Course Catalogue
BBA Programme
Incoming Exchange Students
Raleigh Campus
Spring 2027



Dear Exchange Students,

Welcome to SKEMA Business School!

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

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) Students must choose courses from only one of the two available course blocks.

5) Courses within the catalogue are subject to slight changes.

6) There is a maximum number of seats available per course.

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BAC.EAINA.STBUS.3761 Sales and Negotiations

BAC.EAINA.HRCOR.0305 US Culture and Business

- **BBA International Business**

BAC.EAINA.ISCSE.4107 Cybersecurity and Data Governance in Global Business

BAC.EAINA.ISCSE.4106 Entrepreneurship in Emerging and International Markets

BAC.EAINA.ISCSE.4108 Strategic Innovation and Business Design

BAC.EAINA.HRCOR.0305 US Culture and Business

BBA Global Skills

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

BBA

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : MILLELIRI André

Academic Characteristics

Credits : 6

Discipline : Analytics Information and Operations

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

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

Pedagogical Objectives

Pedagogical Objectives :

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

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

Course Schedule

Course Schedule :

Week 1 — Introduction to Data Literacy in the AI Era
Lecture
• What is data literacy?
• Why AI changes how we work with data
• Data vs information vs insight
• Overview of AI-assisted analytics tools

Activity
• Prompting AI to explain datasets
• AI-assisted data exploration demo
Homework
• Reflection: How AI changes data work.

Week 2 — Understanding Data
Lecture
• Data types: structured vs unstructured
• Qualitative vs quantitative
• Data sources and collection methods
Lab
• Using AI to classify and summarize datasets
• Basic dataset exploration
Homework
• Dataset profiling exercise.

Week 3 — Data Cleaning with AI
Lecture
• Data quality issues
• Missing data
• Data transformation
Lab
• Using AI to detect errors in datasets
• Cleaning data with AI suggestions
Assignment
• Clean a messy dataset.

Week 4 — Data Analysis Fundamentals
Lecture
• Descriptive statistics
• Patterns and trends
• Correlation vs causation
Lab
• AI-assisted statistical summaries
• Exploring patterns using AI prompts
Homework
• Short analysis report.

Week 5 — Data Visualization
Lecture
• Principles of visualizing data
• Common charts and when to use them
• Avoiding misleading visuals
Lab
• Creating visualizations with AI tools
• Critiquing AI-generated charts
Assignment
• Build a visualization dashboard.

Week 6 — AI for Data Analysis
Lecture
• How AI analyzes data
• Large language models in analytics
• Prompt engineering for data tasks
Lab
• Asking AI analytical questions
• Generating hypotheses from data
Homework

• AI-assisted exploratory analysis.

Week 7 — Critical Thinking with AI
Lecture
• AI hallucinations and errors
• Verifying AI insights
• Human-in-the-loop analysis
Lab
• Evaluating AI outputs
• Cross-checking conclusions
Assignment
• Critique AI-generated analysis.

Week 8 — Data Ethics and Responsible AI
Lecture
• Bias in data and algorithms
• Privacy and data governance
• Responsible AI usage
Activity
• Case study discussions
Homework
• Ethical analysis of a dataset.

Week 9 — Data Storytelling
Lecture
• Turning analysis into insights
• Communicating data effectively
• Story structure in analytics
Lab
• AI-assisted narrative building
• Presentation design
Assignment
• Draft final project narrative.

Week 10 — Final Project Presentations
Student Presentations
• AI-enabled data analysis project
Discussion
• Lessons learned
• Future of AI-assisted data work

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.OTHUM.2542 – Business Ethics

BBA

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : MAUCLAIR-AUGUSTIN Brandon

Academic Characteristics

Credits : 6 **Discipline :** N/A **Teaching Languages :** English **Open to Exchange :** Yes

Course Description

Course Description :

This course explores ethical principles and the major theoretical branches of ethics, equipping students with the skills to navigate ethical decision-making in business. Students will examine real-world dilemmas, case studies, and hypothetical scenarios, applying their knowledge to make clear and thoughtful choices, preparing to become future business leaders. Emphasis is placed on critical thinking, responsibility, integrity, and recognizing personal values.

Course Schedule

Course Schedule :

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

Certifications & Legal Mentions

Certifications :

N/A

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

BBA

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : SMITH Devin

Academic Characteristics

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

Course Description

Course Description :

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

Pedagogical Objectives

Pedagogical Objectives :

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

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

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

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

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

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

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

** The student is expected to: Understand applied macro and micro supply chain mechanisms. Make effective business decisions based on the understanding of both international and regional market conditions.

Prerequisites

Prerequisites :

junior year

Course Schedule

Course Schedule :

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

Academic References

Academic Reference :

Recommended references
Global Logistics and Supply Chain Management, 4th edition - John Mangan, Chandra C. Lalwani, Agustina Calatayud
Additional resources to be provided in class.

Websites :

Provided in class

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE IA

BAC.EAINA.STBUS.3761 – Sales and Negotiations

BBA

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : SMITH Devin

Academic Characteristics

Credits : 6

Discipline : Stratégie, Innovation & Entreprenariat

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

This course introduces the theory and practice of negotiation in contemporary business contexts. It develops students' ability to analyze negotiation situations, prepare strategically, communicate persuasively, manage objections, and work toward value-creating outcomes across sales, purchasing, and broader organizational settings.
The course combines conceptual models with experiential learning through simulations, role plays, scenario development, and case analysis.
Particular attention is given to negotiation preparation, behavioural tactics, power dynamics, communication, BATNA, ZOPA, and collaborative problem solving.

Pedagogical Objectives

Pedagogical Objectives :

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

Academic References

Academic Reference :

to be provided in class

Websites :

to be provided in class

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.STBUS.3761 – US Culture and Business

BBA

Course Manager & Teaching Team

Course Manager : Adrienne SHANK

Academic Characteristics

Credits :	Teaching Languages :	Total :	Open to Exchange :
2	English	13 hours	Yes

Course Description

Course Description :

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

Pedagogical Objectives

Pedagogical Objectives :

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

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

Course Plan

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Course Schedule

Week 1: Introduction to NC State + Campus Resources; Introduction to American Values

Week 2: Cultural Site Visit to a relevant place in Raleigh or the surrounding area

Week 3: Deeper dive into American Culture and cultural competence skills

Week 4: Semester-long; get involved on campus - students will choose an approved event, club or activity in which to participate and will submit a final report. The activity must allow the students to interact Americans with and/or learn more about American culture.

Week 5: Tying cultural knowledge to the professional competencies.

BBA International Business

BAC.EAINA.ISCSE.4107 – Cybersecurity and Data Governance in Global Business

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.ISCSE.4106 – Entrepreneurship in Emerging and International Markets

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.ISCSE.4108 – Strategic Innovation and Business Design

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.3761 – US Culture and Business

BBA

Course Manager & Teaching Team

Course Manager : Adrienne SHANK

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