claim ??? Text 2: ?????????? The headquarter has appointed me to handle the claim Unit 5 ?? Contrat ??? Text 1: ?????? Sales confirmation ??? Text 2: ?????? Contract Unit 6 ??(?) An interview (1) ??? Text 1: ???????????? How does a company interview job ??? Text 2: ?????? Recruitment advertisement ??? Text 3: ?????? Resume Unit 7 ??(?) An interview (2) ??? Text 1: ?????????? We will inform you later ??? Text 2: ?????????? Who do you think is the most suitable Unit 8 ???? The company management ??? Text 1: ?????????? Is there a restructuring going on in your company as well ??? Text 2: ???????????? I like my job very much Unit 9 ???? Corporate culture ??? Text 1: ?????????????????????? These multinational companies are both globalized and localized ??? Text 2: ?????????????????????? Corporate culture bears upon the survival and development of an enterprise

Academic References

Academic Reference :

Ji Jin, Winning in China – Business Chinese (Intermediate). Jiang Liping, HSK4 or HSK5, will be combined with business Chinese.

Certifications & Legal Mentions

Certifications :

N/A

MSC.TRCM2.OTCOR.0033 – CHINESE - FUNCTIONAL - FALL

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : LEVIN Jeremy

Academic Characteristics

Credits : 0.5 Discipline : Langues Teaching Languages : English; Chinese Open to Exchange : Yes

Course Description

Course Description :

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 :

Students who have studied Chinese for 120 hours.

Course Schedule

Course Schedule :

Session 1: Welcome warm-up and Coherence Session Session 2+3: ???????? What's your plan for the weekend Session 4+5: ????????When will he come back Session 6: Review and Integration Session 7+8: ???????? There are plenty of drinks on the table Session 9 + 10 : ???????? She always smiles when talking to customers Session 11: ????????I am getting fatter and fatter lately Session 12+13: ???????? Why are they suddenly missing Session 14+15: ???????? I've known her for five years

Academic References

Academic Reference :

Jiang Liping, HSK Standard Course (Book 3).

Certifications & Legal Mentions

Certifications :

N/A

MSC.TRCM2.LGCOR.0107 – Chinese - Post Beginner 1

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : LEVIN Jeremy

Academic Characteristics

Credits : 0.5 Discipline : Langues Teaching Languages : English; Chinese Open to Exchange : Yes

Course Description

Course Description :

This course is a post beginner1 level course of Mandarin Chinese designed for students wanting to keep learning after Beginner 2. And new students coming from other campus who has studied Chinese for 60 hours.

Prerequisites

Prerequisites :

About 60h Chinese learning experience.

Course Schedule

Course Schedule :

Session 1: Welcome warm-up and Coherence Session Session 2+3: ?????????/September is the best time to visit Beijing Session 4+5: ?????????/I get up at six every day Session 6+7: ?????????/The red one on the left is mine; Reflection and Integration Session 8+9: ?????????/He recommended me for this job Session 10+11: ?????/Take this one Session 12: ?????/Why don't you eat more Session 13: Review and Integration Session 14+15: ?????/Do you live far from your company Session 16+17: ?????/Let me think about it and I'll tell you later Session 18: Review and Integration Session 19: Comprehensive Review and Application Session 20: Pre-exam Exercise

Academic References

Academic Reference :

Jiang Liping, HSK Standard Course (Book 2).

Certifications & Legal Mentions

Certifications :

N/A

MSC.TRCM2.LGCOR.0108 – Chinese - Post Beginner 2

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : LEVIN Jeremy

Academic Characteristics

Credits : 0.5 Discipline : Langues Teaching Languages : English; Chinese Open to Exchange : Yes

Course Description

Course Description :

This course is a PB2 level course of Mandarin Chinese designed for students wanting to keep learning after PB1 level. And new students coming from other campus who has studied Chinese for 90 hours.

Prerequisites

Prerequisites :

About 90h Chinese learning experience.

Course Schedule

Course Schedule :

Session 1: Welcome warm-up and Coherence Session Session 2+3 : ???, ??? There were too many questions; I didn't finish all of them Session 4: ???,??????? Stop looking for your cell phone; it's on the desk Session 5: Reflection and Integration Session 6+7: ????? He is three years older than me Session 8+9: ????? You wear too little Session 10+11: ??? The door is open Session 12+13: ????? Have you seen that movie Session 14: Reflection and Integration Session 15: ????? The New Year is coming

Academic References

Academic Reference :

Jiang Liping, HSK Standard Course (Book 2).

Certifications & Legal Mentions

Certifications :

N/A

MSC.TRCM2.OTCOR.0034 – CHINESE - PROFICIENT - FALL

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : LEVIN Jeremy

Academic Characteristics

Credits : 0.5 Discipline : Langues Teaching Languages : English; Chinese Open to Exchange : Yes

Course Description

Course Description :

This course is an intermediate level course of Mandarin Chinese designed for students who want to keep learning after Functional level.

Pedagogical Objectives

Pedagogical Objectives :

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 :

Having attended Functional in Suzhou campus.

Or having attended the Functional level (180 hours) at other campus.

Course Schedule

Course Schedule :

Session 1: Welcome warm-up and Coherence Session Session 2+3+4: ???????? The rest of them are all OK
Session 5+6: ?????????????? I am so tired that I want to do nothing but sleep after work Session 7: Review and
Integration Session 8+9: ?????????????? "???" Everybody is able to cure your "disease" Session 10+11: ?????????? I
believe they'll agree Session 12+13: ?????? Didn't you recognize him Session 14+15: ?????? I've been
influenced by him

Academic References

Academic Reference :

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

Certifications & Legal Mentions

Certifications :

N/A

MSC.IMBM2.MKCOR.0061#1 – Digital growth

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	18.00h	0h	0h	0h	60%	40%	100%

Course Manager & Teaching Team

Course Manager : NIZON Emilien

Academic Characteristics

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

Course Description

Course Description :

To seize the immense potential presented by the digital ecosystem, modern companies must continuously optimize their digital offerings.

Marketing plays a pivotal role in winning digital organizations: marketers combine consumer insights, creativity with data analytics to develop the key digital interfaces of the company with the customer: e-commerce, a website, an application, social media platforms, digital advertising etc.

Marketers must constantly innovate these digital offerings to remain competitive and to optimize the customer journey.

Students will develop a strong understanding of the following key areas of business digital growth and learn by undertaking a real-world project presented at the end of the semester and through in class exercises and case studies:

- Winning Website (WordPress) / application development
 - o CRM (Customer Relationship Marketing)
- E-commerce / Direct to Consumer channel
 - o User acquisition and conversion
 - o Tracking, Data analytics and conducting A/B tests
- Social Media marketing and Influencers
- Digital advertising and 360° digital activity
- Augmented Reality & the Metaverse
- Artificial Intelligence (AI) in marketing

Important: this course may vary across different campuses

Specific to Suzhou campus:

This course will focus on the challenges of product management at a growing startup, driven by two major objectives: improvements to the user experience & conversion.

We will learn some tools (i.e. A/B testing, Google analytics) and the data-driven mindset required to quickly and cheaply jumpstart an organizations KPIs.

Prerequisites

Prerequisites :

No prerequisite

Course Schedule

Course Schedule :

1. Introducing Basic background knowledge of Internet technology, database and Information system 2. Basic concepts and technology of E-commerce, Concepts of Growth Hacks Methods of measuring and increasing user engagement 3. Discussion of growth methods and user acquisition strategies for any organization selling goods/services online. In class Exercise: Practice how to quickly build a website using a tool called WordPress. 4. More discussion about growth methods: Tracking, web analytics and executing A/B tests In class Exercise: Apply Google analytics into local website building (analytics.google.com) 5. Discussion about Growth Practice1; Product feature development New feature roll-out and communication Decision-making with data analytics Digital culture and vocabulary 6. Growth Practice 2; Develop own website for a specific business and make a plan for Growth Hacks and data analytics, thus can help with decision-making.

Academic References

Academic Reference :

Reference Textbook: Smith P. & Z. Zook (2019). Marketing Communication: Integrating Online and Offline, Customer Engagement, and Digital Technologies, 7th edition, Kogan. Case Studies: • SHEIN: ULTRA-FAST FASHION'S ESG CHALLENGES. Ivey Publishing 2024. W36090 • Glossier: Co-Creating a Cult Brand with a Digital Community. Harvard Business School 2020, 5-520-099 • Crocs: Using Community-Centric Marketing to Make Ugly Iconic. Harvard Business School 2023, 9-524-006

Specific to Suzhou campus:

Ellis, Sean, and Morgan Brown. Hacking Growth: How Today's Fastest-Growing Companies Drive Breakout Success. Crown Business, 2017.

Websites :

For Suzhou campus:

See Official website for Google Analytics: <https://analytics.google.com/analytics/academy/>

Wordpress: A Step-by-Step Beginners' Guide to Build Your Own WordPress Website from Scratch. 2016 (https://www.amazon.cn/gp/product/1539991849/ref=oh_aui_detailpage_o00_s00?ie=UTF8&psc=1)

See also official website <https://wordpress.org/> for more references

Certifications & Legal Mentions

Certifications :

N/A

MSC.IMBM2.MKCOR.0095 – Digital Media

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	18.00h	0h	0h	0h	50%	50%	100%

Course Manager & Teaching Team

Course Manager : SPIER Peter

Academic Characteristics

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

Course Description

Course Description :

This course provides students with an introduction to the digital media ecosystem in China including the key players, their characteristics, and the users. This universe is radically different from that in Europe or the US and anyone hoping to work, live or study in China will need to understand fully.

Pedagogical Objectives

Pedagogical Objectives :

Introduce students to the Chinese digital media universe

Prerequisites

Prerequisites :

None

Certifications & Legal Mentions

Certifications :

N/A

MSC.IMBM2.MKCOR.0077 – International Business Development

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	24.00h	0.00h	0.00h	0.00h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : SPIER Peter

Teaching Team : Lille : ZEUGNER ROTH Katharina, HE Guojun Paris : MADUREIRA Luis Sophia : MADUREIRA Luis Belo : CARVALHO Monica Suzhou : STORM John

Academic Characteristics

Credits : 3 **Discipline :** Marketing **Teaching Languages :** English **Open to Exchange :** Yes

Course Description

Course Description :

This course addresses issues encountered when companies develop beyond their home country: risk, culture, consumer habits, administrative issues, geographical and economic challenges, questions around choice of markets, market-entry strategies and organisational challenges. Though the teaching approach may differ from one teacher and one campus to another, the aims are the same.

In Patis and Sophia the course is organized as a sequence of lectures and case studies providing students with their first approach to International Business. The course has four pillars. First, to challenge the paradigm of competition by emphasizing the need for cooperation in international settings. The second pillar is understanding the modes of internationalisation; the different paths undertaken by companies that want to expand their businesses beyond the national frontier. The third element is an overview of how the organizational structure of a company must be adapted for handling international business. The last element is how to deal with local sensibilities and the importance of culture in the process of internationalization. This course will look closely at these four aspects of internationalization through concrete examples and case studies with a wide range of companies, sectors, and countries.

Pedagogical Objectives

Pedagogical Objectives :

To introduce students to the range of challenges that face companies when they develop beyond their home country as well as some tools and frameworks that can be used to help them

Prerequisites

Prerequisites :

Recommended: Overall understanding of Marketing and Management will help students excel in the course.

Course Schedule

Course Schedule :

For Paris and Sophia: S1: Theoretical Pillar 1: Introduction to IBD and Ecosystems ; Group Sign up Case study preparation S2: Case study discussion - Jumia Nigeria: from Retail to Marketplace by Ramon Casadesus-Masanell, Namrata Arora;Case study submission S3: Theoretical Pillar 2: Internationalization Modes: Case study preparation S4: Case study discussion - Xiaomi International Markets by Miao Cui, Yan Zhao, Sitara Aziz and Mimi Xiao: Entering : Case study submission S5:Theoretical Pillar 3: Organization Structure;Case study preparation S6: Case study discussion - Natura: Expanding Beyond Latin America. Expanding Beyond Latin America. Amitava Chattopadhyay, Nina Paavola, Tanure Betania;Case study submission S7:Theoretical Pillar 3: Internationalization & Culture Case study preparation S8: Case study discussion - Natura: Expanding Beyond Latin America.Case study submission

Academic References

Academic Reference :

Base: Collinson, S., Narula, R., & Rugman, A. M. (2016). International business. Pearson. (Chapter 1)
Extra: Brandenburger, A.M. and Nalebuff, B.J., 2002. Use game theory to shape strategy. Strategy: critical perspectives on business and management, 4, p.260.
Jacobides, M.G., Cennamo, C. and Gawer, A., 2018. Towards a theory of ecosystems. Strategic Management Journal.
Moore, J.F., 1993. Predators and prey: a new ecology of competition. Harvard Business Review, 71(3), pp.75-86.

Teece, D.J., 2007. Explicating dynamic capabilities: the nature and microfoundations of (sustainable) enterprise performance. Strategic Management Journal, 28(13), pp.1319-1350.

Mandatory: Dass, M., & Kumar, S. (2014). Bringing product and consumer ecosystems to the strategic forefront. Business Horizons, 57(2), 225-234.

Case study: Jumia Nigeria: from Retail to Marketplace by Ramon Casadesus-Masanell, Namrata Arora

Base: Collinson, S., Narula, R., & Rugman, A. M. (2016). International business. Pearson. (Chapter 2)
Extra: Ghemawat, P., 2001. Distance still matters. Harvard Business Review, 79(8), pp.137-147.

Mandatory: Friedrich, J., Noam, A., & Ofek, E. (2014). Right up the middle: how Israeli firms go global. Harvard Business Review, 92(5), 113-117.

Case study: Xiaomi: Entering International Markets by Miao Cui, Yan Zhao, Sitara Aziz and Mimi Xiao

Base: Collinson, S., Narula, R., & Rugman, A. M. (2016). International business. Pearson. (Chapter 8 & 9)

Mandatory: Kumar, N., & Puranam, P. (2011). Have you restructured for global success? Harvard Business Review, 89(10), 123.

Case study: Natura: Expanding Beyond Latin America. Amitava Chattopadhyay, Nina Paavola, Tanure Betania.

Base: Collinson, S., Narula, R., & Rugman, A. M. (2016). International business. Pearson. (Chapter 6)

Mandatory: Meyer, E. (2018). Being the Boss in Brussels, Boston, and Beijing. Harvard Business Review.

Case study: Merck Sharp & Dohme Argentina, Inc. (A) by Lynn Sharp Paine, Harold F. Hogan Jr

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE IA

MSC.TRCM2.LGCOR.0105#1 – LANGUAGE: CHINESE - BASIC - FALL

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : LEVIN Jeremy

Academic Characteristics

Credits : 0.5

Discipline : Langues

Teaching Languages : Chinese

Open to Exchange : Yes

Course Description

Course Description :

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 :

No

Course Schedule

Course Schedule :

Session 1 + 2: ?? /Hello, Syllables Session 3: ??? / Thank you Session 4 + 5 : Pinyin Review and Integration, ??????/ What's your name Session 6 + 7 : ?????????? /She is my Chinese teacher, Pinyin, Strokes and Characters Review and Integration Session 8 + 9 : ??????????/Her daughter is 20 years old this year, Pinyin Review and Integration Session 10 :Comprehensive Review and Application Session 11 + 12 : ??????/I can speak Chinese Session 13 + 14 : ??????/ What's the date today Session 15: Review and Integration Session 16 + 17: ??????/I'd like some tea Session 18 :Review and Integration Session 19: Comprehensive Review and Application Session 20: Pre-exam Exercise

Academic References

Academic Reference :

Jiang Liping, HSK Standard Course (Book 1).

Certifications & Legal Mentions

Certifications :

N/A

MSC.IMBM2.MKCOR.0057 – Marketing Research

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	24.00h	0.00h	0.00h	0.00h	50%	50%	100%

Course Manager & Teaching Team

Course Manager : SPIER Peter

Teaching Team : Lille : ERTIMUR Burcak Paris : NAHMIAS Laurence, PINCHAUD Gabrielle Sophia : SOSCIA Isabella
Belo : MONTEIRO Plínio Suzhou : SOSCIA Isabella, ERTIMUR Burcak

Academic Characteristics

Credits : 3 **Discipline :** Marketing **Teaching Languages :** English **Open to Exchange :** Yes

Course Description

Course Description :

The purpose of marketing research is to provide information for making better business decisions relevant for both international companies and small business (i.e. start up). In this course you will be introduced to different stages of the marketing research process. We will focus on qualitative and quantitative aspects of marketing research as it relates to business problems such as market segmentation, positioning, the definition of the communication mix, etc.

To get straight to the point, the goals of the course are to:

- 1) Understand the concepts and techniques required to conduct marketing research
- 2) Apply this knowledge in real-world marketing research problems.

On most campuses, the course will involve a company project that will allow students to apply the methods they will be learning about

Pedagogical Objectives

Pedagogical Objectives :

Marketing decisions should be based on solid evidence. This course aims to show students the strengths and limitations of various research methods. It is also important because these methods will be used by students in their Master-thesis.

Prerequisites

Prerequisites :

Basic Marketing Course

Course Schedule

Course Schedule :

The course plans will vary from one teacher and one campus to another. This is a typical example:
Session 1 Marketing research; Marketing information system; Research designs Analysis of secondary data;
Readings: Malhotra (2007): chapters 1, 2, 3 and 4. Session 2 Companies' brief Session 3 Qualitative Sampling
Focus group In depth interview; Readings: Ryan, G. W., & Bernard, H. R. (2003). Techniques to identify
themes. Field methods, 15(1), 85-109. Session 4 Quantitative Sampling, Survey techniques, Observation,
Experiment Session 5 Coaching Session 6 Project presentation Session 7 Project presentation Session 8
Project presentation

Academic References

Academic Reference :

Textbooks and References:

Malhotra(2007). Marketing research: An applied orientation. Pearson Education Australia.

Ryan, G. W., & Bernard, H. R. (2003). Techniques to identify themes. Field methods, 15(1), 85-109.

Certifications & Legal Mentions

Certifications :

N/A

MSC.IMBM2.MKCOR.0055 – New Business Development: From Idea to Market

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	24.00h	0.00h	0.00h	0.00h	50%	50%	100%

Course Manager & Teaching Team

Course Manager : SPIER Peter

Teaching Team : Lille : CERQUEIRA LIMA Marcos Paris : MARCANTONI Audrey, RIBEIRO Barbara Sophia : LUCKY Yves Belo : CHRISTINO Juliana

Academic Characteristics

Credits : 3 **Discipline :** Stratégie, Innovation & Entrepreneuriat

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

This courses will apply business model strategy and design-thinking as complementary approaches to developing an idea and taking it to market. While moving through the different stages, it will address issues of creativity, ideation, prototyping, seeking proof of concept and pitching ideas to potential investors. It will also explore ideas, models and frameworks relevant to developing creative and innovative learning environments using Knowledge Management principles.

This kind of approach may be familiar to some, but as final-year master students, the teams involved will be expected to raise their game and show mastery and understanding of the various stages. There are a range of methods and tools available that must become an integral part of each student's 'toolbox'. And for that, it is not enough to know they are there - skilful application is key.

In practical terms, the course will develop the skills needed to generate innovative ideas, test them and then present them with conviction. It will also use real-world innovation tools in the process.

These are precisely the skills needed to thrive in an innovation economy.

Pedagogical Objectives

Pedagogical Objectives :

To allow students to explore the issues around new business development, discover the different frameworks and methods used for innovation and testing product-marketing fit, and to learn how to do a good pitch at the end!

Prerequisites

Prerequisites :

M1 Marketing

Course Schedule

Course Schedule :

Course plans will vary from one campus to another, but a typical course plan will look like this:

Course 1. Introduction. What is innovation, types, innovation management. Prepare Case 1 Course 2. Innovation Culture. McKinsey's 7S Model. Case 1. Prepare Case 2 Course 3. Business Model Canvas, Part 1. Interview current and non users to validate pain relievers and gain levers. Course 4. Business Model Canvas Part 2. Impact of the External Environment. Research of hard data to back up assumptions about market trends, competitive environment, economy, society trends. Course 5. Business Model Canvas Part 3. Refine canvas based on validated assumptions and trends. TOWS Matrix with action plans Course 6. Design Sprint Part 1. Empathy, Ideation, Solution Course 7. Design Sprint Part 2. Prototyping and Testing Course 8. From idea to market: product briefing, product launch roadmap, financial projections Exam.: Final presentations / oral feedback

Academic References

Academic Reference :

Osterwalder, A. and Pigneur, Y. (2010) Business Model Generation. Knapp, J et al. (2016). SPRINT: How to generate ideas and solve problems in just five days by Google Ventures. Liedtka, Jeanne (2013) Solving Problems with Design Thinking : Ten Stories of What Works. Columbia University Press. MIT Sloan Management Review (2019) When Innovation Moves at Digital Speed : Strategies and Tactics to Provoke, Sustain, and Defend Innovation in Today's Unsettled Markets.

Certifications & Legal Mentions

Certifications :

N/A

MSC.IMBM2.MKCOR.0088 – Strategic Brand Management

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : SPIER Peter

Teaching Team : Sophia & Suzhou: Peter SPIER Lille: Guojun HE Belo: Juliana MAGALHAES Raleigh: Thomas BYRNES

Academic Characteristics

Credits : 3 **Discipline :** Marketing **Teaching Languages :** English **Open to Exchange :** Yes

Course Description

Course Description :

Brands and branding are a 'hot topic' for Marketing managers, whether in B2C or B2B.

When Steve Jobs returned to Apple to save the company his first move was to give the brand the care and attention it had been lacking. The 'Think different' advert was born. The rest is history.

Nike has recently changed CEOs. In four years the former CEO reduced the value of the company by 21 billion USD. The new CEO has promised a 'big, brave brand campaign' to get things back on track.

Liquid Death has become a billion-dollar company selling water in a can. Its secret weapon: great branding.

Brands are arguably the most valuable asset of any company – from the 3 trillion of Amazon or Apple down to the newest start-up or SME. And yet so many companies manage them badly and show little understanding of how they function.

This course will show you how.

Brand value is created by the place occupied by the brands in the minds of customers: brand awareness, image, trust and reputation - all built up over many years - are the best guarantee of future cash flows. As one commentator puts it: 'products are created in the factory. Brands are created in the mind.'

Brands provide a short-cut for customers when making a purchasing decision, seeking to avoid risk and obtain value for money. Brands provide a relevant, exciting experience. Brands connote a certain lifestyle, set of values or attitude. Brands can become objects of affection or desire - 'Lovemarks', even. Buying a brand is an integral part of an individual's quest for identity and meaning. It could be argued that brands create value by providing consumers with content, a form of belief system and powerful stories that embody these beliefs and values.

This course provides a comprehensive introduction to strategic brand management, covering such areas as the

building of brand equity, brand identity, brand extension, brand portfolios etc. in national, regional and global markets. Students will discover the 'state of play' in terms of how brands are best managed.

More than that, however, the course explores the importance of sense and meaning in the creation of value as well as the degree to which this is rooted in a specific social and cultural context. In doing so, it raises important questions about the role of marketing and consumption in modern society.

Depending on teachers and campuses, topics include:

An overview of approaches to branding

The long and short of it

Differentiation vs distinctiveness

Paying attention to attention

Relevance: What brands 'mean' to us

Consistency and creativity

Humanizing the brand

Branding with feeling

Brand experiences

Branding with purpose

Brand communities

Pedagogical Objectives

Pedagogical Objectives :

What are brands?

How do they function?

How do we manage them?

How do they compete?

Prerequisites

Prerequisites :

Intermediate marketing highly desirable

Course Schedule

Course Schedule :

To be provided by teachers on various campuses

Academic References

Academic Reference :

Students will be provided with a selection of recent articles and case examples for each session/topic. Here is a short bibliography:

Mark Gobe (2010), Emotional branding (Allworth Press)

Tilde Heding et al. (2020), Brand management: research, theory and practice (Routledge)

Douglas Holt (2004), How brands becomes icons (Harvard University Press)

Douglas Holt (2012), Cultural strategy (Oxford University Press)

Jean-Noel Kapferer (2012), New strategic brand management (Kogan Page)

Kevin Keller & Vanitha Swaminatham (2019), Strategic brand management (Pearson)

Chris Malone & Susan Fiske (2013), The human brand (John Wiley & Sons)

Karen Nelson-Feld (2020), The attention economy and how media works: simple truths for marketers (Springer Verlag, Singapore)

Lisa Penalosa et al (2011), Marketing management: a cultural perspective (Routledge)

Jenni Romaniuk (2018) Building distinctive brand assets (Oxford)

Jenni Romaniuk (2023) Measures and metrics for a How brands grow world (Oxford)

Byron Sharp (2010) How brands grow (Oxford)
Byron Sharp (2021) How brands grow, Part Two (Oxford)

Websites :

<https://marketingweek.com>
<https://system1group.com>
<https://marketingscience.info>
<https://www.amplifiedintelligence.com>
<https://www.thedrum.com/>

Certifications & Legal Mentions

Certifications :

N/A

MSc M2 IMBD FALL SUZHO Elective Courses (2 maximum)

MSC.IMBM2.MKELE.0202 – AI & Data Analytics

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	18.00h	0.00h	0.00h	0.00h	30%	70%	100%

Course Manager & Teaching Team

Course Manager : OLMEDILLA FERNANDEZ Maria

Teaching Team : Lille : MAZAHIR Muhammad Shumail Paris : OLMEDILLA FERNANDEZ Maria Sophia : OLMEDILLA FERNANDEZ Maria Belo : EDUARDO DA MOTTA Victor

Academic Characteristics

Credits : 2
Discipline : Analytics Information and Operations

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

This course will give an overview to the students without programming skills on what is Artificial Intelligence and how it can be used in fields such as Marketing or Business among others.

This course also uncovers a role that the students could acquire at the end if they happen to work in a company using AI.

The course is divided into two main phases, the first phase is about teaching an introduction to the concepts of AI, and the second phase involves practical application based on several projects that do not require a programming background or skills.

During the first part the students are taught what are the different applications of AI in marketing, the benefits of using AI in a company, different types of AI, what is Machine Learning, what is Deep Learning, etc.

Prerequisites

Prerequisites :

A computer is necessary to pursue the course (not a tablet or similar)

Course Schedule

Course Schedule :

Session 1: Course introduction. An overview of Artificial Intelligence; Assignments N/A Session 2: Project #1: Twitter Data Analysis, case study/ in-class hands-on exercises Session 3: Project #2: Sentiment Analysis FLOW; case study/ in-class hands-on exercises Session 4: Project #3: YouTube Data Analysis; case study/ in-class hands-on exercises Session 5: Project #4: Online Data Gathering; case study/ in-class hands-on

exercises Session 6: Project #5: Sentiment Analysis with Python Final MCQ test; case study/ in-class hands-on exercises

Academic References

Academic Reference :

Slides with the lessons provided by the professor. Full access to the Microsoft tools (Power BI, Power Automate, and Azure) to be used during the course.

Websites :

The links will be available on K2 (SKEMA's knowledge platform)

Certifications & Legal Mentions

Certifications :

N/A

MSC.IMBM2.MKELE.0187 – BUSINESS NEGOTIATION

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	18.00h	0.00h	0.00h	0.00h	30%	70%	100%

Course Manager & Teaching Team

Course Manager : SPIER Peter

Teaching Team : Suzhou : NEWTON Jon

Academic Characteristics

Credits : 2 Discipline : Management & Organisation

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

The essence of the subject is to introduce students to the world of negotiation and explain its structure and detail. Whilst centred in business negotiation theory, the subject also draws on other areas such as ethics, conflict resolution and learning styles theory. There is a particular emphasis on negotiation in a Chinese environment.

Prerequisites

Prerequisites :

-

Academic References

Academic Reference :

""NEGOTIATION: READINGS, EXERCISES, AND CASES"" BY ROY J. LEWICKI, DAVID M. SAUNDERS, AND BRUCE BARRY. THIS COMPREHENSIVE TEXTBOOK COVERS THE FUNDAMENTAL CONCEPTS, THEORIES, AND STRATEGIES IN NEGOTIATION, SUPPLEMENTED WITH REAL-WORLD EXAMPLES, EXERCISES, AND CASE STUDIES.

Certifications & Legal Mentions

Certifications :

N/A

MSC.IMBM2.MKELE.0078 – MANAGING AN EXPORT PROJECT

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	18.00h	0.00h	0.00h	0.00h	60%	40%	100%

Course Manager & Teaching Team

Course Manager : QIAO Xiaohu

Teaching Team : Dr Xiaohu Qiao

Academic Characteristics

Credits : 2

Discipline : Autre

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

This programme provides a hands-on approach to balancing all phases of the export process, from planning to execution and project conclusion. The course covers essential topics, including an export project, evaluating business readiness for exports, strategic market selection, and Incoterms. It encompasses the creation of a comprehensive export plan, the ins and outs of export contracts, legal matters, compliance, and risk assessment. Additionally, the course addresses overseas payment methods, export financing options, and risk management strategies. Topics such as export logistics, supply chain management, transportation, and customs documentation and procedures are discussed. The course also explores international marketing strategies, cross-cultural negotiation, and relationship management within a global context. It concludes with a review of project monitoring and evaluation, as well as an examination of future trends and the outlook for exports. The objective is to provide students with real-world insights into international trade and exports.

Pedagogical Objectives

Pedagogical Objectives :

Knowledge (facts, concepts, ideas, and theories) / By the course's end, students will be knowledgeable of...

K1. The definition, lifecycle, and core components of an "Export Project"

K2. Strategic considerations for export, including market selection criteria, entry modes, and the critical role of Incoterms

K3. The landscape of international export finance, payment methods, and associated financial risks

Abilities - (Epistemic Knowledge) (how practitioners work & think) / by the end of the course, students will be able to...

EK1. Critically assess strategic options for export and make informed decisions on market selection and entry modes

EK2. Identify, analyse, and evaluate the diverse range of risks inherent in export projects

EK3. Adapt strategic approaches (marketing, sales, relationships) for diverse international cultural and business environments

Abilities - (Procedural Knowledge) (how things are done) that is transferable across domains) / by the end of the course, students will be able to...

PK1. Develop a structured export plan and understand key international contractual elements

PK2. Manage the logistical process of export, including documentation and navigating customs procedures

PK3. Apply project management procedures for monitoring, controlling, and formally closing export projects

Prerequisites

Prerequisites :

N/A

Academic References

Academic Reference :

1. Novack, R., Gibson, B., Suzuki, Y., & Coyle, J. (2019). Transportation: a global supply chain perspective.

2. Rushton, A., Croucher, P., & Baker, P. (2022). The handbook of logistics and distribution management: Understanding the supply chain. Kogan Page Publishers.

3. Project Management Institute. (2000). A guide to the project management body of knowledge (PMBOK Guide). Project Management Institute.

Websites :

N/A

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE

MSC.IMBM2.MKELE.0143 – RESEARCH METHODS

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	18.00h	0.00h	0.00h	0.00h	0%	100%	100%

Course Manager & Teaching Team

Course Manager : DOU Wenyu

Teaching Team : Lille : ZEUGNER ROTH Katharina Suzhou : RUBASUNDRAM Geetha A.

Academic Characteristics

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

Course Description

Course Description :

1. Building connections between academic research and practical business activities by getting to know more about how we can use research to make better sense to business;
2. Helping you prepare your upcoming Master Thesis in terms of developing thesis topics and research questions, and better understand research methods;
3. Helping you master the essential skills useful for not only thesis writing, but also marketing consulting/research firms;
4. Helping you better understand marketing practices in a structured and logical way, and major areas of marketing research and/or marketing practices;
5. Helping you dramatically improve your skills in reading, writing, thinking, and public speech/presentation.
6. Helping you strategise your thesis design in order to use your thesis to better position yourself in the job market you are interested in

Prerequisites

Prerequisites :

In addition to the Market Research course, which explores research methodologies (i.e., qualitative vs. quantitative methods) there are additional courses such as Research writing and critical thinking or Research methods that aim to help students prepare for the Master thesis. These courses are different in their aims and can take place simultaneously.

Course Schedule

Course Schedule :

Session 1 Course introduction Group Sign up Session 2 Understand the association between marketing research and business;Understand proper writing-Introduction Group presentation Session 3 Understand ways to generate research ideas-Purposeful Brainstorm based on literature Group presentation Session 4 Understand Literature Review and Research Questions-Think and Write in good structures and logics Group

presentation Session 5 Understand ways to investigate your Research Question-Selecting and writing methodologies Group presentation Session 6 Understand ways to showcase your research outcomes-Findings, Conclusions, and Recommendations Group presentation/Proposal submission

Academic References

Academic Reference :

Saunders M., Lewis P., Thornhill A. (2016), "Research methods for business students", Pearson.

Websites :

On research topics and questions: www.msi.org On writing a literature review:

<http://www.lib.ncsu.edu/tutorials/litreview/> On citing your references: <http://fr.slideshare.net/comahovadak/harvard-referencing-2011> On quoting and paraphrasing:

<http://owl.english.purdue.edu/owl/resource/563/1/> Paraphrasing guidelines :

<http://owl.english.purdue.edu/owl/resource/619/1/> Paraphrasing exercise:

<http://owl.english.purdue.edu/owl/resource/619/02/>

Certifications & Legal Mentions

Certifications :

N/A

PGE M1

PGE M1 GE FALL SUZHO Cours Autonomes (2 maximum)

PGE.FINM1.ISELE.0720 – ADVANCED EXCEL

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 : CAPELLA David

Academic Characteristics

Credits : 1 Discipline : Analytics Information and Operations

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

Excel is a fundamental tool for data analysis and decision-making in modern organizations. This course aims to equip students with advanced Excel skills enabling them to efficiently manage, analyze, and visualize data. The course covers advanced functions (including logical, conditional, and lookup functions), data analysis techniques such as sorting, filtering, and pivot tables, and introduces automation concepts through macros.

Pedagogical Objectives

Pedagogical Objectives :

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

- Apply advanced Excel formulas, including logical, conditional, and lookup functions (e.g., IF, XLOOKUP, INDEX/MATCH)
- Analyze datasets using sorting, filtering, and advanced data manipulation techniques
- Structure and clean datasets to ensure data quality and consistency
- Combine multiple Excel features to solve real-world business problems
- Design and build PivotTables and PivotCharts to summarize and visualize data
- Interpret and present data insights effectively for decision-making purposes
- Use Excel's built-in data analysis tools
- Automate repetitive tasks by recording basic macros

Prerequisites

Prerequisites :

Students taking this course should:

- Be comfortable with the basic Excel interface (Ribbon, worksheets, navigation)
- Know how to create and edit simple formulas (e.g., SUM, basic arithmetic operations)
- Understand basic cell referencing (relative vs absolute references)
- Be familiar with simple data manipulation (copy/paste, basic formatting)
- Have prior experience working with small datasets in Excel

Please note that the first two modules are designed as a refresher on Excel fundamentals. Nevertheless, prior completion of a fundamental or intermediate Excel course is highly recommended.

Course Schedule

Course Schedule :

Module 1: Review of Excel fundamentals

Part 1 – Excel Interface and Formatting

- Overview of the Excel interface (Ribbon, Formula Bar, Name Box)
- Workbook and worksheet structure
- Navigation techniques and keyboard shortcuts
- Managing rows and columns
- Formatting cells (alignment, borders, number formats)
- Creating and customizing charts

Part 2 – Formulas and Basic Calculations

- Creating formulas using operators (+, -, *, /)
- Cell references (relative vs absolute)
- Copying and reusing formulas
- Linking between worksheets
- Naming cells and ranges

Part 3 – Basic and Text Functions

- Basic functions: SUM, AVERAGE, MIN, MAX
- Text functions: LEN, FIND, TRIM, LEFT, RIGHT

Concatenation and text manipulation

- Rounding functions (ROUND, INT, TRUNC)
- Counting functions (COUNT, COUNTA, COUNTBLANK)

Part 4 – Date and Time Functions

- Working with dates and time formats
- TODAY() and NOW() functions
- Extracting components (DAY, MONTH, YEAR)
- Calculating durations and differences

Module 2 - Table and Basic lookup functions

Part 1 – Lookup Functions

- VLOOKUP function with Exact match vs. approximate match
- HLOOKUP function
- XLOOKUP function
- Lookup from structured tables and named ranges
- Error handling (e.g., value not found)

Part 2 – Sorting, Filtering and Table Management

- Sorting data (single and multiple criteria)
- Filtering data (by value, color, and conditions)
- Text and number filters
- Creating Excel tables
- Table formatting and design
- Renaming tables and using structured references
- Basic table operations (adding columns, calculations)

Module 3 - Analyse dataset with Pivot Table

Part 1 – Pivot Table Analysis and Data Summarization

- Creating pivot tables from raw datasets
- Organizing data into row and column labels
- Aggregating data (COUNT, SUM...)
- Using Grand Totals and Subtotals
- Cross-tabulation of data
- Multi-level grouping (Year-Month, numeric range)

Part 2 – Advanced Pivot Table Features and Data Analysis

- Filtering data (including handling blank values)
- Filtering dynamically with slicers
- Filtering data base on Timelines
- Sorting and restructuring pivot tables
- Analyzing distributions (grades, enrollments, credits)
- Comparing categories (e.g., gender performance, yearly trends)
- Extracting insights from large datasets (trend analysis, totals, proportions)
- Creating Pivot charts

Part 4 – Data Relationships with Pivot Tables*

- Understanding data relationships between tables
- Creating relationships using a common field (key)
- Using multiple tables in a single Pivot Table
- Connecting fact tables and lookup tables (e.g., Data + Titles)
- Avoiding data duplication with normalized structure

Module 4 - Data validation rules and Advanced lookup functions

Part 1 – Data Validation

- Applying data validation to restrict user input
- Ensuring data integrity in a dataset
- Using validation rules on different data types (date, time numeric...)
- Validating values based on another range
- Ensuring unique values in a column

Part 2 - Advanced lookup functions

- Combining MATCH (position) with INDEX
- Combining multiple XLOOKUP functions
- Dynamic filtering of datasets based on criteria using FILTER with logical conditions

Module 5 - What if analysis and Automate using scripts

Part 1 - WhatIF

- Creating and managing multiple scenarios
- Generating a Scenario Summary Table
- Building a calculation model

Part 2 - Make things automatic

- Recording and running scripts (Office Scripts / VBA)
- Editing and debugging automation scripts
- Automated chart creation
- Dynamic reporting
- User interface with buttons

Part 3 - Can I use a script using Excel online

- Excel Online (cloud-based environment)
- Reusing automation scripts
- Office Scripts (Excel Online automation)
- Cross-platform workflows (Desktop ? Online)

Module 6 - Recording macros

- Recording macros
- Automating data extraction
- Working with multiple worksheets
- Data consolidation into a single table
- Data cleaning and preparation

- Adding buttons to trigger macros
- Using macro-enabled files (.XLSM)

Academic References

Websites :

Let's go through the basic steps to get you started:

<https://support.microsoft.com/en-us/office/basic-tasks-in-excel-dc775dd1-fa52-430f-9c3c-d998d1735fca>

Certifications & Legal Mentions

Certifications :

N/A

PGE.FINM1.CRCOR.1003 – CAREER MANAGEMENT 3: Building a strong career path

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 : SHE Haoyue

Teaching Team : Anne Duflos Alejandra Lopez

Academic Characteristics

Credits : 1

Discipline : Autre

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

This course focuses on mastering international recruitment standards and personal branding. Students will learn to structure high-impact value propositions, define personalized career roadmaps, and master advanced interview techniques tailored for Global and EU markets. The semester emphasizes a blend of strategic planning and practical simulations to ensure students are prepared for high-level professional opportunities

Pedagogical Objectives

Pedagogical Objectives :

Upon completion of this semester, students will be able to:
Structure a compelling 2-minute value proposition for global audiences.
Adapt their communication style and professional "brand" to international hiring standards.
Define clear professional goals and a strategic, personalized career roadmap.
Master advanced interview and persuasion techniques to engage and convince recruiters.
Navigate video-based recruitment processes used by modern international firms

Prerequisites

Prerequisites :

No

Course Schedule

Course Schedule :

Activity 1: Job Search Strategy AST & EXL3
Timing: September DYC.
Modality: Presentiel synchrone (TD Groups).
Duration: 1h30.
Evaluation: N/A.

Activity 2: Pitching your Personal Brand
Timing: September DYC.
Modality: Presentiel synchrone.
Duration: 1h30.
Evaluation: 10% final grade.

Activity 3: Pre-work Assignment (Pitch & Strategy)
Timing: Mid-September to Mid-October.
Modality: Pre-work Asynchronous (K2 Platform).
Duration: 1h30.
Evaluation: 10% final grade.

Activity 4: Career Maximizer
Timing: October/November.
Modality: Asynchronous.
Duration: 2h30.
Evaluation: 20% final grade.

Activity 5: On-site Workshops (Pitch & Interview Training)
Timing: Mid-September to End of October.
Modality: Presentiel workshops (Synchrone).
Duration: 3h00.
Evaluation: 20% final grade.

Final Evaluation: Video Pitch
Timing: End of October to Mid-November.
Modality: Asynchronous (VideoAsk).
Duration: 1 hour.

Evaluation: 40% final grade.

Academic References

Academic Reference :

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

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

IA

PGE.FINM1.ISCOR.0712 – AI IN BUSINESS CONTEXTS

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : OKOLI Chitu

Teaching Team : Lille : OKOLI John Chituanya, DIBIAGGIO Ludovic, MAZZELLI Ambra, BOUKEF Nabila, Francis WOLINSKI Paris : OKOLI John Chituanya, DIBIAGGIO Ludovic, MAZZELLI Ambra, BOUKEF Nabila, Francis WOLINSKI Sophia : OKOLI John Chituanya, DIBIAGGIO Ludovic, MAZZELLI Ambra, BOUKEF Nabila, Francis WOLINSKI Belo : LEAL JAMIL (FDC) George Raleigh : KHAN Sarah Suzhou : SHU Ziyuan, YAO Di

Academic Characteristics

Credits : 2
Discipline : Analytics Information and Operations

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

Artificial intelligence (AI) is the most revolutionary technological advance of our present time. Managers in all sectors of society are challenged to understand the implications of AI for their managerial practices as they face an exciting but uncertain future. Although it is not feasible to expect that every manager would develop a strong technical understanding of AI, it is imperative that they understand it from a practical perspective that would empower them to leverage it for effective managerial action.

The objective of this course is to give you a non-technical understanding of the cutting-edge issues that managers face with AI today in the context of business. (“Business” here should not be understood to only mean “commercial”; it includes all sectors of “doing business” in organizations, including government, non-profit organizations, healthcare, education, and so on.) This is not a general introductory course on AI. The instructors will focus on unique areas of their expertise that go beyond common knowledge to help you think critically to push beyond the current boundaries of AI in business contexts.

Pedagogical Objectives

Pedagogical Objectives :

- Gain a solid understanding of the advantages and limitations of AI in business settings to communicate effectively with stakeholders.
- Increase your professional value and become an in-demand leader with the rare ability to connect this powerful technology to business value and results.
- Explore real-life examples of how the global nature of the economy has allowed AI to connect businesses

around the world and deliver value across diverse applications.

- Determine how you can leverage AI to create value for your organization.

Prerequisites

Prerequisites :

None

Course Schedule

Course Schedule :

Provided by the teacher on the first day of class.

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

IA

The topic of this course is explicitly AI in business contexts.

PGE.FINM1.FICOR.0532 – CORPORATE FINANCE

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
13.50h	13.50h	0.00h	0.00h	0.00h	60%	40%	100%

Course Manager & Teaching Team

Course Manager : GROSLAMBERT Bertrand

Teaching Team : Lille : DEREPPER Sébastien, AHMAD Muhammad Farooq Sophia : GROSLAMBERT Bertrand, MASQUEFA Guillaume, ALMEIDA DA MATTA Rafael, RENUCCI Céline, SOGO Takeharu Belo : ANGIOLETTI Stéfano Suzhou : CHIANG Jay

Academic Characteristics

Credits : 5 **Discipline :** Autre **Teaching Languages :** English **Open to Exchange :** Yes

Course Description

Course Description :

This course introduces the major investment and financing decisions. We will shed light on the time value of money, the interest rates and the investment valuation. We will focus on the different ways of financing between equity and debt. Then, we will present the relationship between risk, return and the cost of financing.

Pedagogical Objectives

Pedagogical Objectives :

The main course learning objective is to bring students to develop a rigorous analytical framework of the major investment and financing decisions.

Learning Areas:

Knowledge (facts, concepts, ideas, and theories) / by the end of the course, students will be knowledgeable of the...

K1. Purpose of corporations (shareholder primacy versus corporate social responsibility)

K2. Financial statements (balance sheet, income statement and cash flow statement)

K3. Time value of money, net present value, and internal rate of return

K4. Discounting cash flow and relative evaluation methods

K5. Risk measurement methods and the relation between risk and return

K6. Cost of capital

Abilities - (Epistemic Knowledge) (how practitioners work & think) / by the end of the course, students will be able to...

EK1. Recognize and write financial statements

EK2. Apply the time value of money and estimate the net present value and the internal rate of return

EK3. Appraise investment project

EK4. Estimate the value of equity and debt and estimate the value of a firm

Prerequisites

Prerequisites :

Chapters 1, 2 and 3 of the textbook, "Corporate Finance", by Hillier, Ross, Westerfield, Jaffe and Jordan, 5th European edition.

Course Schedule

Course Schedule :

1 Financial Statements, Goal of financial management Chap 1, 2, 3 2 Time value of money Chap 4 3 NPV and other investment rules Chap 6 4 Making capital investment decisions, Incremental CF Chap 7 5 How to value stocks - Chap 5 6 How to value bonds Chap 5, 16 7 Risk and return - Statistics Chap 9 8 Risk and return - CAPM and the cost of equity Chap 10 9 Risk, cost of capital and capital budgeting Chap 12 The chapters refer to the book ""Corporate Finance"" ed. by Hillier, McGraw-Hill ed., 4th.

Academic References

Academic Reference :

MANDATORY RESOURCES (textbooks, references apps...)

Corporate Finance, Hillier, Ross, Westerfield, Jaffe and Jordan, 5th European edition

RECOMMENDED READINGS

Regular reading of the Financial Times is recommended

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE

PGE.FINM1.ECCOR.0904 – GLOBAL ECONOMIC ISSUES : CORPORATE ECONOMICS IN A VUCA WORLD

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
15.00h	0.00h	0.00h	0.00h	0.00h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : COMBE Emmanuel

Teaching Team : Suzhou : ZHANG Linjia

Academic Characteristics

Credits : 2 Discipline : Economie Teaching Languages : French; English Open to Exchange : Yes

Course Description

Course Description :

This course delves into the intricate world of geopolitics and the assessment of country risk, vital for understanding the dynamic interplay of political, economic, and social factors on a global scale. The aim is to equip students with the knowledge to analyze how nations navigate complex geopolitical landscapes and the associated risks. Key topics will encompass the geopolitical implications of climate change, the influence of economic policies on national and international stability, trade relationships and their impact on geopolitical power dynamics, the impact of protectionism on global economic relations, the concept of economic sovereignty and its role in shaping international politics, as well as how concentration and innovation drive geopolitical strategies and alter risk profiles of nations. The course emphasizes a multidisciplinary approach, blending insights from economics, political science, and international relations to provide a comprehensive understanding of how countries interact, compete, and cooperate in the global arena.

Prerequisites

Prerequisites :

Students are expected to have basic knowledge of macroeconomics and microeconomics, including key concepts such as inflation, trade, competition, and innovation. Prior exposure to applied economics is helpful but not required.

Suggested reading:

? E. Combe (2022) – Précis d'économie, PUF, 16th edition – Chapters on inflation, trade, and market structure

? W. Nordhaus (2019) – The Climate Casino, De Boeck – Introduction and Part I

? J. Tirole (2016) – Économie du bien commun, PUF – Chapters 1 and 8

These readings will help students gain a preliminary grasp of the six key themes explored in the course: climate transition, inflation, protectionism, economic sovereignty, competition regulation, and innovation.

Course Schedule

Course Schedule :

Climate change: what should we do? Usual approaches and their limits A challenge: putting a price on carbon From tradable permits to carbon border tax The Inflation enigma 30 years of low inflation: why? Tomorrow, the return of inflation? Fighting against inflation From protectionism to economic sovereignty The adverse effects of a global protectionism Defensive sovereignty: fighting unfair competition Offensive sovereignty: implementing an industrial policy GAFAM: the end of competition ? The digital economy and the return of concentration GAFAM : competition policy in a turmoil Beyond competition policy: The Digital Market Act Disruptive innovation, a key factor of economic growth Innovation and creative destruction Delays and obstacles to the diffusion of disruptive innovation Disruptive innovation and jobs: from robots to IA and blockchain

Academic References

Academic Reference :

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

Certifications & Legal Mentions

Certifications :

N/A

PGE.FINM1.HRCOR.0343 – MANAGING HUMAN RESOURCES

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : BACHA Eliane

Teaching Team : Suzhou: Ahsan Ali

Academic Characteristics

Credits : 3
Discipline : Management & Organisation

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

This course focuses on some principles and practices used in management and organizations. The aim of the course is to give you the knowledge needed to understand the role of the manager in managing workplace challenges (stress, burnout, sexual harassment) and conflicts.

Also, this course gives you an idea about human resources management which is a specialization in the field of management that encompasses several functions including attracting, developing, and maintaining a quality workforce. Furthermore, this course discusses the changes taking place nowadays in the workplace and the role of artificial intelligence (AI) in organizations. Finally, this course gives insights on how to manage in a responsible and sustainable way.

Prerequisites

Prerequisites :

Basic understanding of management functions and key business terms (e.g., strategy, leadership, organizational behavior), along with English language skills.

Cartwright, S. and Cooper, C.L. (1997), Managing workplace stress, Sage Publications, Inc.

Crawshaw, J.R., Budhwar, P. and Davis, A. (2017), Human Resource Management: Strategic & International perspectives, Sage, 2nd Edition.

Course Schedule

Course Schedule :

Plenary Session 1: Knowing yourself to better manage others: the role of a Manager Plenary Session 2:

Responsible and sustainable management Class Session 1: Introduction to Human Resources Management

Class Session 2: Contemporary Issues in Managing Human Resources: Managing Workplace Challenges

Class Session 3: Group processes: Conflict management Class Session 4: Artificial Intelligence in the workplace + Revision for the final exam

Academic References

Academic Reference :

Cartwright, S. and Cooper, C.L. (1997), *Managing workplace stress*, Sage Publications, Inc., Chapters 1, 4, 5 and 6.

Crawshaw, J.R., Budhwar, P. and Davis, A. (2017), *Human Resource Management: Strategic & International perspectives*, Sage, 2nd Edition, Chapters 1, 7, 11 and 13.

George, J.M. and Jones, G.R. (2012), *Understanding & Managing Organizational Behavior*, Pearson, 6th Edition, Chapter 1.

Howard, G. (2008), *The five minds for the future*, Vol 5, N°1/2, pp.17-24
(<https://www.jstor.org/stable/10.1086/591814>)

Robbins (2005), *Organizational Behavior*, Prentice Hall Inc., Chapter 18.

Robbins, Coulter, and Langton (2005), *Management*, Pearson Education Canada Inc., Eighth Canadian Edition, Chapter 16.

Robbins, S.P. (2005), *Fundamentals of Management*, 4th Canadian Edition, Pearson Education Canada Inc., Chapter 2.

Robbins, S. P., Judge, T. A. and Campbell, T. T. (2010), *Organizational Behavior*, Pearson Education Limited, Chapters 9, 10, 13, 15 and 18.

Robbins, S.P. and Coulter, M. (2014), *Management*, Pearson, 12th Edition, Chapters 1, 4, 5, 7, 13, 14 and 18.

Schermerhorn, J.R., Wright, Jr. & Barry (2007), *Management*, Canadian Edition, John Wiley & Sons Canada, Ltd, Chapter 12.

Snell, B. (2013), *Management: Leading and collaborating in a competitive world*, McGraw-Hill/Irwin, 10th Edition, Chapters 11 and 13.

Wilkinson, A., Redman, T. and Dundon, T. (2017), *Contemporary Human Resources Management*, Pearson Education Limited, 5th Edition, Chapters 3, 4, 6, 18, 22.

Additional resources

Laasch, O. & Conaway, R. (2016) – *Responsible Business: The Textbook for Management Learning, Competence and Innovation*, Greenleaf Publishing

Lewicki, R.J., Barry, B., & Saunders, D.M. (2006) – *Negotiation: Readings, Exercises and Cases*, McGraw-Hill, 7th Edition

Sarah Bankins (2021), “The ethical use of artificial intelligence in human resource management: a decision making framework”, *Ethics & Information Technology*, N°23, pp. 841-854.

Thomas, H. Davenport & Rajeev Ronanki (2018), “Artificial Intelligence for the real world”, *Harvard Business Review*, January-February, Vol. 96, Issue 1, pp. 108-116.

Tojin T. Eapen, Daniel J. Finkenstadt, Josh Folk & Lokesh Venkataswamy (2023), “How generative AI can augment human creativity”, *Harvard Business Review*, <https://hbr.org/2023/07/how-generative-ai-can-augment-human-creativity>.

Mohammad Hossein Jarrahi, Kelly Monahan, & Paul Leonardi (2023), “What will working with AI really require?”, *Harvard Business Review*, June, pp. 1-10.

Tessa Melkonian (2018), “Demain, votre manager sera-t-il une machine ? », HBR France, <https://www.hbrfrance.fr/chroniques-experts/2018/06/20503-demain-manager-sera-machine/>

Margherita Pagani & Renaud Champion (2020), “Intelligence artificielle : quelles compétences pour le manager de demain ? », HBR France, <https://www.hbrfrance.fr/chroniques-experts/2020/12/32662-intelligence-artificielle-queelles-competences-pour-le-manager-de-demain/>

Satya Ramaswamy, 2017, “How companies are already using AI?”, HBR, <https://hbr.org/2017/04/how-companies-are-already-using-ai>).

Sam Ransbotham, François Cadelon, David Kiron, Burt LaFountain & Shervin Khodabandeh, 2021, “The Cultural Benefits of Artificial Intelligence in the Enterprise”, *MIT Sloan Management Review* in collaboration with BCG, <https://web-assets.bcg.com/85/90/95939185404cbd901aba0d54f1d7/the-cultural-benefits-of-artificial-intelligence-in-the-enterprise-r.pdf>.

Nada R. Sanders & John D. Wood (2023), “The skills your employees need to work effectively with AI”, *Harvard Business Review*, November, pp. 1-9.

Sullivan, Yulia W. & Fosso Wamba, S. (2022), “Moral Judgments in the Age of Artificial Intelligence”, *Journal of Business Ethics*, Vol. 178, pp. 917-943.

Wilkinson, Wyoma, Podhorska, Ivana & Siekelova, Anna (2019), "Does the growth of Artificial Intelligence and Automation shape talent attraction and retention?", Psychosociological Issues in Human Resource Management, Vol. 7, Issue 1, pp. 30-35.

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE IA

PGE.FINM1.MKCOR.0411 – MARKETING STUDIES

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
6.00h	12.00h	0.00h	0.00h	0.00h	60%	40%	100%

Course Manager & Teaching Team

Course Manager : ZEUGNER ROTH Katharina

Teaching Team : CHOURY Stephane

Academic Characteristics

Credits : 3

Discipline : Marketing

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

This course focuses on developing critical decision-making skills in strategic marketing and brand management. Through a hands-on, interactive approach, students will engage with the BrandPRO simulation platform, which offers a dynamic and realistic environment for solving marketing challenges. Students work in teams to develop, implement, and adjust marketing strategies in response to changing market conditions. In the final session, students will defend their results in a group presentation, showcasing their decision-making process and strategic outcomes. By the end of the course, students will be equipped to make informed, strategic decisions that contribute to successful brand management and overall business growth.

Pedagogical Objectives

Pedagogical Objectives :

This course aims to develop students' critical decision-making skills in the fields of strategic marketing and brand management. Through the use of the BrandPRO simulation platform, students are immersed in a realistic, interactive environment that challenges them to solve complex marketing problems. The course emphasizes the development of collaborative, analytical, and strategic thinking skills, preparing students to make data-driven decisions in dynamic market contexts.

Prerequisites

Prerequisites :

This course is designed for students who have successfully completed an introductory Principles of Marketing class. Participants are expected to have a fundamental understanding of core marketing concepts, including:

- Segmentation, Targeting, and Positioning (STP), with an emphasis on positioning strategies using perceptual maps.

- The ability to develop and apply the Marketing Mix (Product, Price, Place, Promotion).

- Basic competence in managing a marketing budget and making strategic decisions within financial constraints.

These prerequisites will enable students to engage more deeply with advanced marketing strategies and applications covered in the course.

Course Schedule

Course Schedule :

1. - Introduction to Brand Management 2. - Operational Marketing Decisions 3. - Familiarization with the Brand Pro Decision Environment 4. - Strategic and Operational decisions with Brand Pro rounds 0-3 5. - Strategic and Operational decisions with Brand Pro rounds 4-5 6. - Preparing and delivering a persuasive pitch about strategies

Academic References

Academic Reference :

Kotler, P. and Armstrong, G. (2023), Principles of Marketing. Pearson.

Websites :

<https://web.stratxsimulations.com/simulation/brandpro>

Certifications & Legal Mentions

Certifications :

N/A

PGE.FINM1.STCOR.0855 – STRATEGY

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
12.00h	15.00h	0.00h	0.00h	0.00h	50%	50%	100%

Course Manager & Teaching Team

Course Manager : FAVARON Saverio

Teaching Team : Lille : WHALE Thorsten Paris : MAZZELLI Ambra, NIESTEN Eva, FERNANDES RODRIGUES ALVES Marlon Sophia : CIRILLO Bruno, FAVARON Saverio Belo : COSTA Danilo Raleigh : KAWALEK Catherine Suzhou : LOCKSTROM Martin

Academic Characteristics

Credits : 5 **Discipline :** Autre **Teaching Languages :** English **Open to Exchange :** Yes

Course Description

Course Description :

Through a combination of lectures, readings, case discussions, experiential exercises, and team-based analytical assignments, students develop the ability to analyze companies and industries in a structured and evidence-based way. Working in teams, they investigate a focal company to identify real strategic problems, interpret quantitative and qualitative data, and formulate coherent, practical solutions. The course emphasizes data-driven analysis, creative and analytical thinking, and the ability to transform evidence into clear strategic recommendations. Mastery of these tools and ways of thinking is relevant to students seeking careers in strategy, consulting, entrepreneurship, and general management.

Pedagogical Objectives

Pedagogical Objectives :

1. Demonstrate working knowledge of fundamental concepts in strategic management, including strategy formulation and evaluation, industry analysis, strategic positioning, internal analysis, and corporate strategy.
2. Understand how environmental forces, competitive dynamics, firm resources and capabilities, and corporate scope shape strategic choices and performance.
3. Develop data literacy skills and the ability to identify, assess, and use appropriate sources of evidence for strategic analysis.
4. Apply analytical and critical thinking to interpret data, draw strategic inferences, and formulate clear, evidence-based recommendations.
5. Develop the ability to use AI tools in a critical and responsible way to support strategic analysis, while exercising judgment, verification, and independent reasoning.
6. Strengthen oral and written communication skills by justifying arguments with quantitative evidence and responding effectively to feedback and discussion.

Prerequisites

Prerequisites :

Industrial organization; Organizational design; Microeconomics

Course Schedule

Course Schedule :

Week 1

L1 - What is strategy? Value capture and value creation

Introduction to the core concepts of strategy, competitive advantage, value creation, and value capture.

L2 - Uber case

Application of the core concepts to a real company case, with emphasis on strategy, positioning, and growth logic.

Week 2

L3 - Industry analysis and evolution

Introduction to industry structure, competitive forces, strategic groups, and industry evolution.

L4 - Auto industry case

Application of industry analysis tools to understand technological change, rivalry, and structural transformation.

Week 3

L5 - Internal analysis: Resources and capabilities for sustained competitive advantage

Introduction to the resource-based view, strategic capabilities, and strategic fit.

L6 - Beyond Meat case

Application of internal analysis concepts to a company facing strategic and performance challenges.

Week 4

L7 - Corporate strategy

Introduction to corporate scope, diversification, relatedness, synergies, and value creation at the corporate level.

L8 - Amazon case

Application of corporate strategy concepts to a multi-business firm, with emphasis on diversification and strategic fit across activities.

Week 5

T1 - Diagnostic and performance analysis workshop

Students form teams, identify a focal company, and begin diagnostic work based on firm performance and key strategic symptoms.

T2 - Performance analysis and problem identification

Students deepen their performance analysis and frame the main strategic problems to be investigated.

Week 7

T3 - Industry analysis workshop

Students analyze the industry, strategic groups, and competitive environment of the focal company.

T4 - Assignment 1: Industry Analysis

Submission and discussion of the first team assignment focused on industry diagnosis and major external strategic issues.

Week 8

T5 - Feedback on Assignment 1 and strategic positioning workshop
Feedback on industry analysis, followed by work on the focal firm's competitive positioning relative to rivals.

T6 - Assignment 2: Strategic Positioning
Submission and discussion of the second team assignment focused on strategic positioning.

Week 9

T7 - Feedback on Assignment 2 and corporate strategy workshop
Feedback on strategic positioning, followed by work on corporate scope, diversification, and relatedness.

T8 - Assignment 3: Corporate Strategy
Submission and discussion of the third team assignment focused on corporate strategy.

Week 11

T9 - Crafting strategic recommendations
Students work in class on connecting their analyses to strategic options and managerial recommendations.

T10 - Final presentation and discussion of strategic recommendations
Teams present their overall diagnosis and recommendations, linking industry analysis, strategic positioning, and corporate strategy to proposed solutions.

Academic References

Academic Reference :

Textbooks

? Contemporary Strategy Analysis, John Wiley (9th ed.) by Robert M. Grant.

? Strategor, Dunod (2024, Eng Version) by Albino-Pimentel J., Durand R., Dussauge P., Lehmann-Ortega L.

Both textbooks are available online on ScholarVox, through SkemaLearn.

Course Pack, Lecture Slides, Case Studies, and Assignments

The course pack (including guidelines for the consultancy projects), lecture slides, case study materials (including case description, data, appendices, etc.) will be posted on the course page on K2.

Strategic Analysis in Excel

Before each tutorial session, teams must familiarize themselves with the corresponding Excel spreadsheets available on the course K2 page for strategic analysis and learn how to produce the required charts and graphs.

Additional Recommended Resources

You are expected to follow business news from a US newspaper or Journal (e.g., Wall Street Journal).

Additional information from newspapers, journals and 'think tanks' (e.g, McKinsey, Deloitte, Gartner, etc.) are recommended to enhance the value you will receive from this course. These may be available online or through SkemaLearn.

Software and Systems

This class will make use of Microsoft tools (Word, PowerPoint, Excel.) In addition, it may be useful to use document sharing software for your teamwork for version consistency. You will also be asked to interact with AI tools to collect and analyze data.

Websites :

N/A

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

IA

This course integrates AI by asking students to use AI-supported tools in a critical and responsible way to support strategic analysis. AI may be used to assist with data exploration, benchmarking, synthesis of information, and the structuring of strategic arguments, but students are expected to verify results with reliable sources and develop their own interpretation. The course emphasizes that AI should enhance analytical rigor, creativity, and problem solving rather than replace independent thinking and evidence-based judgment.

PGE M1 GE FALL SUZHO Specific Courses (3 maximum)

PGE.FINM1.ECCOR.0926 – BUSINESS NEGOTIATION

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0.00h	18.00h	0.00h	0.00h	0.00h	35%	65%	100%

Course Manager & Teaching Team

Course Manager : OSTIC Dragana

Academic Characteristics

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

Course Description

Course Description :

This course is designed to provide you with a comprehensive understanding of the principles and practices involved in effective business negotiation. Through a combination of theoretical knowledge, practical exercises, and real-world case studies, you will develop the necessary skills to navigate complex negotiation scenarios and achieve favorable outcomes.

Pedagogical Objectives

Pedagogical Objectives :

1. Understand Key Concepts: Explain core negotiation theories and terminology, including different negotiation styles and strategies.
2. Plan and Prepare Negotiations: Identify objectives, gather relevant information, and develop structured negotiation plans for various business contexts.
3. Apply Effective Negotiation Strategies: Use principled, interest-based approaches and tactical communication techniques to reach mutually beneficial outcomes.
4. Manage Conflict and Difficult Negotiators: Analyse sources of conflict, handle impasses, and respond to challenging behaviours constructively.
5. Demonstrate Ethical and Cross-Cultural Awareness: Recognize ethical dilemmas, balance fairness with self-interest, and adapt strategies to diverse cultural settings.
6. Leverage Power and Influence: Assess power dynamics in negotiation scenarios and apply appropriate influence tactics to achieve objectives.
7. Reflect and Improve Personal Negotiation Style: Critically evaluate negotiation experiences, identify strengths and weaknesses, and demonstrate personal growth as a negotiator.

Prerequisites

Prerequisites :

There are no formal prerequisites for this course. However, students are encouraged to familiarize themselves with basic principles of business communication and negotiation. Suggested preparatory reading includes:

- Getting to Yes by Fisher and Ury
- Bargaining for Advantage by G. Richard Shell

Course Schedule

Course Schedule :

Session 1 :Introduction to Business Negotiation: Definition and importance of business negotiation; Key elements and stages of the negotiation process; Different types of negotiation (e.g., distributive vs. integrative bargaining) Session 2: Understanding Negotiation Styles and Approaches: Competitive vs. collaborative negotiation styles; Choosing the appropriate negotiation approach for different situations; Balancing assertiveness and cooperation in negotiations Session 3: Strategies and Tactics in Negotiation: Principled negotiation and interest-based bargaining; Developing win-win solutions through creative problem-solving; Recognizing and countering common negotiation tactics and manipulation techniques Session 4: Managing Conflict and Difficult Situations in Negotiation: Identifying and managing different types of conflicts in negotiations; Resolving disputes and reaching consensus; Dealing with difficult negotiators and challenging scenarios Session 5: Ethics in Negotiation: Importance of ethical considerations in business negotiation; Schools of ethics. Balancing self-interest and ethical behavior; Strategies for handling ethical dilemmas in negotiation; Building trust and maintaining integrity in negotiation Case studies highlighting ethical challenges in negotiation Session 6: Power and Influence in Negotiation: Understanding power dynamics in negotiation; Sources of power and their impact on negotiation outcomes. Strategies for leveraging power in negotiation; Influencing techniques in negotiation;

Academic References

Academic Reference :

NEGOTIATION: READINGS, EXERCISES, AND CASES BY ROY J. LEWICKI, DAVID M. SAUNDERS, AND BRUCE BARRY. THIS COMPREHENSIVE TEXTBOOK COVERS THE FUNDAMENTAL CONCEPTS, THEORIES, AND STRATEGIES IN NEGOTIATION, SUPPLEMENTED WITH REAL-WORLD EXAMPLES, EXERCISES, AND CASE STUDIES.

Certifications & Legal Mentions

Certifications :

N/A

PGE.FINM1.LGELE.2227 – CHINA / FRANCE INTERCULTURE

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
12.00h	0.00h	0.00h	0.00h	0.00h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : DREYFUSS Julien

Teaching Team : Julien Dreyfuss

Academic Characteristics

Credits : 2 Discipline : Droit & Humanités Teaching Languages : English Open to Exchange : Yes

Course Description

Course Description :

This course on Culture offers a comprehensive exploration of the reasons of cultural differences and effective cross-cultural communication for French and Chinese students. Participants will gain a deep understanding of the roots of cultural variations and develop essential skills to manage them in any situation.

Pedagogical Objectives

Pedagogical Objectives :

Lesson 1: Define “culture”. Understand and identify visible/invisible elements of Culture

Lesson 2: Use Hofstede’s dimensions to compare France and China and understand reasons and consequences of cultural differences.

Lesson 3: Recognize and understand the stages of culture shock. Ability to identify coping strategies.

Lesson 4: Reflect on social norms and practices in France and China. Understand the basics of non-judgemental and empathetic communication.

Prerequisites

Prerequisites :

Suggested reading before the course:

Minkov, M., & Hofstede, G. (2011). “The evolution of Hofstede’s doctrine.”

In: Cross Cultural Management: An International Journal, Vol. 18 No. 1, pp. 10–20.

Available online at: <https://sci.bban.top/pdf/10.1108/13527601111104269.pdf>

Academic References

Academic Reference :

Anne CHENG, "Histoire de la pensée chinoise (History of Chinese thought)", Le Seuil, 2015

Geert H Hofstede & al. Cultures and organizations - Software of the mind. Mc Graw Hill, 2010

Milton J. Bennett, Basic Concepts of Intercultural Communication. Paradigms, Principles, and Practices. Intercultural Press, 2013.

Websites :

A website proposing cultural comparisons visualization using Hofstede dimensions:
<https://www.theculturefactor.com/country-comparison-tool?countries=china%2Cfrance>

Certifications & Legal Mentions

Certifications :

N/A

PGE.FINM1.OTCOR.0018 – CHINA TODAY AND TOMORROW (FIRST TIME IN HISTORY)

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
18.00h	0.00h	0.00h	0.00h	0.00h	20%	80%	100%

Course Manager & Teaching Team

Course Manager : VAN FLEET John

Teaching Team : Suzhou : VAN FLEET John

Academic Characteristics

Credits : 2 Discipline : Stratégie, Innovation & Entreprenariat

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

How did China, the second largest economy in the world and already the leader in such next generation societal evolutions as e-commerce, consumer-smartphone integration, 5G and electric vehicles develop so quickly compared to other countries or regions, and how does that development speed and scope affect the business environment today and tomorrow?

While China's double-digit GDP growth is clearly a thing of the past, course faculty Van Fleet expects to see continuing growth and development, increasingly focused on world-class technology, sophisticated logistics and more highly educated citizens.

Despite global trade and political tensions, China remains open for business, with vast consumer and industry markets, and a wide variety of unmet needs. Moreover, the large majority of 21st century business careers will intersect with China to some degree. So in this course we learn about China's unprecedented socioeconomic rise since the late 1970s, the socioeconomic forces at play in China's engagement with the world in the 2020s, and how rising business leaders can benefit from China's changing role in the global economy. We bring you much closer to the China reality, to an understanding of the ideas and innovations that are transforming what is already the world's largest economy on a PPP basis.

'Upon completion of this course . . .'

Pedagogical Objectives

Pedagogical Objectives :

In this course you will learn:

- The outlines of China's 20th and 21st century history as it has affected the country's socioeconomic development, and specifically that history's influence on business today – and tomorrow.
- The tectonic forces that have driven China's economy in the 21st century: enormous entrepreneurial spirit and courage, manufacturing for export coupled with urbanization, the shift to higher value-added production

along with the unprecedented infrastructure buildout of the 2010s, and the rise of the digital Chinese consumer. We investigate the on-the ground reality, in partial contrast to the 10,000-meter, truncated-lens view we are too often exposed to from global media, think tanks and other members of the punditocracy.

c. Some of the daunting challenges, but also spectacular opportunities, facing China's economy and society today and in coming decades, with focus on most promising China-related opportunities for your business and career, regardless of physical proximity to China.

d. And finally, among the opportunities, a capstone session on the phenomenon I call China's Golden Triangle – the interaction and synergy of renewable energy, autonomous mobility and digital cities. My assertion is that China's Golden Triangle will propel Chinese people, the economy and society overall to a level of global leadership few are imagining today. My book on China's Golden Triangle will be published in early 2026.

Prerequisites

Prerequisites :

No course prerequisites, here are some pre-reads:

- Van Fleet, John D. 1978: A Year of Enormous Significance. Journal of the Royal Asiatic Society, Vol 82:1, 2022.

- Van Fleet, John D. The Four Cs: How Containers, Computers and Consumers Made China the Factory of the World. Journal of the Royal Asiatic Society, Vol 85:1, 2025.

- Zai & Lee. Prospects for China's Long-Term Growth amidst Population Aging. AMRO 2023

Please do not read Patrick McGee's Apple in China – it's junk ! You can learn enough about it from watching YouTube videos.

Most important prerequisite – come prepared to learn a lot, and to spend a lot of time doing so, in your own reading plus your work with your teammates. I ask a lot of you – your reading time and your teamwork time. You get out of the course what you put into it.

Course Schedule

Course Schedule :

Module One: The Launching Pad – 20th Century Through the 1980s An admittedly too-fast review of relevant Chinese history from the mid-19th century through 1978, the year of gaige kaifang, reform and opening. In the first hour, we do a speed run through 130 years, from the first Opium War (1839 – 1842) through the ceaseless warfare, civil and otherwise, nominally ending in 1949 with the victory of Mao's CPC, but then the Great Famine and the Cultural Revolution. In the second hour, we explore on 1978 as the launching pad for modern China – the years following gaige kaifang saw changes in China that the old-school communists would have detested, and that would transform the world. In the final hour, we look at the 1980s, when all the pieces came into place – the Chinese people themselves, and an astonishing outburst of entrepreneurship, supported by some wise government policy and a re-engagement with the global economy. Current relevance As in any society, China's recent history has an enormous effect on China today, specifically in business practice, as Melvin's book in particular illuminates. The architecture of the first decade of the reform era remains substantially intact, so an understanding of it will give you uncommon understanding of how China works today. Module Two: The Greatest Migration in Human History North of 300 million Chinese people left the farms for the factories and similar starting in the late 1980s and continuing through the 2000s, making China 'The 'World's Factory' and the country more urban than rural for the first time in its history. Current relevance The hundreds of millions of migrants are largely urbanized now – China has gone from 80% rural to 70% urban over these four decades – and therefore the bulk of China's massive consumer class. Their hundreds of millions of children are China's Gen Z, born into largely urban and consumer households. They are the customers of today and tomorrow.

Module Three: The Lewis Turning Point, the End of (Export) History and 50 Marshall Plans Through the 2000s, China's export volume continued to rise, but so did the country's manufacturing and supply chain prowess – by the end of the decade, blue-collar wages were well above Mexico's. What would be the next driver of macroeconomic growth? The rise of the Chinese consuming class in this decade was already pointing the way, though it wasn't widely recognized at the time. But the companies that would become China's tech titans – Alibaba, Baidu, Jingdong, Meituan, Tencent, and a million smaller enterprises – did ride the rising tide. The other macroeconomic, tectonic transformation of the Chinese economy in this era was an enormous Keynesian investment in infrastructure, equivalent to 50 Marshall Plans, both domestically (high-speed rail and other transportation infrastructure, telecoms, supercities, etc.) and internationally with the advent of the Belt and Road Initiative from 2013. China's economy avoided the collapse of others at the time, indeed 'saving' world

GDP in these few years. The job creation was enormous – so, eventually, became the debt. Module Four: Innovation with Chinese Characteristics In 2013, the Harvard Business Review published a feature titled, ‘Why China Can’t Innovate’. It was laughable even upon publication date – just one example: Alibaba had long since expelled eBay from China with innovative products and solutions. Masses of Chinese enterprises moved from copy mode to innovation mode in the 21st century, as the domestic economy became massive. Module Five: China’s Global Brands and Continental-Sized Challenges By the 2020s, China’s first two generations of leading enterprises had long since established themselves overseas. But this decade has seen the visibility of even more Chinese brand explode globally, sometimes out of fear (Huawei, TikTok). In this module, we explore the globalization of not only Chinese brands, but China-global business engagement overall. However, with the (soon to be second) largest population on the planet, a landmass equivalent to that of the European Union or the United States, and scores of languages and regional cuisines, one can easily imagine that the scope and scale of China’s challenges rival any others in the world, or in history. And despite China’s global leadership in a number of metrics, the economy and its people still have a long laundry list of wants and needs – some insufficiently met, some not met at all – things that people in developed economies take for granted. The Chinese word for ‘crisis’ is weiji (??) – the first character means ‘danger’, while the second means ‘opportunity’. In this final content module of the program, we consider some of China’s tectonic challenges/opportunities. - Demographics and healthcare – a rapidly aging population and healthcare infrastructure that is still at a developing-world level. - Debt, local government funding and a real estate asset bubble – a perfect storm of mutually exacerbating challenges. - Economic reform – the hukou system, wages for blue-collar workers and secondary education are all massive drags on an economy that desperately needs to evolve further into the information age. - Biosciences, energy, even water and food sufficiency Module Six: Capstone Project Presentations, Course Summation, Evaluations We devote most of this capstone module to the capstone presentations, which students will have been developing throughout the course. I will then sum up the course and ensure that you understand your final assignment: your reflection and evaluation paper.

Academic References

Academic Reference :

All materials will be available on K2.

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

IA

PGE M1 FALL SUZHO Langues Vivantes (1 maximum)

PGE.FINM1.LGCOR.4308 – LANGUAGE: CHINESE BASIC I FALL

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : LI LANTIGNER Jing

Teaching Team :

Academic Characteristics

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

Course Description

Course Description :

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

Academic References

Academic Reference :

Standard Course HSK 1 (ISBN 1 978-7-5619-3999-4)

Websites :

Pronunciation: <https://www.yoyochinese.com/chinese-learning-tools/Mandarin-Chinese-pronunciation-lesson/pinyin-chart-table> Vocabulaire/Vocabulary: [https://www.hsk.academy/en/hsk_1 Grammaire/Grammar: Niveau/Level](https://www.hsk.academy/en/hsk_1_Grammaire/Grammar:Niveau/Level) A1: https://resources.allsetlearning.com/chinese/grammar/A1_grammar_points Online video courses : <https://www.youtube.com/watch?v=aQOUSJOVHp8>

Certifications & Legal Mentions

Certifications :

N/A

PGE.FINM1.LGCOR.4382 – LANGUAGE: CHINESE BASIC II FALL

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : LI LANTIGNER Jing

Academic Characteristics

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

Course Description

Course Description :

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 :

Chinese BEGINNER I

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

Academic Reference :

Standard Course HSK 1 (ISBN 1 978-7-5619-3999-4)

Websites :

Prononciation: <https://www.yoyochinese.com/chinese-learning-tools/Mandarin-Chinese-pronunciation-lesson/pinyin-chart-table> Vocabulaire/Vocabulary: [https://www.hsk.academy/en/hsk_1 Grammaire/Grammar:Niveau/Level A1](https://www.hsk.academy/en/hsk_1_Grammaire/Grammar:Niveau/Level A1): https://resources.allsetlearning.com/chinese/grammar/A1_grammar_points Online video courses : <https://www.youtube.com/watch?v=aQOUSJOVHp8>

Certifications & Legal Mentions

Certifications :

N/A

PGE.FINM1.LGCOR.4309 – LANGUAGE: CHINESE FUNCTIONAL FALL

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0.00h	30.00h	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 :

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 5 of HSK2 Session 2: HSK2 Lesson 6 Why don't you eat more Session 3: HSK2 Lesson 7 Do you live far from your company Session 4: Revision + Oral expression activities Session 5: HSK2 Lesson 8 Let me think about it and I'll tell you later Session 6: HSK2 Lesson 9 There were too many questions Session 7: HSK2 Lesson 10 Stop looking for your cell phone Session 8: Review+ Oral exam

Academic References

Academic Reference :

Standard Course HSK 2

Websites :

Vocabulaire/Vocabulary: [https://www.hsk.academy/en/hsk_2 Gramaire/Grammar: Niveau/Level A2:](https://www.hsk.academy/en/hsk_2_Grammaire/Grammar:_Niveau/Level_A2)
https://resources.allsetlearning.com/chinese/grammar/A2_grammar_points Lecture et écoute/ Reading and listening: <https://hskreading.com/beginner>

Certifications & Legal Mentions

Certifications :

N/A

PGE.FINM1.LGCOR.4358 – LANGUAGE: CHINESE PROFICIENT FALL

MSc, PGE

Hours & Assessment

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

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 :

successfully passed the Elementary (A2) course in L3 or who have approximately 200-250 hours of prior study

Course Schedule

Course Schedule :

A detailed course plan will be distributed in the first class and made available on K2. Session 1: Review: Chinese characters, vocabulary, grammar of HSK 1+HSK 2 Session 2: HSK3 Lesson 1 What's your plan for the weekend Session 3: HSK3 Lesson 2 When will he come back Session 4: Revision + Oral expression activities Session 5: HSK3 Lesson 3 There are plenty of drinks on the table Session 6: HSK3 Lesson 4 She always smiles when talking to customers Session 7: HSK3 Lesson 5 I am getting fatter and fatter lately Session 8: Review+ Oral exam

Academic References

Academic Reference :

Standard Course HSK 3: ISBN:9787561938188 Standard Course HSK 4: ISBN:9787561939031

Websites :

Vocabulaire/Vocabulary: https://www.hsk.academy/en/hsk_3 https://www.hsk.academy/en/hsk_4

Grammaire/Grammar: Niveau/Level B1:

https://resources.allsetlearning.com/chinese/grammar/B1_grammar_points Niveau/Level B2:

https://resources.allsetlearning.com/chinese/grammar/B2_grammar_points Lecture et écoute/ Reading and listening: <https://hskreading.com/intermediate/>

Certifications & Legal Mentions

Certifications :

N/A

PGE.FINM1.LGCOR.4312 – LANGUAGE: FRENCH BASIC I FALL (for non Native Speakers)

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : LEVIN Jeremy

Teaching Team : Xia Zhang@ Suzhou

Academic Characteristics

Credits : 2 Discipline : Langues Teaching Languages : French; English Open to Exchange : Yes

Course Description

Course Description :

This course is designed for students with no prior knowledge of the language and offers an introduction to French language and francophone culture. Students will study French pronunciation and develop knowledge of the language in all four skills at a basic level. By the end of this course (French Beginner I and II), students will be able to communicate in a range of daily life situations at a basic level. The course aims to prepare students for a period of study abroad by increasing cultural awareness of France and other francophone countries and to enable students to acquire language skills and attitudes for further study of French. 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 :

Topics - Useful vocabulary for the class - Greetings - Spelling (the alphabet) - Informal/formal ways of addressing someone(tu/vous) - Introducing yourself (name, nationality) - Countries and nationalities - Hobbies - Taste (ex. aimer, adorer, détester) - Saying how old you are - Saying the time - Months/ Days of the week - Routine (describe a day in the life of...) - Colours - Physical descriptions (hair, eyes, height, body parts) - Clothes - Character descriptions - The family - The house and what is inside (ex. dans ma maison, il y a)

Grammar: - Personal pronouns - Etre - Agreement of nationalities (in feminine, ex. Je suis anglaise) - Definite articles (ex. le, la, les) - Faire - Verbs ending in -er - Negation (ex. je n'aime pas) - Les articles partitifs (ex. je fais du vélo) - Numbers 0-30 - Prendre (ex. je prends le bus) - Revise faire - Reflexive pronouns (ex. Je me lève) - Adjective agreement (feminine and plural) - Avoir (ex. Il a les yeux bleus) - Indefinite articles (ex. un, une, des) - Numbers 31-70 - Verbs ending in -ir - Porter - Revise adjective agreements (colours, plurals) - Il y a - Verbs ending in -re - Revise avoir (ex. Il a un frère, j'ai les cheveux bruns) - Possessive adjectives (ex. mon, ma, mes, ton, ta, tes, sa, son, ses) - Questions : Où ? Inversions (ex. parles-tu..?) Est-ce que Informal (ex. tu parles français?) Phonetics: - the alphabet - How to pronounce verbs ending in -er - How to pronounce words ending in -é, -ez [e] - How to pronounce words with -è- [?] - How to pronounce -ai- [?:] (ex. J'ai, fête) - How to pronounce the contractions j', d', c', l' - etc. ex: C'est beau, ce n'est pas beau - How to pronounce the liaisons with [n]and [z] Ces~écharpes, les~hommes Un~homme - How to pronounce the sounds [i] / [y] / [u] Dix, Gris [i] Bureau [y] Roux - Intonation Où vas-tu ? Tu parles français?

Academic References

Websites :

Apprendre le français avec RFi : <https://savoirs.rfi.fr/fr/recherche/rubrique/apprendre/objectif/apprendre-et-perfectionner-le-francais-2707> Apprendre le français avec TV5 Monde : http://apprendre.tv5monde.com/?utm_source=tv5monde&utm_medium=metanav&utm_campaign=langue-francaise_apprendre-le-francais Français Interactif : <http://www.laits.utexas.edu/fi/home> Dictionnaire en ligne Reverso : <http://dictionnaire.reverso.net/>

Certifications & Legal Mentions

Certifications :

N/A

PGE.FINM1.LGCOR.4360 – LANGUAGE: FRENCH BASIC II FALL (for non Native Speakers)

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0.00h	30.00h	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 : French; English Open to Exchange : Yes

Course Description

Course Description :

This course is the continuation of French Beginner I and offers an introduction to French language and francophone culture. Students will study French pronunciation and develop knowledge of the language in all four skills at a basic level. By the end of this course (French Beginner I and II), students will be able to communicate in a range of daily life situations at a basic level. The course aims to prepare students for a period of study abroad by increasing cultural awareness of France and other francophone countries and to enable students to acquire language skills and attitudes for further study of French.

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

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 :

Students must have completed French Beginner I or approx. 25/30 hours of prior learning.

Course Schedule

Course Schedule :

Topics: - Revision: saying the date - Revisions: greetings and presentations (presenting yourself) - Revisions: talking about hobbies - Revisions: your family - Revisions: days / months /the time - Inviting people, accepting and refusing invitations - Organising a party - Buying something in a shop - Talking about prices and paying - Asking and giving directions - Describing the city centre (la poste, le supermarché) - Ordering at the restaurant - Complaining about something - Tourist attractions in Paris - Weather - Discussing your plans for the holiday
Grammar: - Revision: all verbs seen in semester 1 (ex. aller, avoir, être, prendre) - Revision : verbs ending in –er (ex. accepter, décliner, inviter) - Les questions - Revision: adjective agreement - Vouloir and aimer in the conditional tense - Revision Numbers up to 100 - Quantities - Aller / se trouver - Revision: Où? - L'impératif - Se plaindre / pouvoir - Revision: Les articles partitifs - Revision : the conditional - Passé composé with être and avoir - Revision : faire - Revision: questions - Time adverbs (ex. hier, le mois dernier) - COD pronouns (le, la, les) (ex. Je l'ai déjà vu) - Le futur proche - Revision: contracted articles (ex. à + le = au) Phonetics - Revision: alphabet and innotation [i], [u], [e], [ʔ], [ʔ:], [y] - Revision : how to pronounce words ending in –er - How to pronounce the sounds [ʔ~] and [ʔ~ [ʔ~] Septembre [ʔ~] En, ceinture - How to pronounce the sound [ʔ] [ʔ] voudrais, aimerais - L'enchaînement consonantique Il habite où? > Il/ha/bi/toù? Je rentre à la maison > Je/ren/tra/la/maison - How to pronounce [ʔ] Dangereux - How to pronounce [œ] Sœur - How to pronounce [o] Hôtel Bureau

Academic References

Websites :

Apprendre le français avec RFI : <https://savoirs.rfi.fr/fr/recherche/rubrique/apprendre/objectif/apprendre-et-perfectionner-le-francais-2707> Apprendre le français avec TV5 Monde : http://apprendre.tv5monde.com/?utm_source=tv5monde&utm_medium=metanav&utm_campaign=langue-francaise_apprendre-le-francais Français Interactif : <http://www.laits.utexas.edu/fi/home> Dictionnaire en ligne Reverso : <http://dictionnaire.reverso.net/>

Certifications & Legal Mentions

Certifications :

N/A

PGE.FINM1.LGCOR.4313 – LANGUAGE: FRENCH FUNCTIONAL FALL (for non native speakers)

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0.00h	30.00h	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 : French

Open to Exchange : Yes

Course Description

Course Description :

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

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 :

Have an elementary knowledge of French and have approximately 100-150 hours of prior study

Course Schedule

Course Schedule :

Topics / communication: - Partager ses connaissances, ses attentes sur la France. - Découvrir les régions des différents campus de SKEMA en France (Paris, Nice, Lille) et parler de la culture française, - Comparer avec son pays - Prise de rendez-vous et dates - Disponibilités dans l'emploi du temps - Découvrir l'entreprise: - Trouver un logement en France - Répondre à une petite annonce de logement - La colocation - Voyager : louer un logement pour les vacances - Raconter un événement, décrire une situation dans le passé Par ex: décrire un stage / une expérience professionnelle et un événement marquant lié à cette expérience - Une biographie : Situer un personnage dans le temps. (choisir un innovateur / un grand homme ou une grande femme d'affaires) - Trouver un emploi / un stage - Répondre à une annonce d'embauche simple - L'entretien d'embauche - Le monde du travail: les congés - Faire une réservation, une annulation

Academic References

Websites :

Apprendre le français avec RFI : <https://savoirs.rfi.fr/fr/recherche/rubrique/apprendre/objectif/apprendre-et-perfectionner-le-francais-2707> Apprendre le français avec TV5 Monde :

http://apprendre.tv5monde.com/?utm_source=tv5monde&utm_medium=metanav&utm_campaign=langue-francaise_apprendre-le-francais Français Interactif : <http://www.laits.utexas.edu/fi/home> Dictionnaire en ligne

Reverso : <http://dictionnaire.reverso.net/>

Certifications & Legal Mentions

Certifications :

N/A

PGE.FINM1.LGCOR.4314 – LANGUAGE: FRENCH PROFICIENT FALL (for non Native Speakers)

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0.00h	30.00h	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 : French

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.

Academic References

Websites :

Apprendre le français avec RFI : <https://savoirs.rfi.fr/fr/recherche/rubrique/apprendre/objectif/apprendre-et-perfectionner-le-francais-2707> Apprendre le français avec TV5 Monde : http://apprendre.tv5monde.com/?utm_source=tv5monde&utm_medium=metanav&utm_campaign=langue-francaise_apprendre-le-francais Dictionnaire en ligne Reverso : <http://dictionnaire.reverso.net/>

Certifications & Legal Mentions

Certifications :

N/A