

Course list
Master Programmes
Incoming Exchange Students
Suzhou Campus (China)
Spring 2027



Dear Exchange IN Students,

Welcome to SKEMA Business School !

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

Please read these instructions carefully:

- 1) Students are required to choose **one program** and follow the courses within that one program. It is not possible to mix and match courses from different programs due to frequent scheduling clashes.
- 2) **Special Note for Corporate Financial Management:** This specialization is only open to students with the required pre-requisites for each course.
- 3) Courses within the catalogue are subject to slight changes.
- 4) There is a maximum number of seats available per specialization program.

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MSc M2 CFM SPRING SUZHO Core Courses (12 maximum)

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- TMP004	CHINESE - ADVANCED - SPRG
- MSC.TRCM2.LGCOR.0033	CHINESE - FUNCTIONAL - SPRG
- MSC.TRCM2.LGCOR.0107	Chinese - Post Beginner 1
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- MSC.TRCM2.LGCOR.0034	CHINESE - PROFICIENT - SPRG
- MSC.CFMM2.FICOR.0181	Cybersecurity, Privacy and Regtech for Finance
- MSC.CFMM2.FICOR.0164	Digital job market opportunities
- MSC.CFMM2.FICOR.0173	Financial modeling II
- MSC.CFMM2.FICOR.0026	Financial Risk Management
- MSC.CFMM2.FICOR.0155	Fintech Venture
- MSC.TRCM2.LGCOR.0105#2	LANGUAGE: CHINESE - BASIC 1 - SPRG
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- MSC.CFMM2.FICOR.0018	M&A and Corporate Restructuring
- MSC.CFMM2.FIELE.0139	Programming with Python II
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- MSC.CFMM2.FICOR.0231	Sustainable Finance in China

MSc IB International Business

MSc M2 IB SPRING SUZHO Core Courses (6 maximum)

- PGE.APPM2.STCOR.3311	ADVANCED STRATEGY
- MSC.TRCM2.OTCOR.0205	CAREER MANAGEMENT 2
- MSC.IBSM2.MLCOR.0003	CHINA LEGAL ISSUES FOR BUSINESS
- MSC.TRCM2.LGCOR.0033	CHINESE - FUNCTIONAL - SPRG
- MSC.TRCM2.LGCOR.0034	CHINESE - PROFICIENT - SPRG
- MSC.IBNM2.STCOR.0032	INTERNATIONAL BUSINESS GAME: SKEMASIM
- MSC.IBSM2.FICOR.0084	INTERNATIONAL FINANCE

- MSC.TRCM2.LGCOR.0105#2 LANGUAGE: CHINESE - BASIC 1 - SPRG
- MSC.TRCM2.LGCOR.0106#2 LANGUAGE: CHINESE - BASIC 2 - SPRG

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

- MSC.IBUM2.STELE.0057 COMPANY FAILURE AND RENEWAL IN CHINA
- MSC.IBNM2.STELE.0047 INTERNATIONAL NEGOTIATION PRACTICE
- MSC.IBUM2.STCOR.0060 MANAGEMENT IN INTERNATIONAL ENVIRONMENT FROM A CHINESE PERSPECTIVE
- MSC.IBSM2.PMCOR.0009 NEW BUSINESS MODELS: INTERNET APPLICATIONS IN BUSINESS WITH FOCUS ON CHINA

MSc IMBD International Marketing and Business Development

MSc M2 IMBD SPRING SUZHO Core Courses (8 maximum)

- MSC.IMBM2.MKCOR.0065 BUSINESS DEVELOPMENT & SALES
- MSC.TRCM2.OTCOR.0205 CAREER MANAGEMENT 2
- TMP004 CHINESE - ADVANCED - SPRG
- MSC.TRCM2.LGCOR.0033 CHINESE - FUNCTIONAL - SPRG
- MSC.TRCM2.LGCOR.0107 Chinese - Post Beginner 1
- MSC.TRCM2.LGCOR.0108 Chinese - Post Beginner 2
- MSC.TRCM2.LGCOR.0034 CHINESE - PROFICIENT - SPRG
- MSC.IMBM2.MKCOR.0084 Digital Marketing project
- MSC.IMBM2.MKCOR.0086 Influencer Marketing
- MSC.TRCM2.LGCOR.0105#2 LANGUAGE: CHINESE - BASIC 1 - SPRG
- MSC.TRCM2.LGCOR.0106#2 LANGUAGE: CHINESE - BASIC 2 - SPRG
- MSC.IMBM2.MKELE.0137 Managing Social Networks and Communities
- MSC.IMBM2.MKCOR.0063 PRODUCT MANAGEMENT AND OPERATIONAL MARKETING
- MSC.IMBM2.MKCOR.0031 UNDERSTANDING THE ELUSIVE CONSUMER

MSc M2 IMBD SPRING SUZHO Elective Courses (2 maximum)

- MSC.IMBM2.MKELE.0188 Cross-Cultural Business Communications
- MSC.IMBM2.MKELE.0124 GRAPHIC DESIGN
- MSC.IMBM2.MKELE.0050 PERFECT PITCH

PGE Master 1

PGE M1 GBE SPRING SUZHO Cours Autonomes (2 maximum)

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

- PGE.FINM1.ISCOR.0715 POWER BI

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

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

- PGE.FINM1.STCOR.0843 ENTREPRENEURSHIP

- PGE.FINM1.FICOR.0514 INTERNATIONAL FINANCE

- PGE.FINM1.MKCOR.0413 INTERNATIONAL MARKETING

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

- PGE.FINM1.ISCOR.0714 OPERATION MANAGEMENT

PGE M1 GBE SPRING SUZHO Specific Courses (1 maximum)

- PGE.FINM1.ECCOR.0931 CIRCULAR ECONOMY AND SUSTAINABLE BUSINESS MODELS

PGE M1 GBE SPRING SUZHO Elective Courses (1 maximum)

- PGE.FINM1.LGELE.2229 CHINA / FRANCE INTERCULTURAL II

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

PGE M1 SPRING SUZHO Langues Vivantes (1 maximum)

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

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

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

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

- PGE.FINM1.LGCOR.4339 LANGUAGE: FRENCH BASIC I SPRING (for non Native Speakers)

- PGE.FINM1.LGCOR.4361 LANGUAGE: FRENCH BASIC II SPRING (for non Native Speakers)

- PGE.FINM1.LGCOR.4340 LANGUAGE: FRENCH FUNCTIONAL SPRING (for non Native Speakers)

- PGE.FINM1.LGCOR.4341 LANGUAGE: FRENCH PROFICIENT SPRING (for non Native Speakers)

MSc CFM Corporate Financial Management

MSc M2 CFM SPRING SUZHO Core Courses (12 maximum)

MSC.CFMM2.FICOR.0182 – Blockchain and Cryptocurrency

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : WU Zhenhua

Teaching Team : Suzhou : WU Zhenhua

Academic Characteristics

Credits : 2

Discipline : Finance

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

This course will introduce the fundamental building blocks of blockchain technology and its application in cryptocurrencies and decentralized finance. In addition, we will emphasize the application of blockchain technology in the Chinese market and related topics, such as mining.

Topics will begin with fundamentals of exchange in economics, financial intermediary, and relevant areas of computer science such as cryptography and distributed systems. Then, it will be divided into two parts: Blockchain and Cryptocurrencies. Finally, if time is allowed, we will also discuss the platforms of Cryptocurrencies.

Prerequisites

Prerequisites :

TBC

Academic References

Websites :

1. The great chain of being sure about things <https://www.economist.com/briefing/2015/10/31/the-great-chain-of-being-sure-about-things> 2. What s Blockchain Actually Good for, Anyway? For Now, Not Much <https://www.wired.com/story/whats-blockchain-good-for-not-much/> 3. Who Controls the Blockchain? <https://hbr.org/2017/04/who-controls-the-blockchain> 4. Can blockchain, a swiftly evolving technology, be

controlled? <https://theconversation.com/can-blockchain-a-swiftly-evolving-technology-be-controlled-73471> 5. Blockchain: What It Is, What It Isn't, and What It Means for The Produce Industry <https://www.pma.com/content/articles/blockchain> 6. Could We Fight Misinformation With Blockchain Technology? <https://www.nytimes.com/2020/07/06/insider/could-we-fight-misinformation-with-blockchain-technology.html> 7. China is cracking down on crypto again — here's what that actually means, and how it affects U.S. crypto investors <https://www.cnbc.com/2021/09/24/what-investors-should-know-about-chinas-cryptocurrency-crackdown.html>

Certifications & Legal Mentions

Certifications :

N/A

MSC.TRCM2.OTCOR.0205 – CAREER MANAGEMENT 2

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
6.00h	0h	0.00h	0.00h	0.00h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : SHE Haoyue

Teaching Team : She Sherry

Academic Characteristics

Credits : 0.5

Discipline : Autre

Teaching Languages : English

Open to Exchange : Yes

Prerequisites

Prerequisites :

N/A

Certifications & Legal Mentions

Certifications :

N/A

TMP004 – CHINESE - ADVANCED - SPRG

MSc, PGE

Hours & Assessment

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

Certifications & Legal Mentions

Certifications :

N/A

MSC.TRCM2.LGCOR.0033 – CHINESE - FUNCTIONAL - SPRG

MSc, PGE

Hours & Assessment

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

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.LGCOR.0034 – CHINESE - PROFICIENT - SPRG

MSc, PGE

Hours & Assessment

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

Certifications & Legal Mentions

Certifications :

N/A

MSC.CFMM2.FICOR.0181 – Cybersecurity, Privacy and Regtech for Finance

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : NI He

Teaching Team : Suzhou : He Ni

Academic Characteristics

Credits : 2

Discipline : Finance

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

1. Students will gain general knowledge of information privacy and data protection, including data breach and cybersecurity, in the financial sector
2. Be familiar with "key" EU regulations impacting traditional financial actors as well as Fintechs in the field of cybersecurity and privacy
3. Have an appreciation for the impact of "deep tech" (blockchain, AI, quantum computing) on cybersecurity, privacy and Regtech
4. Be familiar with the basics and learn about the potential of state-of-the-art AI/ machine learning, IoT, blockchain with respect to various use cases such as fraud detection, fraud prediction, AML, credit scoring, Insurtech
5. Be familiar with cryptocurrencies and their implications in terms of cybersecurity/privacy

Prerequisites

Prerequisites :

no prerequisite

Course Schedule

Course Schedule :

Cybersecurity and Privacy 1. Cybersecurity and « cyber risks » in the financial industry (4h) a. Overview b. Regulations and policies in the EU i. Cybercrime ii. Systemic risks, 2016 NIS Directive and the operators of essential services iii. 2019 Cybersecurity Ruling and ENISA iv. Guidelines of the European Banking Authority (EBA) on Cloud and Outsourcing 2. General Data Protection Ruling (GDPR) (4h) a. Principles b. IT Security obligations c. Data breaches notification d. Data processors and outsourcing 3. Payment service directive n°2 (PSD2) (2h) a. A controversial "Fintech & cybersecurity" directive b. Strong customer authentication c. Initiators

of payment and account aggregators d. API and EBA regulatory technical standards (RTS) 4. Cryptocurrencies, cybersecurity and privacy (2h) a. 1st generation public blockchains b. Zero Knowledge proof blockchains (ZKP) c. Smart contracts d. Crypto wallets i. Cold storage ii. Warm wallet iii. Hot wallet 5. Digital identity and eIDAS ruling (1h) a. Legal framework b. Centralized identities c. Decentralized identities 6. Quantum Computing (1h) a. A new era for cybersecurity b. Threats, opportunities, use cases in the financial industry c. Quantum vault Regtech 7. Fintech vs. Regtech (1h) 8. Artificial intelligence, machine learning and IoT (2h) a. Anti-money laundering and 5th AML Directive b. Robo advisor and Mifid regulations c. Automated compliance d. Credit scoring e. Insurtech 9. Blockchain and KYC (1h)

Academic References

Academic Reference :

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vidéo : synthèse d'un cadre juridique naissant » (2007) JCP Semaine juridique - Édition générale, n°100 Thibault VERBIEST, La Voix sur IP : à la recherche d'un cadre réglementaire , Communication commerce électronique (n°2, 2007) Thibault VERBIEST, Administration électronique : l'ordonnance n° 2005-1516 du 8 décembre 2005 était-elle nécessaire ? Revue Lamy droit de l'immatériel (n°15, 2006) François Coupeux et Thibault Verbiest, Commercialisation à distance des services financiers : bilan d'un nouveau cadre juridique, Recueil Dalloz 2006 N° 44, page 3057 Thibault VERBIEST, Evelyn HEFFERMEHL, Le cadre réglementaire des jeux d'argent en ligne en France : évolutions et tendances à l'oeuvre , Revue Lamy droit de l'immatériel (n°20, 2006) Thibault VERBIEST, Paul VAN DEN BULCK, Convergence : la révision de la directive Télévision sans frontières, Revue Lamy droit de l'immatériel (n°21, 2006) Thibault VERBIEST, Pascal REYNAUD, Adoption de la loi DADVSI et décision du Conseil constitutionnel : point de répit estival ! Revue Lamy droit de l'immatériel (n°19, 2006) Thibault VERBIEST, Télévision sur téléphone mobile : quel cadre juridique ? , Revue Lamy droit de l'immatériel (n°7, 2005) Thibault VERBIEST, Webradios : vers un régime de rémunération équitable ? Revue Lamy droit de l'immatériel (n°1, 2005) G. Lebon and T. Verbiest; F. Rizzo, Les droits d'exploitation audiovisuelle des manifestations sportives , Dr. et patr., No. 139, 2005, p. 69. Thibault VERBIEST, Ewout KEULEERS, Gambelli case makes it harder for nations to restrict gaming Gaming Law Review (n°1, 2004) Keuleers, E. & Verbiest, T., Gambelli Case Makes it harder for Nations to Restrict Gaming, 2004, In : Gaming Law Review. 8, 1, p. 9-13 5 p. Thibault VERBIEST, Jeux et paris en ligne : répression ou régulation, Expertises (n°287, 2004) Thibault VERBIEST, Affaire Microsoft : la Commission européenne condamne, Expertises (n°281, 2004) Thibault VERBIEST, Pascal REYNAUD, Jeux et paris virtuels : évolution ou révolution du droit européen ? , Communication commerce électronique (n°11, 2004) Thibault VERBIEST, Loi pour la confiance dans l'économie numérique : examen du nouveau régime du commerce électronique Lamy droit de l'informatique et des réseaux (n°172, 2004) Keuleers, E. & Verbiest, T., The eCommerce Directive and online gaming activities, 2003, World Online Gambling Report. Keuleers, E. & Verbiest, T., Advocate General backs passive cross-border gaming, 2003, World Online Gambling Report. Keuleers, E. & Verbiest, T., Cross-border gaming: the European regulatory perspective, 2003, Gaming Law Review. 7, 3, p. 185-196 12 p. Janice DERVAUX, Auteur ; Thibault VERBIEST, Application service provider : aspects contractuels, Lamy droit de l'informatique et des réseaux (n°157, 2003) Thibault VERBIEST, Ewout KEULEERS, Cross-border gaming : the European regulatory perspective , Gaming Law Review (n°3- vol. 7, 2003) Thibault VERBIEST, Projet de loi pour la confiance dans l'économie numérique : analyse critique , Communication commerce électronique (n°2, 2003) Thibault VERBIEST, Sommet mondial sur la société de l'information : quel rôle pour les professions libérales, Lamy droit de l'informatique et des réseaux (n°163, 2003) Thibault VERBIEST, Inge De BRUYN, De technische tijdelijke kopie geconfronteerd met het reproductierecht, Auteurs & média (n°4, 2002) LEBON (Geoffroy) et VERBIEST (Thibault), « Ethique et paris sportifs: une combinaison gagnante», Cah. Dr. sp. (2012) Thibault VERBIEST, Auteur ; Etienne WERY, Les professions libérales sur Internet : des prestataires comme les autres ? Expertises (n°256, 2002) Thibault VERBIEST, Maxime LE BORNE, Les assurances en ligne : quel cadre juridique ? Lamy droit de l'informatique et des réseaux (n°146, 2002) Thibault VERBIEST, La nouvelle réglementation européenne des communications électroniques , Expertises (n°261, 2002) Thibault VERBIEST, Places de marché électroniques : vers de nouvelles règles du jeu ? Expertises (n°264, 2002) Thibault Verbiest, Les copies provisoires techniques confrontées au droit de reproduction, LEGICOM 2001/2 (N° 25) Thibault VERBIEST, Droit international privé et commerce électronique : état des lieux Expertises (n°248, 2001) Etienne WERY, Thibault VERBIEST, Le cadre juridique du commerce électronique après l'ordonnance du 23 août 2001 et le projet de loi sur la société de l'information, Lamy droit de l'informatique et des réseaux (n°140, 2001) Thibault VERBIEST, TVA et commerce électronique : quelles règles appliquer? , Dans Expertises (n°251, 2001) Thibault VERBIEST, Internet et fiscalité directe : les nouvelles règles, Expertises (n°254, 2001) Thibault VERBIEST, Les casinos virtuels : les jeux de hasard et les loteries sur Internet Journal des tribunaux (n°5910, 1999) Frédérique VANHAELEN, Thibault VERBIEST, Internet : concurrence et distribution sélective : une coexistence parfois difficile , Communication commerce électronique (n°7, 2000) Thibault VERBIEST, La nouvelle loi belge sur le commerce électronique, Expertises (n°243, 2000) Laetitia ROLIN JACQUEMYS, Thibault VERBIEST, L'offre de service et produits financiers sur Internet , Revue de droit des affaires internationales (n°1, 2000) Thibault VERBIEST, Les casinos virtuels : une nouvelle cybercriminalité ? Expertises (n°227, 1999) Thibault VERBIEST, Entre bonnes et mauvaises références : A propos des outils de recherche sur Internet , Auteurs & média (n°1, 1999) Thibault VERBIEST, La responsabilité des outils de recherche sur Internet en droit français et en droit belge, Lamy droit de l'informatique et des réseaux (n°116, 1999) Articles en ligne (357) Depuis 1999, 357 articles sur le site de doctrine juridique <https://www.droit-technologie.org/> Derniers articles : • Cryptomonnaie : l'Europe s'oppose aux stablecoins, décembre 2019 • Crowdfunding : le règlement européen va-t-il aussi régir les ICOs (Initial Coin Offering) ? , septembre 2018 • Les bitcoins sont-ils soumis à l'impôt ? , mai 2018 Chroniques (132) Depuis 1998, 132 chroniques dans le quotidien belge L'Echo (www.lecho.be) Dernières chroniques : • Les 10

commandements du contact tracing, 13 avril 2020 • Le libra et les banques centrales sont-ils des ennemis ou des alliés?, 19 décembre 2019 • Faut-il interdire ou réglementer les drones tueurs?, 6 juin 2019

Certifications & Legal Mentions

Certifications :

N/A

MSC.CFMM2.FICOR.0164 – Digital job market opportunities

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
6.00h	0h	0.00h	0.00h	0.00h	50%	50%	100%

Course Manager & Teaching Team

Course Manager : LU Wei

Teaching Team : Suzhou : LU Wei

Academic Characteristics

Credits : 1

Discipline : Autre

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

Organisation de sequences de négociations de Job Market avec l'appui techniques d'entreprises locale dont Village by CA.

Prerequisites

Prerequisites :

No

Course Schedule

Course Schedule :

1/ Séminaire face to face : - Visites d'entreprises - Organisation des négociations - Enjeux et spécificité du secteur digital - Spécificité du marché du travail et GRH 2/ Travaux en atelier

Academic References

Websites :

Video clips will be play in class and the websites of top firms that are recruiting will be reviewed in class.

Certifications & Legal Mentions

Certifications :

N/A

MSC.CFMM2.FICOR.0173 – Financial modeling II

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : YANG Haoyi

Teaching Team : Lille : CHIKH Sabrina, DUMONT Alexandre, RUPIED David Paris : CHIKH Sabrina, DUMONT Alexandre, RUPIED David Sophia : MILLELIRI André Belo : MARQUES Reinaldo Suzhou : Jack Woo

Academic Characteristics

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

Course Description

Course Description :

This course will help the students to deepen their knowledge in Excel and to optimize formulas and functions for financial analysis.

This course is designed to provide a link between theory and practice in finance. The key objective is to equip students with the skills and knowledge of building financial models using Excel. To achieve this objective, students will learn basic programming and modelling skills in VBA and in Excel. On completion of this course, students would have developed the confidence and skills required to build their own financial models to tackle problems in many areas of Finance.

Pedagogical Objectives

Pedagogical Objectives :

This is a practical course delivered through a combination of lectures and workshops in which students build spreadsheet models to solve a variety of problems from topics in finance. Financial statement modelling; leasing; portfolio analysis; computing the efficient frontier; Black-Scholes model; real options; volatility at risk; duration and immunisation; default adjusted expected bond returns.

The course covering the following contents

Excel and VBA skills:

? Advance Excel functions, arrays and interactive charts

? Object oriented programming and VBA programming environment ? Variable types and use of VBA variables and arrays

? Range object and properties

? Basic VBA programming language structures

? Arrays and dynamic arrays

? Writing VBA functions

? Writing array functions

Applications in Finance:

- ? Financial arithmetic with user-defined functions
- ? Term structure problems such as deriving a zero-coupon yield curve, curve fitting and simple term structure modelling
- ? Price and return distributions of financial assets
- ? Performing simulations in Excel and VBA
- ? Value at risk and bootstrapping methods

On completion of this course, students will be able to:

- Explain and apply design principles relating to the structure, presentation, user interface and access control of models
- Design a financial model and use it for sensitivity and scenario analysis and for valuation purposes
- Apply Excel's Goal-seek and Solver to modelling problems that require an iterative method for their solution
- Build, test and enhance financial models and solve common modelling challenges
- Use Visual Basic in modelling to automate routine or repetitive tasks, to add new functions and to integrate Microsoft Office applications

Prerequisites

Prerequisites :

Financial modeling I /
Excel and vba level I

Course Schedule

Course Schedule :

***Investment projects *** Incremental NPV Break-even Break-even using NPV ***Corporate valuation ***
Forecast data Adjusted Present Value (APV) Free Cash Flow to Equity (FCFE) Free Cash Flow to Firm (FCFF)
Dividend Discount Model (DDM) ***Financial market tools*** Stock valuation Bond valuation Effective Annual
Rate (EAR) & Annual Percentage Rate (APR) Yield curve Bond price from yield curve WACC Modigliani Miller
BETA Portfolio allocation VBA (9H)

Academic References

Academic Reference :

Classic reference: Financial Modeling - Simon Benninga (2008) Available on ScholarVox: Excel for Finance and Accounting : Learn how to optimize Excel formulas and functions for financial analysis Kumar Lohani, Suraj (2023) Financial Analysis and Modeling using Excel and VBA Chandan Sengupta (2009)

Websites :

Textbooks and References

Rees M.. (2012) Financial Modelling in Practice: A Concise Guide for Intermediate and Advanced Level, John Wiley & Son

Tan, Chia Chiang (2012) Market Practice in Financial Modelling. Deutsche Bank

Albright C. (2006) VBA for modeller. Palisade

Albright and Winston (2005) Spreadsheet Modeling and Applications, Thomson/Duxbury Press

Benninga S. (2008), Financial Modelling, 3rd edition, the MIT Press.

Certifications & Legal Mentions

Certifications :

N/A

MSC.CFMM2.FICOR.0026 – Financial Risk Management

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : GULZAR Awais

Teaching Team : Paris : CHAFTAR Jamil Sophia : LAI Wan Ni Suzhou : Awais Gulzar

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 identify and manage risks at the enterprise level as financial managers.

This course emphasis on enterprise risk management that covers the four main aspects of risk in a corporation: Hazard risks, financial risks, operational risks and strategic risks.

The course provides an introduction to enterprise risk management, explains the financial risk exposures of a company (foreign exchange, transaction, economic) and methods of hedging financial risks.

Prerequisites

Prerequisites :

International financial economics, derivatives.

Course Schedule

Course Schedule :

1. Introduction to Enterprise Risk Management. 2. Hedging with Options, Forwards and Futures. 3. Hedging Interest Rates. 4. Hedging with Swaps and Real Options. 5. Heding Transaction Exposures. 6. Case Study

Academic References

Academic Reference :

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

Websites :

None.

Certifications & Legal Mentions

Certifications :

N/A

MSC.CFMM2.FICOR.0155 – Fintech Venture

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : SU Yuxin

Academic Characteristics

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

Course Description

Course Description :

Fintech Venture relates to new companies or startups and ventures specifically related to financial technology companies. This paper covers the theoretical and practical applications in managing fintech business ventures, starting from identification of business opportunities and feasibility, financial projection, financing decisions and challenges, business valuation and value creation. This course, therefore, provides insights into critical questions that challenge fintech entrepreneurs such as (1) how much funding is required to start a fintech venture; (2) when the funds can be raised; (3) from whom the funds can be raised; and (4) how to evaluate a company. In brief, it aims to prepare students/managers for these decisions, both as entrepreneurs and venture capitalists.

The aim of the course is to present different financing forms of entrepreneurial firms active in the fintech area. The course will discuss traditional sources such as venture capital and new trends in financial innovation available to fintech startups. Special attention will be devoted to understanding the motivations of the different players (mainly investors and entrepreneurs) and how to reconcile their interests through specific contracting mechanisms.

Lectures build on theory, business cases and exercises that will be discussed in class. Students will be required to work on real-world business cases to develop their own view on different forms of entrepreneurial finance.

Students will get a better understanding of various sources of finance for start-up firms and how deals are structured between investors and entrepreneurs, while considering the specificities of fintech (including platform-based business models). The course also offers a special focus on equity crowdfunding, which involves issuing securities through the Internet, and corporate digital responsibility. At the end (depending on time availability), the course will discuss valuation methods for innovative startups.

Prerequisites

Prerequisites :

no prerequisites

Course Schedule

Course Schedule :

1/6

K1 - EK1 – PK1 Introduction to Finance for Entrepreneurs, Developing the Business Idea, Organizing & Financing a New Business Venture, JD Case Study

2/6

K2 – EK2 – PK2 Preparing Venture Financial Statements & Evaluate Financial Performance, Managing Cash flows,

3/6

K2 – EK2 – PK2 Types & Costs of Financial Capital, Projecting Financial Statements, Valuing Early-Stage Ventures,

4/6

K3 – EK3 – PK3 Venture Capital Valuation Methods, Other Financing Alternatives, Harvesting the Business Venture Investment

5/6

K4 – EK4 – PK4 Financially Troubled Ventures: Turnaround Opportunities?, Crowd Funding

6/6

K4 – EK4 – PK4 Corporate Digital Responsibility, Presentations Fintech Ventures

Academic References

Academic Reference :

Leach, J. C., & Melicher, R. W. (2021). Entrepreneurial Finance (7th ed.). Cengage

Certifications & Legal Mentions

Certifications :

N/A

MSC.TRCM2.LGCOR.0105#2 – LANGUAGE: CHINESE - BASIC 1 - SPRG

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 : 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.TRCM2.LGCOR.0106#2 – LANGUAGE: CHINESE - BASIC 2 - SPRG

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 :

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.CFMM2.FICOR.0018 – M&A and Corporate Restructuring

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : WU Zhenhua

Teaching Team : Paris : CWILING Frédéric Sophia : AHMAD Muhammad Farooq Suzhou : Zhenhua Wu

Academic Characteristics

Credits : 3 Discipline : Finance Teaching Languages : English Open to Exchange : Yes

Course Description

Course Description :

This course is dedicated to the valuation, structuring, financing and negotiation of controlling-equity transactions.

It will present some aggregate and historical evidence, before it delves into the core issue of valuation, and then structuring (and restructuring).

It provides the students with a background for understanding mergers and acquisitions and corporate restructuring. Most importantly, it provides the building blocks to understand the activity of evaluating a business firm.

Prerequisites

Prerequisites :

Introduction to finance, Financial Mathematics and Corporate Finance.

Course Schedule

Course Schedule :

Agenda: the technical and conceptual aspects of the class will be carried out in concert. Technical Skills (valuing mergers) 1. Measuring stock value. 2. Capital structure with or without tax. 3. Free Cash Flows to the firm and free cash flow to the equity. 4. Computing a WACC. 5. Comparable valuation. 6. Modeling value. Conceptual skills and general understanding of M&As and restructuring. 1. Why do merger happen. 2. Merger process. 3. Merger waves. 4. Do merger create value? 5. Merger analysis. 6. Corporate restructuring.

Academic References

Academic Reference :

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

Certifications & Legal Mentions

Certifications :

N/A

MSC.CFMM2.FIELE.0139 – Programming with Python II

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : YANG Yang

Teaching Team : Paris : PETRECZKY Mihaly Belo : HOFFERT Antonio Suzhou : YANG Yang

Academic Characteristics

Credits : 2

Discipline : Autre

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

Python is a programming language which is becoming increasingly popular in data science/machine learning. This course is the continuation of Python I. The objective of this course is to prepare students to use Python for solving simple problems in machine learning and data science and to understand existing solutions. The course will be geared towards practice, students will be expected to write programs for solving data science problems with real-life data.

Prerequisites

Prerequisites :

Python I

Course Schedule

Course Schedule :

basics of object oriented programming: classes, objects, methods. • Python libraries relevant for data science: matplotlib, numpy, pandas, scikit-learn, • visualization and data pre-processing, • application of basic machine learning techniques (regression and classification).

Certifications & Legal Mentions

Certifications :

N/A

MSC.CFMM2.FICOR.0106 – Reporting for Control & Performance Management

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : MINGFANG Xiao

Teaching Team : Paris : RAKOTOVOLOLONA Heritiana Sophia : SARENS Gerrit Suzhou : Mingfang Xiao

Academic Characteristics

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

Course Description

Course Description :

The module examines the techniques of management accounting which will help operational managers make decisions, achieve their objectives and contribute to the overall performance of the company.

Specifically, it provides students with the necessary understanding, methodology and tools to be able to:

- Measure, analyse and control costs and profitability.
- Manage the planning process and prepare operating and cash budgets.
- Measure and monitor performance.
- Assess long-term capital investment projects.

Prerequisites

Prerequisites :

Financial analysis or equivalent year 1 accounting module.

Course Schedule

Course Schedule :

1: Introduction to module; Cost behavior; Cost-volume-profit analysis; Limiting factors/scarc resources. 2: Capital investment appraisal. 3: Budgeting and cash budgeting. 4: Standard costing and variance analysis. 5: Absorption costing v Marginal costing. 6: Activity-based costing.

Academic References

Academic Reference :

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

Websites :

None.

Certifications & Legal Mentions

Certifications :

N/A

MSC.CFMM2.FICOR.0231 – Sustainable Finance in China

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 : SU Yuxin

Academic Characteristics

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

Course Description

Course Description :

The financial sector plays a crucial role in driving the environmental, social, and governance (ESG) transformation across a wide range of corporations, industry sectors, and organizations. Achieving climate sustainability requires changes in how we produce, consume, and manage pollution. It is estimated that \$20-30 trillion will be invested over the next 20 years to support this shift, focusing on limiting global temperature rise and preventing harm to the environment. Financial institutions will be essential in directing investments toward sustainable projects, helping speed up the transition to low-carbon and circular economies.

This course explores the concepts of ESG, their practical applications, and the challenges of transitioning to sustainable practices. Students will learn how ESG objectives align with existing economic models, which were developed during a time of resource abundance, while focusing on critical environmental issues such as climate change, land-use changes, biodiversity loss, and resource depletion. A key topic is how financial systems and capital can be mobilized to support climate action, environmental sustainability, and social objectives. Students will also learn how to strategically allocate capital to ensure the availability of essential resources, such as sustainable energy, food, water, and healthcare, for both present and future generations, without overburdening the planet's ecosystems. In addition, the course will cover practical strategies for creating and assessing economic and shareholder value in corporations and financial institutions, including considerations of strategy, return expectations, governance, and integrated reporting, along with case studies on sustainable finance and ESG implementation.

Prerequisites

Prerequisites :

no prerequisite

Course Schedule

Course Schedule :

Topics covered:

What is sustainability and why does it matter?

Sustainability's challenges to corporations (Part I)

Sustainability's challenges to corporations (Part II)

Financing sustainability (Part I)

Financing sustainability (Part II)

Group Presentation

Academic References

Academic Reference :

Textbook: Dirk Schoenmaker and Willem Schramade. Principles of Sustainable Finance. Oxford University Press, 2018.

Certifications & Legal Mentions

Certifications :

N/A

MSc IB International Business

MSc M2 IB SPRING SUZHO Core Courses (6 maximum)

PGE.APPM2.STCOR.3311 – ADVANCED STRATEGY

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
18.00h	0.00h	0.00h	0.00h	60.00h	60%	40%	100%

Course Manager & Teaching Team

Course Manager : JOLINK Albert

Teaching Team : QIAN Ting

Academic Characteristics

Credits : 2 Discipline : Stratégie, Innovation & Entrepreneuriat

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

In this course you will learn more about the theory and practice of collaborations of firms, from the motivation to collaborate with other firms to the organizational structuring of collaboration. The objective of the course is to understand how companies elaborate strategic collaboration to support corporate performance. It is a condition to survive for startup companies. It often is a means to guarantee profitability for larger corporations. However, it is difficult to achieve in the long run and may put the company at risk if not successful.

By using a combination of lectures, case studies, and team projects, this course will provide an overview of collaborative options in different contexts.

Prerequisites

Prerequisites :

Strategy 1 (M1)

Course Schedule

Course Schedule :

1. Perspectives on collaboration: motives, selection. 2. Alliance portfolio's, networks, platforms. 3. International collaboration. 4. Business ecosystems. 5. Managing collaboration. 6. Managerial discretion in collaboration.

Academic References

Academic Reference :

Child et al. (2019) Cooperative Strategy, Oxford University Press

Certifications & Legal Mentions

Certifications :

N/A

MSC.TRCM2.OTCOR.0205 – CAREER MANAGEMENT 2

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : SHE Haoyue

Teaching Team : She Sherry

Academic Characteristics

Credits : 0.5

Discipline : Autre

Teaching Languages : English

Open to Exchange : Yes

Prerequisites

Prerequisites :

N/A

Certifications & Legal Mentions

Certifications :

N/A

MSC.IBSM2.MLCOR.0003 – CHINA LEGAL ISSUES FOR 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 : DALLOZ Marc

Teaching Team : XU Yingying

Academic Characteristics

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

Course Description

Course Description :

The aim of the course is to give students a comprehensive look at China legal issues arising in business. It is key for future managers to understand the legal implications of certain business activities and the potential risks they may imply. This course focuses on Chinese law, students will be aware of how Chinese law operates in a business environment. The case study approach will be used to enhance learning.

Prerequisites

Prerequisites :

n/a

Academic References

Academic Reference :

Textbooks: Ewan McKendrick, Contract Law, Palgrave Macmillan, 2000 Janet Dine, Company Law, MacMillan, 2005 Yikun Zhu, Concise Chinese Law, China Law Press, 2007

Websites :

<http://www.npc.gov.cn/englishnpc/index.shtml> <https://www.lawinfochina.com>

<https://guides.library.harvard.edu/ChineseLegalResearch> <https://harrisbricken.com/chinalawblog/>

Certifications & Legal Mentions

Certifications :

N/A

MSC.TRCM2.LGCOR.0033 – CHINESE - FUNCTIONAL - SPRG

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : DURANTON H  l  ne

Academic Characteristics

Credits : 0.5

Discipline : N/A

Teaching Languages : N/A

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.LGCOR.0034 – CHINESE - PROFICIENT - SPRG

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : DURANTON H el ene

Academic Characteristics

Credits : 0.5

Discipline : N/A

Teaching Languages : N/A

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

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 : MESCHI Pierre-Xavier

Teaching Team : DESBORDES Rodolphe

Academic Characteristics

Credits : 2 Discipline : Stratégie, Innovation & Entreprenariat

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

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

Pedagogical Objectives

Pedagogical Objectives :

The SKEMASIM seminar aims at:

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

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

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

Prerequisites

Prerequisites :

Basic Strategy, Cost Management, and Finance

Course Schedule

Course Schedule :

n.a.

Academic References

Academic Reference :

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

Websites :

www.webtolearn.com/skemasim

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE IA

MSC.IBSM2.FICOR.0084 – INTERNATIONAL FINANCE

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
30.00h	0h	0.00h	0.00h	90.00h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : SOGO Takeharu

Teaching Team : SOGO Takeharu

Academic Characteristics

Credits : 3

Discipline : Finance

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

This course is designed to train business leaders of tomorrow's multinational enterprises to recognize and capitalize on the unique characteristics of global markets. We will discuss exchange rate determination, the international monetary system and global financial markets, and gain firmer understanding of FX markets that underpin the rapid evolution of our global marketplace. Further, we will consider financing options for the global firm and study the intricacies of foreign investment, including cross-border mergers and acquisitions. Throughout the course we will work on a number of real-world cases to help is gain hands-on experience and understanding of international finance.

Prerequisites

Prerequisites :

None

Course Schedule

Course Schedule :

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

Academic References

Academic Reference :

Lectures obligatoires / Required readings : Available on Cyberlibris at www.scholarvox.com: 1) Economics for Investment Decision Makers Workbook : Micro, Macro, and International Economics, Piros and Pinto, John

Wiley & Sons, 2013, Chapters 5, 8, 9 and 10. 2) International Economics 6th edition, Dunn and Mutti, Taylor & Francis, 2003, Chapters 12 to 20 Lectures Recommandées / Recommended readings : Ephraim CLARK, INTERNATIONAL FINANCE, (London: Thomson Learning, 2002)

Websites :

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

Certifications & Legal Mentions

Certifications :

N/A

MSC.TRCM2.LGCOR.0105#2 – LANGUAGE: CHINESE - BASIC 1 - SPRG

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
30.00h	0.00h	0.00h	0.00h	0.00h	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#2 – LANGUAGE: CHINESE - BASIC 2 - SPRG

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : DURANTON H  l  ne

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 M2 IB SPRING SUZHO Track Courses ATMF (4 maximum)

MSC.IBUM2.STELE.0057 – COMPANY FAILURE AND RENEWAL IN CHINA

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 : CAI Yujie

Academic Characteristics

Credits : 2 Discipline : Stratégie, Innovation & Entrepreneuriat

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

This course aims to equip students with the knowledge and skills to diagnose why organizations experience crises and what might be done to identify problems, to avoid potential failure, and to transform the organization to enable it to succeed in the future. Particular focus will be placed on Chinese companies many of which have attracted world-wide attention for adopting new business models and innovative operations. The course will also examine symptoms as well as the causes of company failure by introducing to students the techniques that may be used to identify the onset of difficulties as early as possible, based on the assumption that successful turnaround strategies will more likely be achieved if problems are recognized early. The experiences of Chinese companies will form the backdrop against which the universality of such a phenomenon will be tested.

Prerequisites

Prerequisites :

n/a

Certifications & Legal Mentions

Certifications :

N/A

MSC.IBNM2.STELE.0047 – INTERNATIONAL NEGOTIATION PRACTICE

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : RIVAS-SIEDEL Béatrice

Teaching Team : OSTIC Dragana

Academic Characteristics

Credits : 2 Discipline : Stratégie, Innovation & Entreprenariat

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

In today's globalized economy, negotiation skills are essential for business professionals to navigate complex interactions, secure advantageous agreements, and foster lasting partnerships.

This course focuses on equipping students with practical negotiation techniques and strategies tailored to international business contexts. Participants will learn to identify their own relational profiles, adapt to cultural differences, and apply negotiation techniques to uncover interests and create win-win outcomes. Through interactive role-playing, case studies, and simulations, students will explore fundamental principles such as BATNA, ZOPA, and trust-building while mastering tactics for multi-party and cross-cultural negotiations. By the end of the course, students will have acquired tools to negotiate more effectively in diverse and challenging international environments.

Prerequisites

Prerequisites :

No academic prerequisite; however, students should think about their prior negotiation experiences.

Course Schedule

Course Schedule :

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

Academic References

Academic Reference :

Hofstede, G, Hofstede G.J., Minkov, M, ""Cultures and Organisations. Software of the Mind"", McGraw-Hill, 2010

Meyer, Erin "The Culture Map"

T. Hall, Edward "Understanding cultural differences"

Trompenaars, Fons "Riding the waves of culture"

Roger FISHER, William URY, Bruce PATTON Getting to Yes

Jim CAMP

George KOHLRIESER Hostage at the Table: How Leaders Can Overcome Conflict, Influence Others, and Raise Performance

Kerry PATTERSON, Joseph GRENNEY, Ron MCMILLAN and AI SWITZLER Crucial conversations

Terri MORRISON Kiss, Bow or Shake Hands

Birgit WELCH, Charles LAFOND, Sheila VINE Express Series English for Negotiating: A short, specialist English course

Sun TZU, The Art of War

Websites :

www.cultureconnector.com

<https://geert-hofstede.com/>

<http://export.businessfrance.fr> : guides des affaires, études et dossiers thématiques

Steven Spielberg Bridge of Spies

Martin Scorsese The Wolf of Wall Street

Certifications & Legal Mentions

Certifications :

N/A

MSC.IBUM2.STCOR.0060 – MANAGEMENT IN INTERNATIONAL ENVIRONMENT FROM A CHINESE PERSPECTIVE

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
33.00h	0.00h	0.00h	0.00h	120.00h	50%	50%	100%

Course Manager & Teaching Team

Course Manager : DESBORDES Rodolphe

Teaching Team : JIN Yutong

Academic Characteristics

Credits : 4
Discipline : Management & Organisation

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

In recent years, more and more scholars are showing their interest on the management practices of Chinese companies. Although China has yet to produce a world-class company, China offers more management lessons today than do most other countries. Successful Chinese companies are leveraging their unique management practices to get standing in the world market.

Considering this background, this course, by combining theoretical discussion and case study, will open the window for students to deepen their understanding of Chinese companies management philosophy and practices in the world market. The contents included in the course will cover broad issues in management, from strategic management to organizational design and development, from new product development to innovation, from leadership to marketing.

The study of this course provides a good opportunity for students to reflexively thinking and discussing some management theories and practices through the Chinese perspective.

Prerequisites

Prerequisites :

n/a

Academic References

Academic Reference :

1. China: To Get Rich Is Glorious 2. China Myths, China Facts 3. West meets East: Toward an Ambicultural approach to management 4. A Chinese Approach to Management. Harvard Business Review, 2014.9 5.

<https://hbr.org/2014/09/a-chinese-approach-to-management> 6. China's Miracle Economy: Causes, Consequences, and Current Status 7. What China's five-year plan means for business 8. Guanxi as a complex adaptive system: definition, description and underlying principals 9. Does Managerial Ties in China Always Produce Value 10. The High Cost of Cheap Chinese Labor 11. Business in China-Innovation: Fast and furious 12. Why Western Digital Firms Have Failed in China 13. What Western Marketers Can Learn from China 14. How China's Government Helps — and Hinders — Innovation 15. Business in China: Entrepreneurship and technology 16. Inside the Mind of Chinese Consumers 17. What Panasonic Learned in China 18. Chinese Negotiation 19. In China: The Right Political Ties Count 20. Business Leadership in the Chinese Context: Trends, Findings and Implications 21. Leading Huawei: Lessons from China's Most Successful Executive 22. Chinese companies non-market strategy in exploring opportunities (Case. TONGWEI) (This would be provided later) 23. Harvard Business Case: Yili Group: China's Pioneering Dairy Brand (This would be provided later) 24. Harvard Business Case: Xiaomi, Inc.: The Rise of a Chinese Indigenous Competitor (This would be provided later)

Websites :

25. <https://www.worldbank.org/en/news/press-release/2019/10/24/doing-business-2020-chinas-strong-reform-agenda-places-it-in-the-top-10-improver-list-for-the-second-consecutive-year> 26. China's 40 Years of Reform and Development: 1978–2018. <https://www.jstor.org/stable/j.ctv5cgbnk>

Certifications & Legal Mentions

Certifications :

N/A

MSC.IBSM2.PMCOR.0009 – NEW BUSINESS MODELS: INTERNET APPLICATIONS IN BUSINESS WITH FOCUS ON CHINA

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 : CAI Yujie

Teaching Team : HUANG Yuxin

Academic Characteristics

Credits : 3 Discipline : Stratégie, Innovation & Entrepreneuriat

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

Business model describes how an organization creates, delivers and captures value. Our objective of this subject is to provide students with the fundamentals of the concepts, theories, tools, and techniques that enable organizations to design, implement and evaluate business models. The content includes some practical frameworks such as VARIM and tools like business model canvas, which help students quickly master the building blocks of business model development. Featured Chinese cases will be used to illustrate the business model innovations.

Prerequisites

Prerequisites :

n/a

Course Schedule

Course Schedule :

1/ Introduction of the subject & course logistics Introduction to Business Model Canvas & What is business model? 2/ Theories about business model: resources, capabilities, and value creation 3/ Unbundling business models 4/ Business model innovation (VARIM framework) 5/ The long-tail & Multi-sided platform 6/ Free as a business model & Open innovation 7/ Design business model, implementation & evaluation 8/ Revision and group presentations

Academic References

Academic Reference :

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

Certifications & Legal Mentions

Certifications :

N/A

MSc IMBD International Marketing and Business Development

MSc M2 IMBD SPRING SUZHO Core Courses (8 maximum)

MSC.IMBM2.MKCOR.0065 – BUSINESS DEVELOPMENT & SALES

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : SPIER Peter

Teaching Team : Lille : PERELAER Pierre Paris : TECHER Thierry Sophia : SPIER Peter, DOLAIT Jean-Pierre Belo : TUNES Rafael Raleigh : HELMER Garrett Suzhou : SPIER Peter

Academic Characteristics

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

Course Description

Course Description :

This course covers two strongly related areas: business development and sales.

Sales and business development are an essential component of the MSc in International Marketing and Business Development. Companies are seeking to recruit candidates with good potential for sales and a good number of students will begin their careers in the sales function, either moving up into sales management or across into marketing.

Two other courses: international business development and new business development focus on these aspects of business development. This course is more concerned with areas such as key account management, sales methods and developing business in existing markets with existing customers.

SALES:

The sales component of the course provides will help to develop selling techniques and discover the different kinds of positions available in sales and business development. The course will look at different types of sales situation and reveal how very different sales can be in different sectors. We will look at 'transactional' bargaining situations moving through to more complex situations involving consultative- and solution-selling approaches.

Throughout, the emphasis will be on developing students' ability to 'connect' with the other person, to use enquiry to better understand their point of view, to put forward their own position and to communicate and defend value.

This course is a 'must' for students who wish to follow a career or spend their first years in sales or marketing. It will help to build confidence and cover the kind of techniques used in companies. The course will be interactive, and students will be expected to participate fully with live simulation.

The skills developed in the course will certainly be useful elsewhere: selling ideas, pitching for resources, job

interviews, internal selling...

This part of the course goes hand in hand with the business development part that looks more specifically at Key account management and negotiation.

BUSINESS DEVELOPMENT

Business development involves identifying, analyzing and qualifying opportunities for growth that are both profitable and consistent with a company's strategy, and then making things happen. It is this combination of analysis and strategic vision with a concern for the practical side of things that make the activity so satisfying.

This course will look at how companies in a range of sectors grow - whether in new or existing markets, with new or existing clients -, how decisions about which options to pursue can be formulated and evaluated, and how growth strategies can be put in place. There will be a natural focus on the role of key account managers, who are key players in developing business.

In Sophia, Lille, Belo and Suzhou, the course will culminate in the annual Sales Challenge, where students will meet and sell to companies. In Paris and Raleigh students will be able to opt for this event as an elective.

Prerequisites

Prerequisites :

Business models, negotiation, sales

Course Schedule

Course Schedule :

BUSINESS DEVELOPMENT topics: • Key account management • Identifying and analyzing growth opportunities. • Qualifying and assessing growth opportunities. • Exploring growth strategies in various industries. • The organizational and managerial challenges of developing new business. **SALES topics:** • Sales organization and jobs • Sales management process • Selling methods: transactional, solution-selling, challenger sales • Negotiation

Academic References

Academic Reference :

Cooper, I, (2012) Financial Times Guide to Business Development, The: How to Win Profitable Customers and Clients (The FT Guides)

Dixon, M. & Adamson, B. (2013), The Challenger Sale : How to take control of the customer conversation (Portfolio Penguin)

Eades, K. (2003,) The New Solution Selling (McGraw Hill)

Heimann, S. (2007), The New Conceptual Selling : the consultative communication process for solution-led selling (Miller Heiman Group)

Kohne, A, (2022) Business Development: Processes, Methods and Tools

Maister, D. et al. (2002), The Trusted Advisor (Simon & Schuster)

Rackham, N.(1995), Spin Selling (Routledge)

Ross, A. & Tyler, M. (2011), Predictable revenue (PebbleStorm)

Tyler, M. & Donovan, J. (2016), Predictable Prospecting : how to radically increase your B2B sales pipeline

Websites :

<https://www.insightsquared.com/blog/top-14-sales-skills-every-inside-sales-rep-must-master/>

<https://blog.hubspot.com/sales/10-essential-selling-skills-2014-infographic>

<https://blog.hubspot.com/sales/solution-selling>

https://en.wikipedia.org/wiki/Solution_selling

<https://www.forbes.com/sites/falonfatemi/2018/08/27/insight-selling-is-the-new-solution-selling/#6cda71f57646>

<https://kapta.com/key-account-management/mean-trusted-advisor/>

<https://www.gartner.com/en/sales-service/insights/challenger-sale>

<https://www.gartner.com/smarterwithgartner/power-challenger-sales-model/>
<https://testyourself.psychtests.com/bin/transfer>
<https://fr.slideshare.net/Eloquens/pitch-method-simac-or-persuasive-selling-format>
<https://en.wikipedia.org/wiki/SONCAS>

Certifications & Legal Mentions

Certifications :

N/A

MSC.TRCM2.OTCOR.0205 – CAREER MANAGEMENT 2

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
6.00h	0h	0.00h	0.00h	0.00h	40%	60%	100%

Course Manager & Teaching Team

Course Manager : SHE Haoyue

Teaching Team : She Sherry

Academic Characteristics

Credits : 0.5

Discipline : Autre

Teaching Languages : English

Open to Exchange : Yes

Prerequisites

Prerequisites :

N/A

Certifications & Legal Mentions

Certifications :

N/A

TMP004 – CHINESE - ADVANCED - SPRG

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : LEVIN Jeremy

Teaching Team : LI LANTIGNER Jing

Academic Characteristics

Credits : 0.5

Discipline : Langues

Teaching Languages : Chinese

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.

Certifications & Legal Mentions

Certifications :

N/A

MSC.TRCM2.LGCOR.0033 – CHINESE - FUNCTIONAL - SPRG

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : LEVIN Jeremy

Teaching Team : LI LANTIGNER Jing

Academic Characteristics

Credits : 0.5

Discipline : Langues

Teaching Languages : 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.

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
0.00h	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.LGCOR.0034 – CHINESE - PROFICIENT - SPRG

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 : LI LANTIGNER Jing

Academic Characteristics

Credits : 0.5

Discipline : Langues

Teaching Languages : Chinese

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.

Certifications & Legal Mentions

Certifications :

N/A

MSC.IMBM2.MKCOR.0084 – Digital Marketing project

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : SPIER Peter

Teaching Team : 1.WU YI Founder of TEME, a marketing firm dedicated to sustainable business. Founder of EXPO BRANDING, the only consulting firm authorised by MILAN EXPO. Former managing director of FASHIONBI Asia, a digital marketing firm headquartered in Milan. Former digital marketing consultant for brands such as Gucci, Dolce & Gabbana, Moncler, Ray-ban, etc. 2.Other industrial experts

Academic Characteristics

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

Course Description

Course Description :

In the digital age, marketers need to be constantly aware of the ever-changing marketing environment and respond to increasing uncertainty. Using a project-based learning approach, the course provides the fundamentals and tools for planning digital marketing strategies and tactics, including human-centric marketing for brand attraction, content marketing for brand curiosity, omni-channel marketing for brand commitment, and engagement marketing for brand affinity.

Pedagogical Objectives

Pedagogical Objectives :

K1.Marketing 4.0 in the digital economy;
K2.New frameworks for marketing in the digital economy;
K3.Tactical marketing applications in the digital economy.

EK1.Research skills;
EK2.Analytical thinking and comparative analysis;
EK3.Strategic planning;
EK4.Ability to apply theoretical frameworks to real marketing situations;
EK5.Visual presentation skills.

PK1.Analyse the impact of technological advances, internet penetration, proliferation and fragmentation of different digital media have on businesses and the consumers;
PK2.Critically evaluate digital marketing strategies and tactics designed and implemented by different types of organizations;
PK3.Develop an effective marketing campaign.

Prerequisites

Prerequisites :

Marketing research, marketing planning

Philip Kotler, Kevin Lane Keller & Alexander Chernev.(2022). Marketing Management, 16th edition

Course Schedule

Course Schedule :

1. Moving from traditional to digital 2. Content marketing for brand curiosity 3. Company visit/Factory visit 4. Omnichannel marketing for brand commitment 5. Engagement marketing for brand affinity 6. Project launch

Academic References

Academic Reference :

Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan.(2017). Marketing 4.0: Moving from traditional to digital

Philip Kotler, Kevin Lane Keller & Alexander Chernev.(2022). Marketing Management, 16th edition

Philip Kotler, Hermawan Kartajaya, Iwan Setiawan. (2021). Marketing 5.0: Technology for humanity

Philip Kotler, Hermawan Kartajaya, Iwan Setiawan. (2023). Marketing 6.0: The Future Is Immersive

Websites :

SDGs www.un.org/sustainabledevelopment

United Nations Act Now Campaign www.un.org/en/actnow

Tencent www.tencent.com

Douyin www.creator.douyin.com/creator-school

Xiaohongshu www.xiaohongshu.com/en

Weibo www.weibo.com

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE IA

MSC.IMBM2.MKCOR.0086 – Influencer Marketing

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : SPIER Peter

Academic Characteristics

Credits : 2

Discipline : N/A

Teaching Languages : N/A

Open to Exchange : Yes

Course Description

Course Description :

This course explores influencer marketing with a focus on the Chinese digital media universe and Chinese consumers.

Pedagogical Objectives

Pedagogical Objectives :

1. Explore the impact and characteristics of influencer marketing
2. Look at how influencer marketing is used and received in the Chinese digital media universe

Prerequisites

Prerequisites :

None

Certifications & Legal Mentions

Certifications :

N/A

MSC.TRCM2.LGCOR.0105#2 – LANGUAGE: CHINESE - BASIC 1 - SPRG

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 : LEVIN Jeremy

Academic Characteristics

Credits : 0.5 Discipline : Langues Teaching Languages : English;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.TRCM2.LGCOR.0106#2 – LANGUAGE: CHINESE - BASIC 2 - SPRG

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 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.

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 :

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.IMBM2.MKELE.0137 – Managing Social Networks and Communities

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	18.00h	0.00h	0.00h	0.00h	25%	75%	100%

Course Manager & Teaching Team

Course Manager : SPIER Peter

Teaching Team : Suzhou : GUO Min

Academic Characteristics

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

Course Description

Course Description :

Global social media platforms are rapidly evolving and significantly influencing consumer behavior and digital marketing strategies. This course explores how brands can effectively engage with consumers, manage social media, and handle crisis communication to drive sales and protect brand reputation. Students will gain in-depth knowledge of major social media platforms in both Western countries and China. The course will highlight the key differences between the social media landscapes in these regions, emphasizing how these differences impact consumer behavior, marketing strategies, and crisis management. The course will focus on strategies for managing these platforms to support brand marketing efforts. This includes content creation, community engagement, performance analysis, and crisis communication—all aimed at enhancing brand image, managing reputational risks, and driving sales outcomes.

Prerequisites

Prerequisites :

None

Course Schedule

Course Schedule :

- Personal & Professional SM Presence - Reputation Management, Old vs New Rules of Marketing & PR - Ethics & Comms; Integrated Comms; Thought Leadership & Brand Building; Communicating to your audience - Organizational Comms; Social Media & Target Markets; Blogging; KOLs in China - Media Relations & Crisis; Importance of Trust; News Releases - Crisis Communications; Investor Relations; Marketing & PR Plan - Issues Management; CSR; Social Purpose & Future Challenges

Academic References

Academic Reference :

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

Certifications & Legal Mentions

Certifications :

N/A

MSC.IMBM2.MKCOR.0063 – PRODUCT MANAGEMENT AND OPERATIONAL MARKETING

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : SPIER Peter

Teaching Team : Lille : LE GENISSEL Yannick Paris : LE GENISSEL Yannick Sophia : LE GENISSEL Yannick Belo : ROSSETTO Dennys Eduardo Suzhou : CORTI Emanuela

Academic Characteristics

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

Course Description

Course Description :

After introducing the concepts of product management and then reviewing all the steps of the product development process, from market research to releasing a product range onto the market, the final part of this course will focus on the interactions between all the company departments during the product development process.

This course will give the student a clear vision of how the most innovative companies around the world are developing new products and services, managing products and services, and implementing a competitive marketing plan for all of them.

Please note: This course may vary across different campuses.

Pedagogical Objectives

Pedagogical Objectives :

This course will give the student a clear vision of how the most innovative companies around the world are developing new products and services, managing products and services, and implementing a competitive marketing plan for all of them.

Prerequisites

Prerequisites :

A marketing background in strategic marketing and some basic knowledge about the marketing mix.

Course Schedule

Course Schedule :

This course will vary from one campus to another. A typical course outline may look like this: Session 1 Part #1 Knowing the market – Market research; Group assignment #1 Session 2 Part #1 Knowing the market – Range analysis Part #2 Structuring the offer –Product & Price; Group assignment #2 Session 3 Part #2 Structuring the offer – Place & Range planning; Group assignment #3 Session 4 Part #2 Structuring the offer – Product briefing & product development; Group assignment #4 Session 5 Part #3 Commercializing the range - Promotion; Group assignment #5 Session 6 Part #3 Commercializing the range – Range release; Group assignment #6 Session 7 Part #4 getting the company crew committed; Mock exam Session 8 Final case study; Final case study

Academic References

Academic Reference :

Mastering Product Management – A step-by-step guide, Kevin Brennan, 2019
Product design and development, Ulrich Karl T., Eppinger Steve D., 2012. 5th ed. McGraw-Hill

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE

MSC.IMBM2.MKCOR.0031 – UNDERSTANDING THE ELUSIVE CONSUMER

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : SPIER Peter

Teaching Team : Lille : BISOGNIN CASTILHOS Rodrigo Paris : MECIT Alican, STAUB Cornelia Sophia : SOSCIA Isabella Belo : FIGUEIREDO Carla Suzhou : SUN Xiaochi

Academic Characteristics

Credits : 4 **Discipline :** Marketing **Teaching Languages :** English **Open to Exchange :** Yes

Course Description

Course Description :

Contemporary approaches to business emphasize the importance of adopting a customer focus. Marketing begins and ends with the consumer – from determining consumer needs to ensuring customer satisfaction. Today's marketing manager has to possess an in-depth, scientific understanding of consumer judgment and decision-making but also of the way consumption functions in People's lives.

The primary goal of this course is to provide a strong foundation for critical thinking in the area of consumer behavior through:

- focusing on the transition from a traditional economics-driven to a subtler understanding of consumers,
- discussing the recent developments in the area with special emphasis on the psychological and socio-cultural advances.

Pedagogical Objectives

Pedagogical Objectives :

This course emphasizes the importance, in business, of a customer/consumer-based approach and provides students with an evidence-based approach to the science of consumer decision-making and consumer behaviour.

Prerequisites

Prerequisites :

Market research notion, Introduction to Marketing, Research Methods

Course Schedule

Course Schedule :

The course outline will vary from one teacher and one campus to another. A typical plan may look like this::
Session 1 Course introduction Group Formation Session 2 Psychological Dimensions of Consumption Group project Session 3 Psychological Dimensions of Consumption Group project Session 4 Psychological Dimensions of Consumption Workshop Session 5 Socio-Cultural Dimensions of Consumption Group project Session 6 Socio-Cultural Dimensions of Consumption Group project Session 7 Socio-Cultural Dimensions of Consumption Workshop Session 8 Customer Experience Seminar Session 9 Trends in Consumer Behavior Group project Session 10 Project Presentation Group presentation

Academic References

Academic Reference :

Blackwell, R.; Miniard, P; Engel, J. (2001). Consumer behavior (9th ed.). Orlando: Harcourt Publishers
Khaneman , Daniel (2011). Thinking, fast and slow. New York: Farrar, Straus and Giroux, 2011. Arnould, Eric J., Thompson, Craig J. (2018). Consumer culture theory. London: Sage

The list of weekly mandatory readings is provided below. - Recommended textbook: Solomon, Michael R. (2015). Consumer Behavior, Global Edition, 11th Edition, London: Pearson.
Cass R. Sunstein, Nudging: A Very Short Guide, 37 J. Consumer Pol'y 583 (2014). Schau, Hope J. (2018) Identity Projects and the Marketplace, Consumer Culture Theory. London: Sage, pp. 19-39.
Siebert, Anton, Ahir Gopaldas, Andrew Lindridge, and Cláudia Simões (2020), Customer Experience Journeys: Loyalty Loops Versus Involvement Spirals, JM, 45-66.
Iyengar, Sheena S., and Mark R. Lepper. When choice is demotivating: Can one desire too much of a good thing? JPSP, 79.6 (2000): 995-1006.
Simonson, Itamar (1989), Choice Based on Reasons: The Case of Attraction and Compromise Effects, JCR, 16, 158-174. Nedungadi, Prakesh. (1990), Recall and Consideration Sets: Influencing Choice Without Altering Brand Evaluations. JCR, 17, 263-276.
Lee, A. Y., & Labroo, A. A. (2004). The effect of conceptual and perceptual fluency on brand evaluation. JMR, 41(2), 151-165. Gráinne M. Fitzsimons, Tanya L. Chartrand, and Gavan J. Fitzsimons (2008), Automatic Effects of Brand Exposure on Motivated Behavior: How Apple Makes You 'Think Different' JCR, 35, 21-35.
Kupor, D. M. & Z. L. Tormala. (2015) Persuasion, interrupted: The effects of momentary interruptions on message processing and persuasion, JCR, 300-15 Lowrey, Tina M., and Larry J. Shrum. (2007) Phonetic symbolism and brand name preference, JCR, 34(3), 406-414. Fishbach, A., & Zhang, Y. (2008) Together or apart: When goals and temptations complement versus compete. JPSP, 94(4), 547.
Sundie, J. M., Kenrick, D. T., Griskevicius, V., Tybur, J. M., Vohs, K. D., & Beal, D. J. (2011) Peacocks, Porsches, and Thorstein Veblen: Conspicuous Consumption as a Sexual Signaling System, JPSP, 100 (4), 664-680.
Albert M. Muniz, Jr., and Thomas C. O'Guinn. (2001). Brand Community, JCR, 27(4), pp. 412–32.
HEDIN, Hans, Hirvensalo, Irmeli, Vaarnas, Markko (2014) The Handbook of Market Intelligence : Understand, Compete and Grow in Global Markets Ed. 2. John Wiley & Sons.
KOTLER, P. KARTAJAYA, H. SETIAWAN, I (2010). Marketing 3.0: From Products to Customers to the Human Spirit. United States: John Wiley & Sons.
KOTLER, P. KARTAJAYA, H. SETIAWAN, I. (2016) Marketing 4.0: Moving from Traditional to Digital. United States: Wiley.

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE

MSc M2 IMBD SPRING SUZHO Elective Courses (2 maximum)

MSC.IMBM2.MKELE.0188 – Cross-Cultural Business Communications

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	18.00h	0.00h	0.00h	0.00h	55%	45%	100%

Course Manager & Teaching Team

Course Manager : SPIER Peter

Academic Characteristics

Credits : 2 Discipline : Marketing Teaching Languages : N/A Open to Exchange : Yes

Course Description

Course Description :

This course uses the latest research and knowledge from the Science of Influence and Persuasion as well as international best practices in cross-cultural communication to help participants to communicate effectively to a broad range of stakeholders and across a wide spectrum of challenging but realistic business scenarios. Students in this course will gain expertise in successfully persuading target audiences in a variety of 'real case' situations from persuading individuals or small groups despite challenging scenarios to creating and successfully delivering effective formal presentations to large audiences. Special emphasis will be placed on bridging cross-cultural differences between France and China, to add relevance to the course content, but a cross-section of other key nations and cultures will also be explored via case studies and activities including role play. In terms of content, students will gain a strong foundation of theoretical knowledge and rich practical experience in communicating persuasively despite complex topics, fast-changing situations, opposing viewpoints, resistance to change, time limitations, technology issues, and culture-based biases or misunderstanding.

Prerequisites

Prerequisites :

none

Academic References

Academic Reference :

INTERCULTURAL COMMUNICATION: A CONTEXTUAL APPROACH, 8TH EDITION JAMES W. NEULIEP
SAGE PUBLICATIONS ISBN-13: 9781506315133

GUIDE TO MANAGERIAL COMMUNICATIONS, 10TH EDITION MARY MUNTER, LYNN HAMILTON
PEARSON EDUCATION ISBN-13: 978-0133382938 ISBN-10: 0133382931

Certifications & Legal Mentions

Certifications :

N/A

MSC.IMBM2.MKELE.0124 – GRAPHIC DESIGN

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 : ZHAO Yunpeng

Academic Characteristics

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

Course Description

Course Description :

Graphic design, which can be also called visual communication design, is deeply rooted in every aspect of society. It is a form of creative communication that aims at sending information through vision. Graphic design is quite important in modern business activities. You can find design works everywhere, such as logos, ads, and posters. And usually, you recognize, judge, and choose brands via their design. This course includes two major parts: the “theory” part and the “practical” part. The theory part will tell students the basis of graphic design, such as morphological composition, basic design rules, and how to integrate graphic design into business activities. The practical part will introduce the most commonly used graphic design tool: Adobe Photoshop. Overall, the course starts from discussing ‘What is beauty’ and ends with ‘How to make things beautiful’ and ‘How to build brands and make profit by graphic design’. The design thinking and design methodology will help students perform better in their careers as well as in everyday life.

Prerequisites

Prerequisites :

None

Course Schedule

Course Schedule :

1. Introduction and plane composition a) Introduction of the course; b) Introduction and history of graphic design; c) Basic design principles; d) Plane composition: The Gestalt Laws; e) Case study - Graphic design in different cultural backgrounds
2. Software: Photoshop principles a. Introduction of Adobe Photoshop; b. Raster graphics & vector graphics; c. Definition of DPI and PPI; 3. Color composition a. basic characteristics of color: hue, temperature, value, saturation; b. Color mode: RGB & CMYK; c. Color emotions; d. Cultural differences in color application; e. Case studies;
4. Software: Photoshop basic operations -1 a. Layers and groups; b. Selection and coloring: selection tools; feather; color setting; c. Painting tools: brush; pencil; eraser; repairing tools d. Case studies;
5. Font & typographic design a. Type classifications: Serif, Sans Serif, Script and

Display; b. How to choose and combine fonts; 6. Software: Photoshop basic operations -2 a. Text: text creation; paragraph attributes; b. Case studies; c. In-class practice: poster design; 7. Corporate Identity System - graphic design in branding and business development a. Individual presentation and In-class discussion; b. Visual Identity system: basic and application; c. Besides VI: MI and BI system; a. Case studies; 8. Software: Photoshop basic operations -3 a. Vector drawing: vector tools; rasterize layer; b. Practical mapping technique: magic wand; lasso& pen; c. Case studies; 9. Design Psychology a. Psychopathology of everyday things; b. Psychology of everyday actions; c. Constrains, discoverability, and feedback; 10. Software: Photoshop image processing techniques a. Digital photo processing techniques; b. Case study: commercial design practice 11. Final presentation and feedback a. Final Presentation about visual identity design of your brand; 12. Design driven innovation - How to integrate design, business and technology

Academic References

Academic Reference :

Don Norman. The Design of Everyday Things (Revised and Expanded ed.). Basic Books. 2013
Naomi Asakura. Fundamental Problems of Creating in Two-Dimensional Space. Visual Mathematics (2010)
Roberto Verganti. Design Driven Innovation: Changing the Rules of Competition by Radically Innovating What Things Mean (Pocket Mentor edition) . Harvard Business Press. 2009
Kenya Hara. Designing Design (Reprint edition). Lars Muller Publishers. 2013 ? Radu Frasier. Graphic Design Handbook. Independently published. 2018
Jens Müller. The History of Graphic Design. Vol. 2, 1960–Today --multilingual. TASCHEN. 2018
Robin Williams. The Non-Designer's Design Book (4th Edition). Peachpit Press.

Certifications & Legal Mentions

Certifications :

N/A

MSC.IMBM2.MKELE.0050 – PERFECT PITCH

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : SPIER Peter

Teaching Team : Lille : LEVIN Jeremy Paris : PENICAUT Clémence Sophia : ADRAGNA Tatiana Suzhou : KANBUR Ervim

Academic Characteristics

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

Course Description

Course Description :

This course will take you to the world of public speaking in the business environment. How to overcome stage fright, how to use efficiently your body on stage; How to create a strong connection with the audience using nonverbal communication: voice, inner rhythm, breathing, and eye contact. How to embody a specific status to increase your impact. You will learn about building a business pitch, how to build effective PowerPoint, how to use storytelling, and how to be a better listener. How to adapt to the audience and how to react positively to mistakes and unexpected situations

Pedagogical Objectives

Pedagogical Objectives :

Students will learn how to stand in front of an audience, adapt to that audience and get their point across

Prerequisites

Prerequisites :

General marketing knowledge

Course Schedule

Course Schedule :

Session 1 Overcoming stage fright Group Sign up Session 2 Non-verbal communication Group Sign up Session 3 Building your business pitch; Assignment 1 : individual presentation Session 4 Storytelling; Assignment 2 : individual presentation Session 5 Listen, know your audience, and adapt; Final Quizz

Academic References

Academic Reference :

Nabla Leviste : (TedX) créativité immédiate l'importance de se détendre

David Servan-Scheiber: Guérir, Le stress, l'anxiété et la dépression sans médicaments ni psychanalyse: coherence cardiaque

Keith Johnstone IMPRO, Improvisation & the Theater, Youtube Improv interviews , the suggestibles Improv company- Fear & Risk About spontaneity & originality - Don't do your best (TedX) :

Mark Jane Jeux et enjeux, la boîte à outils de l'improvisation théâtrale: Niveaux de tension Jean-Laurent Cochet : L'art et la technique du comédien Keith Johnstone IMPRO, Improvisation & The Theater Status Improv interviews , the suggestibles

Improv company: Status National Theater Youtube Channel The World of Comedia del Arte : Character Shape, Didi Hopkins Barbar McAfee: TedX The 5 element framework Wendy Leborgne : Ted X Vocal Branding Beyond

Words: How Your Voice Shapes Your Communication Image Roger Love : TedX Is you voice ruining your life David J Philips: Ted X How to avoid death by powerpoint David Beckett best3minutes.com Youtube : How to

give the perfect pitch? The Open-3 Close Pitch Canvas, The Pitch Canva Keith Johnstone : Impro for Storytellers Christian Vogler : The Hero's Journey Sebastien Durand : Storytelling ré-enchanter votre

communication Les 7 histoires qui font la différence Michelle Golden : TedX : The Elevator Pitch is out of order Mace Horoff TedX : If you've had sex, you know how to sell

Certifications & Legal Mentions

Certifications :

N/A

PGE M1

PGE M1 GBE SPRING SUZHO Cours Autonomes (2 maximum)

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

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : SHE Haoyue

Academic Characteristics

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

Course Description

Course Description :

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

Prerequisites

Prerequisites :

no

Course Schedule

Course Schedule :

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

Certifications & Legal Mentions

Certifications :

N/A

PGE.FINM1.ISCOR.0715 – POWER BI

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : CAPELLA David

Teaching Team : Sophia: David CAPELLA

Academic Characteristics

Credits : 1 Discipline : Analytics Information and Operations

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

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

Pedagogical Objectives

Pedagogical Objectives :

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

Prerequisites

Prerequisites :

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

Course Schedule

Course Schedule :

Module 1 - Power BI Introduction

Part 1 – What is Power BI

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

Part 2 - Data Scenario Evaluation

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

Module 2 - Get and Transform data with Power Query

Part 1 - Query Editor Explained

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

Part 2 - Understand how Query works

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

Part 3 – Simple & Advanced Transform

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

Part 4 – Organize & Optimize Queries.

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

Part 5 - Creating Date Table

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

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

Module 3 - Data Modeling

Part 1 - Intro Data Modeling

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

Part 2 - Relation between tables

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

Module 4 - DAX Calculations

Part 1 - What is DAX

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

Part 2 - Creating and Organizing DAX Measures

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

Part 3 - How Context Works and Iterating Functions

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

Part 4 - Measure Branching Techniques

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

- Best practices: measures vs calculated columns

Module 5- Creating reports with visualizations

Part 1 - Visual Best Practices

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

Part 2 - Power BI Themes and Visualization Inspiration

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

Module 6 - Module 6-Online Service

Part 1 - Publish to OnLine Service

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

Part 2 - Explore Power BI Online Service

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

Academic References

Websites :

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

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

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

Take a guided tour with "Power" :

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

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

Certifications & Legal Mentions

Certifications :

N/A

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

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

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : GOETHALS Samentha

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

Academic Characteristics

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

Course Description

Course Description :

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

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

Pedagogical Objectives

Pedagogical Objectives :

LEARNING OBJECTIVES

Conceptual Understanding

Awareness of CSR as a strategic, organizational imperative.

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

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

Cognitive Skills

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

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

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

Transferable Professional Skills

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

Competence in multidisciplinary and multi-stakeholder environments.

Proficiency in communicating CSR principles to diverse audiences.

Ethical and Social Awareness

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

Awareness of the social and ecological impacts of organizational behavior.

Commitment to responsible innovation as an essential aspect of leadership.

THEMES

Society

Role of CSR in societal development

Human rights and business

Role of businesses in promoting labour standards

Environment

Ecology & business

Sustainable resource management

Green initiatives and innovation

Organizational governance & implementing CSR

Business ethics

Organisation of CSR in business and global value chains

Stakeholder management

Key environmental and labour frameworks & standards

Prerequisites

Prerequisites :

None

Course Schedule

Course Schedule :

Session 1

Managing responsibly: the basics

Introduction to course and core competencies

Defining managerial success & competencies in a systemic context

Management in practice: what is CSR?

Distinguish CSR as core to business activities vs greenwashing

CSR professional: occupations, role and impacts

Session 2

Business responsibility and environmental sustainability

International development

Climate change and the Anthropocene

Ecological literacy for responsible management

Session 3

Business responsibility and social sustainability

Business in society

Globalisation and corporate responsibility

Labor and human rights

Stakeholder engagement

Session 4

Sustainability regulation and reporting

Standards and regulations

Reporting

Session 5

Responsibility, ethics and sustainability in management

Values

Ethics

Strategic approaches

Session 6

Sustainability innovation, values and business models

Drivers of corporate and market change

Political CSR

innovation & principles of sustainable business models

purpose-based business models

Academic References

Academic Reference :

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

Websites :

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

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE

The course focuses on CSR and Corporate Sustainability

PGE.FINM1.STCOR.0843 – ENTREPRENEURSHIP

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : MARINO Marianna

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

Academic Characteristics

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

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

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

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

Prerequisites

Prerequisites :

No prerequisite

Course Schedule

Course Schedule :

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

Academic References

Academic Reference :

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

Certifications & Legal Mentions

Certifications :

N/A

PGE.FINM1.FICOR.0514 – INTERNATIONAL FINANCE

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : DE SOUZA BARBOSA Klenio

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

Academic Characteristics

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

Course Description

Course Description :

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

Prerequisites

Prerequisites :

-none

Course Schedule

Course Schedule :

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

Academic References

Academic Reference :

Main Textbooks and References.

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

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

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

Other Textbooks and References.

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

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

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

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

Certifications & Legal Mentions

Certifications :

N/A

PGE.FINM1.MKCOR.0413 – INTERNATIONAL MARKETING

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : BISOGNIN CASTILHOS Rodrigo

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

Academic Characteristics

Credits : 3

Discipline : Autre

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

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

Prerequisites

Prerequisites :

none

Course Schedule

Course Schedule :

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

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

Certifications & Legal Mentions

Certifications :

N/A

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

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : LEE Michael

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

Academic Characteristics

Credits : 3

Discipline : Autre

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

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

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

Prerequisites

Prerequisites :

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

Course Schedule

Course Schedule :

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

Academic References

Academic Reference :

Required readings will be provided to you.

Websites :

We will use K2 as the course website.

Certifications & Legal Mentions

Certifications :

N/A

PGE.FINM1.ISCOR.0714 – OPERATION MANAGEMENT

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : DAVARI Morteza

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

Academic Characteristics

Credits : 5 **Discipline :** Analytics Information and Operations

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

Course Description:

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

Chapter 1: Introduction to Operations Management

Chapter 2: Process Analysis

Chapter 3: Inventory Management

Chapter 4: Service Management

Chapter 5: Revenue Management

Chapter 6: Quality Management

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

Prerequisites

Prerequisites :

Foundational Mathematics:

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

Fundamental Probability Knowledge:

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

Basic Excel Proficiency:

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

Course Schedule

Course Schedule :

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

Academic References

Academic Reference :

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

Certifications & Legal Mentions

Certifications :

N/A

PGE M1 GBE SPRING SUZHO Specific Courses (1 maximum)

PGE.FINM1.ECCOR.0931 – CIRCULAR ECONOMY AND SUSTAINABLE BUSINESS MODELS

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : SIMARD Dominique

Teaching Team : Suzhou : SIMARD Dominique

Academic Characteristics

Credits : 2

Discipline : Autre

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

There shouldn't be any doubt by now that the world's climate and environment are quickly degrading and becoming unpredictable. The most recent IPCC report highlighted that global emissions will most likely surpass the Paris Agreement limit global warming to 1.5C above pre-industrial baseline within few years. Meanwhile, biodiversity is declining at a rate unprecedented in human history, with about one million species now threatened by extinction, which affects the economy and society much further than what we had imagined. Deeply interrelated recent events are only exacerbating the challenges of transforming our economy and society putting at risk the future of those participating in this course. The scale of transformation needed requires government, corporates and society to put sustainability at the heart of their strategy, take tough decisions and create new behaviours. Companies that postpone or miss their transformation will, sooner than later, be punished by both consumers and governments, and might just become irrelevant.

The course in an overall introduction to equip participants with the knowledge, skills, and mindset shift to develop, launch and manage the critical transformation of businesses, with a particular focus on consumer goods industries (especially fashion & luxury brands) which counts on an estimate market of around 14 trillion US\$ and a large share of the global negative impact on climate and biodiversity.

Achieving sustainable development that include low emissions and regenerating biodiversity economic growth is the greatest challenge and opportunity of this generation, and every participant in this course will have responsibility to play an active role in coming years.

Prerequisites

Prerequisites :

NO

Course Schedule

Course Schedule :

Session 1: • Background Overview • Leading polluting industries • Risks & opportunity; Why launch a transformation? • The world is moving: Government, NGOs, corporate & society • Develop Sustainability transformation Strategy • Keys to a Successful Transformation
Session 2: • Decarbonization • Traceability • Setting targets • Reporting • Transparency
Session 3 • Protecting biodiversity, oceans and cultural heritage • Sustainable design • Sustainable supply chain
Session 4 • Circular Economy • Circular business models
Session 5 • Mitigate impact and prepare for disruption • Chinese consumer behaviours • About greenwashing • Lead and communicate for impact
Session 6 Group project final oral presentation

Certifications & Legal Mentions

Certifications :

N/A

PGE M1 GBE SPRING SUZHO Elective Courses (1 maximum)

PGE.FINM1.LGELE.2229 – CHINA / FRANCE INTERCULTURAL II

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : DREYFUSS Julien

Academic Characteristics

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

Course Description

Course Description :

This course builds on China–France Interculture I and moves from “theory-first” to “situations-first”. It avoids repeating fundamentals (intro definitions, Hofstede basics, culture shock) and instead focuses on contemporary, everyday-life and business-relevant situations that French students in China actually face. Each session blends short concept inputs, structured discussion, and practical simulations/exercises. The semester is anchored by a project-based component: the Move for Good project (small teams).

Prerequisites

Prerequisites :

Prerequisite: completion of China–France Interculture I (or equivalent). Expected: willingness to participate, respectful debate, and readiness to test communication skills in exercises.

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 M1 SPRING SUZHO Langues Vivantes (1 maximum)

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

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : LI LANTIGNER Jing

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

Academic Characteristics

Credits : 2

Discipline : Autre

Teaching Languages : Chinese

Open to Exchange : Yes

Course Description

Course Description :

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

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

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

Prerequisites

Prerequisites :

There are no-prerequisites for this course.

Course Schedule

Course Schedule :

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

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

Academic References

Websites :

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

Certifications & Legal Mentions

Certifications :

N/A

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

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : LI LANTIGNER Jing

Academic Characteristics

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

Course Description

Course Description :

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

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

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

Prerequisites

Prerequisites :

There are no-prerequisites for this course.

Course Schedule

Course Schedule :

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

Academic References

Websites :

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

Certifications & Legal Mentions

Certifications :

N/A

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

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : LI LANTIGNER Jing

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

Academic Characteristics

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

Course Description

Course Description :

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

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

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

Prerequisites

Prerequisites :

There are no pre-requisites for this course.

Course Schedule

Course Schedule :

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

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

Academic References

Websites :

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

Certifications & Legal Mentions

Certifications :

N/A

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

MSc, PGE

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : LI LANTIGNER Jing

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

Academic Characteristics

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

Course Description

Course Description :

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

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

Prerequisites

Prerequisites :

There are no pre-requisites for this course.

Course Schedule

Course Schedule :

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

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

Academic References

Websites :

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

Certifications & Legal Mentions

Certifications :

N/A

PGE.FINM1.LGCOR.4339 – LANGUAGE: FRENCH BASIC I SPRING (for non Native Speakers)

MSc, PGE

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0.00h	30.00h	0.00h	30.00h	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 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- [ʔ] - How to pronounce -ai- [ʔ:] (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.4361 – LANGUAGE: FRENCH BASIC II SPRING (for non Native Speakers)

MSc, PGE

Hours & Assessment

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

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.4340 – LANGUAGE: FRENCH FUNCTIONAL SPRING (for non Native Speakers)

MSc, PGE

Hours & Assessment

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

There are no pre-requisites for this course.

Course Schedule

Course Schedule :

A detailed course plan will be distributed at the first lesson and made available on K2. Topics / communication skills: Session 1: Comprendre et rédiger un email professionnel Prendre rendez-vous dans un contexte professionnel Passer et recevoir un appel téléphonique Session 2 Participer à une réunion Lire et comprendre un compte rendu de réunion Résumer les décisions d'une réunion Session 3 Négocier quelque chose (un prix, par exemple) Refuser, accepter Session 4 Organiser un voyage d'affaires Session 5 L'entreprenariat Décrire un nouveau produit Session 6 La RSE Listening Assessment Session 7 La publicité Les slogans Reading and Writing assessments Session 8 Speaking Assessment

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.4341 – LANGUAGE: FRENCH PROFICIENT SPRING (for non Native Speakers)

MSc, PGE

Hours & Assessment

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

Prerequisites

Prerequisites :

There are no pre-requisites for this course.

Course Schedule

Course Schedule :

Contenu grammatical Révision et consolidation des principales structures de la langue française propres à ce niveau. Consolider les notions apprises au semestre Fall -Plus-que-parfait -Le passif -Les pronoms y et en -Les relatifs : ce qui, ce que ; C'est ... qui, c'est ... que, à qui ; Lequel, laquelle avec ou sans préposition - Introduction au présent du subjonctif : ??avec des expressions comme il faut que+ subjonctif, bien que + subjonctif, pour que+ subjonctif ; il faudrait que, il se peut que, il est important que ??donner un avis avec subjonctif (je ne pense pas que + présent de subjonctif) -Les indicateurs temporels : Adverbes temporels, il y a, ça fait, dans, en, durant, pendant, au cours de, pour, tandis que, alors que ; après que, avant que, avant de, une fois que, etc Nouveau contenu grammatical Le subjonctif présent Les connecteurs Les phrases complexes Le contenu grammatical n'est pas exhaustif. Les professeurs se référeront, si nécessaire, au CECRL pour le niveau enseigné. Contenu communicatif • analyser une infographie et un graphique • décrire des expériences et des événements du passé et les mettre en relation. • exprimer accord et désaccord, et donner son avis en le justifiant. • comprendre des documents authentiques liés au monde professionnel et comprendre les informations présentées dans un langage clair et standard. • rédiger un email professionnel / rapport professionnel / un business plan pour un nouveau produit • commencer, maintenir et finir une conversation en face à face. Échanger de l'information en utilisant un langage standard. • négocier • présenter un pitch pour un nouveau produit Thématiques • Les stratégies marketing : la publicité (publicité mensongère...), les études de marché (les enquêtes), les foires, les réseaux sociaux... • L'innovation / l'entrepreneuriat • La négociation • La rédaction professionnelle A detailed course plan will be distributed at the first lesson and made available on K2.

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