

**Course Catalogue
BBA Programme
Incoming Exchange Students
Raleigh Campus
Fall 2026**



Dear Exchange Students,

Welcome to SKEMA Business School!

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

Please read these instructions carefully:

- 1) Students are expected to follow a minimum of 15 ECTS credits per semester.
- 2) Students can take maximum 30 ECTS credits per semester.
- 3) **When you choose your courses, please pay attention to the slots due to frequent scheduling clashes.**
- 4) Courses within the catalogue are subject to slight changes.
- 5) There is a maximum number of seats available per course.

Table of Contents

BAC.EAINA.ISCSE.4103	AI for Managerial Decision Making
BAC.EAINA.STBUS.4302	Artificial Intelligence for Business & Society
BAC.EAINA.ISCSE.4102	Geoeconomics and Global Business Environment
BAC.EAINA.OTHUM.3600	GEOPOLITICS
BAC.EAINA.ISCSE.4104	Global Value Chains and Sustainability
BAC.EAINA.OTHUM.3001	History, Culture, & Society- The United States
BAC.EAINA.ISCSE.4105	Intercultural Management and Negotiation
BAC.EAINA.STBUS.4303	People, Teams & AI Enabled Workplace
BAC.EAINA.HRBUS.3231	Strategy and Business Models

BAC.EAINA.ISCSE.4103 – AI for Managerial Decision Making

BBA

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : KROTOV Konstantin

Academic Characteristics

Credits : 6

Discipline : N/A

Teaching Languages : N/A

Open to Exchange : Yes

Certifications & Legal Mentions

Certifications :

N/A

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

BBA

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : MILLELIRI André

Academic Characteristics

Credits : 6
Discipline : Management & Organisation

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

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

Pedagogical Objectives

Pedagogical Objectives :

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

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

Course Schedule

Course Schedule :

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

Topics

- AI evolution and current technological landscape
- AI as a driver of digital transformation

- Opportunities and risks of AI adoption
- Overview of AI in business and societal contexts

Learning outcomes

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

Reading

- Introduction chapter

PART I – Technological Foundations of AI

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

Topics

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

Learning outcomes

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

Reading

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

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

Topics

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

Learning outcomes

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

Reading

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

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

Topics

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

Learning outcomes

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

Reading

- Chapter 3: Neural Networks and Deep Learning

PART II – AI in Business: Opportunities and Challenges

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

Topics

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

Learning outcomes

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

Reading

- Chapter 4: Artificial Intelligence in Human Resource Management

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

Topics

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

Learning outcomes

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

Reading

- Chapter 5: Evaluating Business Processes for Robotic Process Automation

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

Topics

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

Learning outcomes

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

Reading

- Chapter 6: Startups and Artificial Intelligence

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

Topics

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

Learning outcomes

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

Reading

- Chapter 7: Integrating AI with Blockchain and Cryptocurrency

PART III – Societal Impact of AI

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

Topics

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

Learning outcomes

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

Reading

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

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

Topics

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

Learning outcomes

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

Reading

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

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.ISCSE.4102 – Geoeconomics and Global Business Environment

BBA

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : KROTOV Konstantin

Academic Characteristics

Credits : 6

Discipline : N/A

Teaching Languages : N/A

Open to Exchange : Yes

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.OTHUM.3600 – GEOPOLITICS

BBA

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : MAUCLAIR-AUGUSTIN Brandon

Academic Characteristics

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

Course Description

Course Description :

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

Course Schedule

Course Schedule :

1 General Introduction, Global World & International Relations, Main geopolitics concepts and world crisis

2 Lecture: Today's wars, Wars of yesterday?

Classwork Produce a short oral synthesis from documents dealing with one of the following conflicts: The War in Ukraine The Mexican War on Drugs The Sahel Insurgency The Burma civil war

3 Lecture: New fields of conquest: space and oceans.

Classwork Roleplaying. Should space be a conflict-free zone?

4

Lecture: Artificial Intelligence and International relations.

Classwork Prepare for a debate dealing with the following topic: "Should Artificial Intelligence be considered as a force of good?"

5 Lecture: Arts and culture.

Classwork Short presentation. The soft power of a country of your choosing Homework. Writing the presentation. The presentation must be at most one page long (300 words)

6 Lecture: Ideologies and the clash of worldviews.

SKEMA GLOBAL BBA SYLLABUS

4

CAMPUS: Lille ACADEMIC YEAR: 2024/2025

Classwork Produce a short analysis of a text issued from one of several geopolitical concepts

7 Lecture: Industry and trade: a "doux commerce"?

Classwork Debate. "Protectionism and Free-Trade". Model of United Nations simulation Homework. Create a small video. Defend your position in the debate in three minutes / Defend your position in the debate in one minute

8

Lecture: Geopolitics in fiction.

Classwork Geopolitics in fiction. Create an imaginary geopolitical conflict in a fantasy world 9 FINAL PROJECT: ESSAY

10 FINAL PROJECT PRESENTATION: TO SOLVE A GEOPOLITICAL CRISES

Academic References

Academic Reference :

World Atlas of Global Issues, Sciences Po Paris

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.ISCSE.4104 – Global Value Chains and Sustainability

BBA

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : KROTOV Konstantin

Academic Characteristics

Credits : 6

Discipline : N/A

Teaching Languages : N/A

Open to Exchange : Yes

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.OTHUM.3001 – History, Culture, & Society- The United States

BBA

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : KROTOV Konstantin

Academic Characteristics

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

Course Description

Course Description :

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

Pedagogical Objectives

Pedagogical Objectives :

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

Course Schedule

Course Schedule :

Course Plan Significant Historical Moments Part I

Significant Historical Moments Part II

Society & Cultural Contexts

Marginalized Voices

Influence of Performing Arts

Influence of Literature

Influence of Visual Arts

Bringing it together

Looking Toward the Future

Portfolios and Self-Reflection

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.ISCSE.4105 – Intercultural Management and Negotiation

BBA

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : KROTOV Konstantin

Academic Characteristics

Credits : 6

Discipline : N/A

Teaching Languages : N/A

Open to Exchange : Yes

Certifications & Legal Mentions

Certifications :

N/A

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

BBA

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : SMITH Devin

Academic Characteristics

Credits : 6
Discipline : Management & Organisation

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

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

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

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

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

Pedagogical Objectives

Pedagogical Objectives :

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

Prerequisites

Prerequisites :

to be confirmed

Academic References

Academic Reference :

to be provided in class

Websites :

to be provided in class

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE IA

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

BBA

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : SMITH Devin

Academic Characteristics

Credits : 6
Discipline : Stratégie, Innovation & Entrepreneuriat

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

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

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

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

Pedagogical Objectives

Pedagogical Objectives :

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

Prerequisites

Prerequisites :

to be advised

Course Schedule

Course Schedule :

Week 1: Introduction to strategy and business models

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

Week2: Value creation, value capture, and competitive advantage

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

Week3: Industry analysis and market structure

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

Week4: Business model architecture

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

Week5: Business model innovation

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

Week6: Strategy in digital and AI-driven markets

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

Week7: Platforms, ecosystems, and network effects

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

Week8: Business model risk, resilience, and adaptation

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

Week9: Building the final strategic business model recommendation

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

Week10: Final presentations

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

Academic References

Academic Reference :

to be provided in class

Websites :

to be provided in class

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE

Edition Catalogue — BBA — 16 syllabi exportés — Généré le 11/05/2026 20:43