Course Catalogue
BBA Programme
Incoming Exchange Students
Sophia Antipolis Campus
Spring 2027



CATALOGUE 2026 / 2027

Dear Exchange Students,

Welcome to SKEMA Business School!

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

Please read these instructions carefully:

- Students are expected to follow a minimum of 15 ECTS credits per semester.
- Students can take maximum 30 ECTS credits per semester.
- There is a maximum number of seats available per course. Specific courses and timeslots cannot be guaranteed.
- Courses within the catalogue are subject to minor changes.
- Any requests to change courses must be communicated no later than the first week of the semester. All change requests must be ***academically justified*** by the home institution.

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BAC.EAINA.OTENG.1001 – Academic Research & Writing I

BBA

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 : MAUCLAIR-AUGUSTIN Brandon

Teaching Team : Sophia : GACHET Laura, MICHAELIDES - LE BELICARD Mary-Jane, SAUNDERS Alexandra, SZEBRAT Cathleen

Academic Characteristics

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

Course Description

Course Description :

This course introduces students to the principal elements of argumentative research writing. It focuses on writing persuasively, developing research skills and improving critical reading skills through reading, writing and discussion. Students will learn how to formulate a coherent thesis and support it with evidence drawn from research. They will engage in A.I. literacy practices and learn how to work through the various stages of the writing process to produce a research paper and to do, at minimum, 3,300 words of in class writing.

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) - The student is expected to: To recognize and employ the stylistic principles necessary for writing coherent, unified, clear and persuasive academic prose. To locate, evaluate and acknowledge sources (APA style), including print and electronic sources.
Cognitive / Intellectual Skills (generic) - The student is expected to: To accurately summarize academic texts. To formulate and defend a thesis. To identify and evaluate various responses to a given problem.
Key Transferable Skills (generic) The student is expected to: To read, write and think critically. To be able to evaluate one another's work.
Practical Skills (subject specific) To navigate the writing process from planning, drafting, and revising to editing and proof reading. To employ the correct methodology to undertake academic research and write a research paper.

Prerequisites

Prerequisites :

520 TOEFL score or equivalent

Course Schedule

Course Schedule :

1. Introductory writing and writing genres
2. Academic sentences
3. academic paragraphs and APA
4. A.I. use
5. Research paper introduction
6. Conducting research and thesis development
7. Moving from outlines to drafts
8. A.I. misinformation and critical thinking
9. Topic sentences, conclusions, review
10. In-class assessment

Academic References

Academic Reference :

Lectures obligatoires / Required readings : Writing in the Disciplines, A Reader and Rhetoric for Academic Writers by Mary Lynch Kennedy and William J Kennedy (Pearson) Guidelines for Academic Writing (SKEMA) Lectures Recommandées / Recommanded readings :

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.ISCSE.2301 – Advanced Computer Business Application

BBA

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : MILLELIRI André

Teaching Team : MILLELIRI André CAPELLA David

Academic Characteristics

Credits : 6

Discipline : Analytics Information and Operations

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

The course will review or introduce some advanced features of Excel such as: Pivot tables, What IF analysis, Data Validation rules, Matrix formulas ...
This course also introduce the basis of VBA programming of macros applied in Excel as well as general algorithms
used in programming. Students will learn the general objects used in Excel programming as well as the basic keywords.
Applications will be reviewed along labs and the final project.

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) - The student is expected to:
Get skills in advanced Excel features. understand the basis of VBA programming and algorithm structures.
Cognitive / Intellectual Skills (generic) - The student is expected to:
be able to write a specific processing algorithm based on the goal to reach and how to find resources on internet
Key Transferable Skills (generic) The student is expected to:
be able to analyse a practical situation and propose an automatic treatment of data
Practical Skills (subject specific)
be able to write an Excel macro dedicated to a specific situation

Prerequisites

Prerequisites :

Consumer Computer Applications

Course Schedule

Course Schedule :

Session 1
Introduction
Advanced Excel 1
Conditional function If / Logical and information functions / Iferror function
Advanced conditional functions
• Ifs
• Sumif, Sumifs
• Averageif, averageifs
• Countif, countifs

• Minifs, maxifs
Lookup functions
• Vlookup
• Hlookup
• Lookup
• Xlookup
• Match
• Xmatch
• Index
Session 2
Assignment 1
Advanced Excel 2
What if Analysis
• What If
• Goal seek
• Scenario manager
• Data table
• Building table and using table
• Pivot Tables / Pivot charts
• Data validation
Assignment 2
Session 3
Advanced Excel 3
Assignment 3
Session 4
Advanced Excel 4
Assignment 4
Session 5
Introduction to VBA Macro
• How to activate the developer ribbon
• Recording a macro
• Absolute and relative recording
• Good practices when recording
Assignment 5
Session 6
Writing a macro or a function from scratch
• Modules and procedures
• Defining and using variable
• Explicit vs implicit declaration
• Data access Objects
o Cells / Range
o Rows / Columns
o Sheets / Worksheets
o Combining them all, qualified references
Session 7
Decision making
• Conditional statements
o If statement
o Select case
o Comparison operators
o logical operators
• Conditional loops
o While
o Do While
o Do until
o Loop
Assignment 6
Session 8
Loops
• For
• For each
Assignment 7
Session 9
Dealing with exceptions

Event Macros
Assignment 8
Session 10
Review before final

Certifications & Legal Mentions

Certifications :

N/A

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

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 : 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.STBUS.4004 – Applied Entrepreneurship Research Studio

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	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 inspires students to convert research, current business material, and market evidence into usable outputs for decision-making, or entrepreneurial problem solving.

It is designed to operationalize research-to-practice by having students produce mini-cases, teaching notes, decision briefs, or short consulting-style outputs grounded in credible sources. Students learn how to search, evaluate, structure, and translate information rather than merely summarize it.

The course also addresses AI-assisted research workflows, source credibility, bias, ethical use of AI, and the challenge of writing for different audiences.

Students will be able to produce a rigorous, applied research artifact that could be used in a classroom, by a venture team, or by an external stakeholder.

Pedagogical Objectives

Pedagogical Objectives :

- Identify and evaluate relevant academic, professional, and market sources for an entrepreneurial topic.
- Use AI tools responsibly to support literature scanning, synthesis, and drafting while maintaining source verification.
- Translate research findings into practical outputs such as teaching cases, decision notes, or entrepreneurial briefs.
- Distinguish between descriptive summary, analytical interpretation, and actionable recommendation.
- Structure a mini-case or applied research document around a clear decision problem.
- Evaluate the quality, relevance, and transferability of research-based arguments.
- Present a research-based artifact clearly to academic and practitioner audiences.

Prerequisites

Prerequisites :

to be advised

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.OTMAE.3082 – Applied Mechanics: Deformable Solids

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
36.00h	0.00h	0.00h	0.00h	90.00h	0%	0%	**0%**

Course Manager & Teaching Team

Course Manager : GRASSELLI Yan

Academic Characteristics

Credits : 8 **Discipline :** N/A **Teaching Languages :** N/A **Open to Exchange :** Yes

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.OTMAE.2082 – Applied Mechanics: Dynamics

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
36.00h	0.00h	0.00h	0.00h	80.00h	0%	0%	**0%**

Course Manager & Teaching Team

Course Manager : GRASSELLI Yan

Academic Characteristics

Credits : 8 **Discipline :** N/A **Teaching Languages :** N/A **Open to Exchange :** Yes

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.MKBUS.3000 – Brand Management

BBA

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : JOUSSEMET Caroline

Teaching Team : Sophia Antipolis: Karine Izoard

Academic Characteristics

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

Course Description

Course Description :

The Brand Management course explains the brand equity concept and provides ways of how to build, manage and measure it. This course book is designated to facilitate the understanding of strategic brand management. Branding is both an art and a science and future practitioners have to reveal both creativity, originality and a sound knowledge of branding guidelines. This course is proposed to those willing to commit their time and energy at mastering the subject of branding, by providing progressive guidelines for making brand-related decisions.

Attention is devoted to topics addressing the changing technological, cultural, global and economic environment that brands face.

The course provides in-depth treatment of cutting-edge ideas and concepts and explores some specific and related branding topics, such as brand identity, brand image, legal issues, brand crises, and more...

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) - The student is expected to:
The student is expected to achieve a complete understanding of the strategic brand management concept, principles and implication.
Cognitive / Intellectual Skills (generic) - The student is expected to:
The student is expected to : think both critically and creatively about fundamental theories, concepts, assumptions and arguments in major fields of study and to formulate persuasive arguments that can be applied to diverse business situations.
Key Transferable Skills (generic) The student is expected to:
The student is expected to communicate effectively in verbal, written and group contexts, and to evaluate complex business situations by demonstrating the breadth of knowledge gained in an inter-disciplinary approach.
Practical Skills (subject specific)
The student is expected to examine complex business situations and to offer suitable comprehensive solutions to branding problems as they arise in the marketing environment. The student should develop

team-work and time management skills to succeed in projects. The student should be able to develop successful brand strategies.

Prerequisites

Prerequisites :

Marketing Principles

Course Schedule

Course Schedule :

Session 1
Introduction to Brands: definition and history

Session 2
Developing a brand strategy

Session 3
Choosing brand elements and designing marketing programs to build brand equity

Session 4
Integrating Marketing Communications to build brand equity/Branding in digital era

Session 5
Brand Association and Co-branding

Session 6
How to build a Brand: Growth through Brand Extension, Brand Stretching

Session 7
Measuring and interpreting Brand performance

Session 8
Coaching final group project

Session 9
Managing Brands over time, geographics boundaries, market segments

Session 10
Oral presentation of the project

Academic References

Academic Reference :

Required: Strategic Brand Management Building, Measuring and Managing Brand Equity, 5th Global Edition. Kevin Lane Keller and Vanitha Swaminathan

Recommended: The Luxury Strategy - Kapferer and Bastien

Recommended: The Luxury Strategy - Kapferer and Bastien

Websites :

Available on K2

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE

In the course "Brand Management," the ecological transition is examined by integrating sustainability principles into the way a Brand is created and managed. Concepts such as sustainable sourcing, ethical production, carbon footprint reduction, and circular economy practices are explored to address environmental concerns. Students engage in various activities, including case studies of brands adopting eco-friendly practices, analyzing the life cycle of products, and evaluating the impact of sustainability on brand reputation.

Group work is employed to foster collaborative learning, where students collaborate on projects to develop sustainable business strategies for companies. Additionally, individual or group projects may involve designing sustainable Brand experiences or proposing eco-conscious marketing campaigns for related products.
Throughout the course, discussions, case studies, and group projects, students will get practical insights. This approach ensures that students not only grasp theoretical concepts but also understand how these ideas translate into real-world business practices aligned with the ecological transition.

AC.EAINA.OTCOM.3224 – Business and Professional Writing

BBA

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 : MAUCLAIR-AUGUSTIN Brandon

Teaching Team : Sophia : SAUNDERS Alexandra, GACHET Laura

Academic Characteristics

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

Course Description

Course Description :

Designed for the future business professional, this course includes business research methods, report writing, business correspondence, and communication in the workplace. Analytical, informational, routine, and special reports are covered, as well as readings and 6000 words of writing in business correspondence, reports, and short answers.

Prerequisites

Prerequisites :

BAC.EAINA.LGENG.1001

Course Schedule

Course Schedule :

Class 1 COURSE OVERVIEW Syllabus, grading, booklet, urkund WRITING BUSINESS LETTERS AND AIDA LETTERS/LETTERS OF COMPLAINT Class 2 RESPONSE TO A LETTER OF COMPLAINT INTRODUCE AND START E-PORTFOLIO Class 3 HUMAN RESOURCES Hiring, Cover Letters, CVs Class 4Midterm 1 Class 5 JOB INTERVIEWS AND INTERVIEW FOLLOW-UP Class 6 PARAPHRASING, SUMMARIES, AND MINUTES BUSINESS PLAN PROJECT Introduction to Business Plan Project Class 7HOW TO WRITE MINUTES OF A MEETING Evaluative Summaries Class 8 REPORT WRITING and Business Plan Project Class 9 REPORT WRITING Class 10 MIDTERM II REPORT WRITING BUSINESS PLAN PROJECT Class 11 REPORT WRITING Class 12 REPORT WRITING and Business Plan Project Class 13 REPORT WRITING Class 14 BUSINESS PLAN PROJECT

Academic References

Academic Reference :

Lectures obligatoires / Required readings : Booklet provided by instructor Lectures Recommandées / Recommanded readings :

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	30.00h	0h	0h	0h	30%	70%	**100%**

Course Manager & Teaching Team

Course Manager : MAUCLAIR-AUGUSTIN Brandon

Academic Characteristics

Credits : 6 **Discipline :** Droit & Humanités **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.LTBUS.3703 – Business Law

BBA

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : SMITH Devin

Academic Characteristics

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

Course Description

Course Description :

This course provides students with a foundational understanding of the legal concepts that govern international business activity. Through a global lens, students are introduced to legal systems, key areas of business law such as contracts, intellectual property, labor regulation, and corporate governance, as well as international legal institutions and regulatory frameworks. Emphasis is placed on the practical relevance of legal rules to business decision-making and risk management across jurisdictions.
The course is designed to equip students with the conceptual tools needed to navigate complex legal environments in global markets. Interactive discussions, case studies, and real-world examples will help develop critical legal thinking and business awareness. Students will emerge with a legal vocabulary and analytical framework essential for future coursework and international business practice.

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) - The student is expected to:
- Demonstrate knowledge of major legal systems (common law, civil law, and hybrid systems) and their influence on international business practices.
- Identify and explain key legal concepts and principles in areas such as contract law, corporate governance, competition law, intellectual property, and labor law.
- Understand the role of international legal institutions and regulatory frameworks in shaping cross-border business activities.

Cognitive / Intellectual Skills (generic) - The student is expected to:
- Analyze legal problems by identifying relevant legal rules, interpreting key terms, and evaluating their application to international business scenarios.
- Compare and contrast how different legal systems approach core business law issues, fostering a critical understanding of jurisdictional variation.
- Evaluate legal risks and opportunities in global market entry, strategic alliances, and innovation management from a legal perspective.nitive /

Key Transferable Skills (generic) The student is expected to:
- Communicate legal reasoning and business implications clearly in both oral and written forms using appropriate legal and business terminology.
- Work collaboratively in diverse, multicultural teams to analyze legal case studies and simulate decision-making under legal constraints.

- Demonstrate time management and independent learning through engagement with legal texts, case law, and regulatory materials.

Practical Skills (subject specific)
- Apply basic legal analysis to international business situations using tools such as risk assessment matrices and legal compliance checklists.
- Draft or critique key contractual clauses related to jurisdiction, dispute resolution, and intellectual property in a business context.
- Identify applicable legal obligations in areas such as employment, environmental compliance, and anti-corruption as part of strategic planning.

Prerequisites

Prerequisites :

None

Course Schedule

Course Schedule :

Week1: Introduction to Business Law and Ethics (Part1)
Week2: Introduction to Business Law and Ethics (Part2)
Week3: Tort Law
Week4: Property Law
Week5: Intellectual Property
Week6: Contract Law
Week7: Labor Law
Week8: Competition Law
Week9: Business Entities / Corporate Governance
Week10: Course Review

Academic References

Academic Reference :

To be provided in class...

Websites :

To be provided in class...

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE

Case studies include sustainability and CSR themes examples.

BAC.EAINA.OTMTH.1002 – Calculus 2

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
53.00h	0.00h	0.00h	0.00h	120.00h	0%	0%	**0%**

Course Manager & Teaching Team

Course Manager : GRASSELLI Yan

Academic Characteristics

Credits : 8 **Discipline :** N/A **Teaching Languages :** N/A **Open to Exchange :** Yes

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.OTMTH.2001 – Calculus 3

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
53.00h	0.00h	0.00h	0.00h	150.00h	0%	0%	**0%**

Course Manager & Teaching Team

Course Manager : GRASSELLI Yan

Academic Characteristics

Credits : 8 **Discipline :** N/A **Teaching Languages :** N/A **Open to Exchange :** Yes

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.MKBUS.3300#1 – Consumer Engagement

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0.00h	30.00h	0.00h	0.00h	0.00h	35%	65%	**100%**

Course Manager & Teaching Team

Course Manager : JOUSSEMET Caroline

Teaching Team : GUEZGUEZ Hamdi NGUIFFO BOYOM Emilie DE KERVILER Florence

Academic Characteristics

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

Course Description

Course Description :

This course explores how brands engage with consumers in a fast-evolving marketing landscape shaped by digital transformation, sustainability, and shifting societal expectations. Consumer engagement is no longer limited to transactional interactions — it now encompasses emotional, cognitive, and participatory dimensions that shape the entire customer journey.

Students will examine key engagement strategies including storytelling, social media, gamification, and experiential marketing, while critically reflecting on their ethical and environmental implications. The course emphasizes the role of marketing in driving responsible consumption and fostering long-term relationships between brands and communities.

A typical session is made of an interactive lecture to share practical knowledge (90 mn) followed by a workshop / activity (90 mn). Through a group project, students will develop and present a full engagement strategy for a brand, integrating creativity, sustainability, and data-driven decision-making.

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) - The student is expected to:
• Contextualise consumer engagement in the 21st century
• Define and explain the core dimensions of consumer engagement, including emotional, cognitive, and behavioral components
• Consider the importance of consumer and brand behaviours in the wider system
• Understand how digital tools, platforms, and media formats influence engagement strategies and consumer expectations
• Evaluate how emerging trends (e.g. gamification, experiential marketing, influencer culture) reshape consumer-brand interactions
• Analyze the ethical and ecological challenges linked to consumer engagement, including issues of privacy, greenwashing, and overconsumption
Cognitive / Intellectual Skills (generic) - The student is expected to:
• Research, understand and analyze Consumer Engagement in different business sectors.

• Engage in analytical thinking regarding Consumer Engagement.
Key Transferable Skills (generic) The student is expected to:
• Develop teamwork and time management skills to succeed in group projects.
• Manage and monitor their own progress through exams and in-class activities.
• Participate actively in class activities and experience collective thinking.
Practical Skills (subject specific)
• Develop and present a full engagement strategy for a brand, integrating creativity, sustainability, and data-driven decision-making.
• Design Consumer Journeys.

Prerequisites

Prerequisites :

Marketing Principles is recommended

Course Schedule

Course Schedule :

SESSIONS COURSE CONTENT
Session 1 Introduction to Consumer Engagement
Session 2 Consumption & Societal Impact
Session 3 Emotional and cognitive Engagement
Session 4 Engagement and Customer Journey
Session 5 Social Media and Community Building
Session 6 Design Sprint Challenge/ Business case workshop
Session 7 Measuring Engagement
Session 8 Interactive & Experiential Engagement
Session 9 Engagement, privacy and ethics: Data, privacy, responsible tech and sustainability
Session 10 Final exam: Project presentation + report

Academic References

Academic Reference :

References will be given in class and posted on K2.

Websites :

References will be given in class and posted on K2.

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

The ecological transition is explored throughout the course by critically examining the role of marketing in shaping sustainable consumption behaviors and responsible business practices. Key concepts such as degrowth, sufficiency, stakeholder theory, and responsible customer experience are integrated into lectures. Students debate the tension between being a consumer and a citizen, and analyze the environmental and social impact of marketing strategies, particularly in the fashion industry.

During workshops, students engage in low-tech activities (e.g., the Closet Mass Index workshop) and are encouraged to consider the ecological footprint of brand actions. The group project requires teams to develop a consumer engagement strategy for a brand, which must incorporate sustainability principles. Students are guided to assess the brand’s environmental impact, design inclusive and durable engagement initiatives, and reflect on long-term value creation over short-term consumption incentives.

BAC.EAINA.OTCOM.1100 – Creativity Management

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0.00h	0.00h	0.00h	45%	55%	**100%**

Course Manager & Teaching Team

Course Manager : JOUSSEMET Caroline

Teaching Team : NGUIFFO BOYOM Emilie

Academic Characteristics

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

Course Description

Course Description :

This course explores creativity as a mindset, a tool that may include, but goes beyond artistic creation.During the course of the semester, we
establish a foundational base of creativity and examine key concepts regarding how creativity is fostered in various contexts. We draw on case
studies and examples which highlight creativity in various milieus. In addition we will practice and polish techniques which help one to hone
creative confidence, to innovate and to manage better. As this is an energetic and vivacious discipline, students will be asked to
participate and actively collaborate.

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) - The student is expected to:
Develop an understanding of factors fostering/hindering individual and collective creativity.
Cognitive / Intellectual Skills (generic) - The student is expected to:
Create conditions to advance his/her creative thinking.
Key Transferable Skills (generic) The student is expected to:
Work effectively in diverse teams.
Practical Skills (subject specific)
Actively participate in collaborative teams and apply creativity techniques and methods to solve problems.

Prerequisites

Prerequisites :

None

Course Schedule

Course Schedule :

Session 1: Introduction to the Course. What is Creativity and Why is it Important?
Session 2: Creativity and Individuals
Session 3: Creativity as a Social Process
Session 4: Creativity and Cognitive Diversity
Session 5: Networks and Creativity: the Case of Coco Chanel
MIDTERM
Session 6: Designing Creative Organizations
Session 7: Managing Creative Teams
Session 8: Artificial Intelligence and Creativity
Session 9: Research Project Workshop
Session 10: Final research project presentations (in groups). All group members must take part in these presentations.

Academic References

Academic Reference :

Session 1: Amabile, T. M. (2012). Componential theory of creativity. Harvard Business School Working Paper No. 12-096.
Session 2: Amabile, T. M. (1983). The social psychology of creativity: a componential conceptualization. Journal of personality and social psychology, 45(2), 357.
Session 3: Elisondo, R. (2016). Creativity is always a social process. Creativity. Theories–Research-Applications, 3(2), 194-210.
Session 4: Friedman, H. H., Friedman, L. W., & Leverton, C. (2016). Increase diversity to boost creativity and enhance problem solving. Psychosociological Issues in Human Resource Management, 4(2),7.
Session 5: Cattani, G., Colucci, M., & Ferriani, S. (2016). Chanel's creative trajectory in the field of fashion: The optimal network structuration strategy. Multidisciplinary contributions to the science of creative thinking, 117-132.
Session 6:
• Blomberg, A. J., & Kallio, T. J. (2022). A review of the physical context of creativity: A three-dimensional framework for investigating the physical context of creativity. International Journal of Management Reviews, 24(3), 433-451.
• Catmull, E. (2008). How Pixar fosters collective creativity. Boston, MA: Harvard Business School Publishing.
Session 7:
• Slayton, M., Bristol, A. S., & Viskontas, I. V. (2019). Factors affecting group creativity: Lessons from musical ensembles. Current Opinion in Behavioral Sciences, 27, 169-174.
• Groysberg, B., Nanda, A., & Nohria, N. (2004). The risky business of hiring stars.
Session 8:
• Vinchon, F., Lubart, T., Bartolotta, S., Gironnay, V., Botella, M., Bourgeois-Bougrine, S., ... & Gaggioli, A. (2023). Artificial intelligence & creativity: A manifesto for collaboration. The Journal of Creative Behavior, 57(4), 472-484.
• Grilli, L., & Pedota, M. (2024). Creativity and artificial intelligence: A multilevel perspective. Creativity and innovation management, 33(2), 234-247.

Websites :

Available on K2

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE

The ecological transition is explored in the Creativity Management course in session 10, dedicated to the exploration of what makes cities creative and sustainable. Based on ideas from Charles Landry's (2012) "The origins & futures of the creative city", students are asked to reflect on cities as places of solidarity where the relations between the individual, the group, outsiders to the city and the planet are in better alignment. More specifically, the class debate on the creative city focuses on the importance of environmental and social justice issues as a sine qua non condition for the emergence of a creative city. In

a group exercise in session 10, students are asked to analyze how a city of their choice deals with the issues of environmental and social justice.

BAC.EAINA.OTMTH.2201 – Differential Equation / Linear Algebra

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
53.00h	0.00h	0.00h	0.00h	150.00h	0%	0%	**0%**

Course Manager & Teaching Team

Course Manager : GRASSELLI Yan

Academic Characteristics

Credits : 8 **Discipline :** N/A **Teaching Languages :** N/A **Open to Exchange :** Yes

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.MKBUS.3835#1 – Digital Marketing

BBA

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : JOUSSEMET Caroline

Teaching Team : JOUSSEMET Caroline

Academic Characteristics

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

Course Description

Course Description :

We live in digital world, surrounded by technology and screens. In this technology driven business environment, companies must constantly innovate, adapt, transform to remain competitive.

Students will learn about current digital technologies and platforms that form the backbone of digital marketing. They will study digital marketing effectiveness including measurement methods and evaluation metrics. Additionally, the course explores digital marketing's transformative impact on businesses and society.

A strong emphasis is put on operational aspects of Digital Marketing through the practice of Digital Marketing tools and platforms. Students will concretely use some of them (email marketing, SEO, advertising, social media, analytics, infographics, etc.)

A typical session is made of an interactive lecture to share practical knowledge (90 mn) followed by a workshop / activity (90 mn).

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) - The student is expected to:
- Understand the importance of Digital Marketing in today's business environment.
- Create and implement a Digital Marketing strategy and create Digital Marketing optimized content.
- Coordinate a consistent action plan and use all digital marketing channels to propose a successful Digital Marketing strategy.

Cognitive / Intellectual Skills (generic) - The student is expected to:
- Research, understand and analyze the digital marketing in different business sectors.
- Engage in analytical thinking regarding information technology management issues.

Key Transferable Skills (generic) The student is expected to:
- Develop teamwork and time management skills to succeed in group projects.
- Manage and monitor their own progress through exams and in-class activities.
- Participate actively in class activities and experience collective thinking.

Practical Skills (subject specific)
- Use and practice several Digital Marketing Tools.

Prerequisites

Prerequisites :

Marketing Principles

Course Schedule

Course Schedule :

Week 1 - Introduction to Digital Marketing
Week 2 - Email marketing
Week 3 - Digital marketing strategy (1/2)
Week 4 - Digital marketing strategy (2/2)
Week 5 - Search engine optimization (SEO)
Week 6 - Online advertising
Week 7 - Social media marketing 1/2
Week 8 - Social media marketing 2/2 / Influence Marketing
Week 9 - Web analytics & KPIs / Personal data & Ethics
Week 10 - Project presentation and report

Academic References

Academic Reference :

Digital Marketing, Pearson
Authors: Dave Chaffey, Fiona Ellis-Chadwick
E-marketing Excellence,
Authors: Dave Chaffey, PR Smith

Websites :

Provided on the K2 platform

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE IA

CONCEPTS
The ecological impacts of digitalization and digital tools will be discussed during the lectures, especially the carbon footprint of electronic devices (computers, smartphones) and datacenters (servers).

PROJECT
The sustainability of the company chosen for the digital marketing project must be clearly presented and discussed. Students will be encouraged to work on companies with positive impact.
Students must consider and discuss the ecological impact of their Digital Marketing action plan.

ACTIVITIES
We will do some low-tech activities during the course, to experience a non-digital way of working.
We will question the ecological impacts of digitalization and digital tools and the carbon footprint of electronic devices (computers, smartphones) and datacenters (servers).

BAC.EAINA.MKBUS.3868 – Digital Marketing for Luxury Brand

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0h	0h	0h	35%	65%	**100%**

Course Manager & Teaching Team

Course Manager : JOUSSEMET Caroline

Academic Characteristics

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

Course Description

Course Description :

This course explores how luxury brands design and implement digital marketing strategies while preserving exclusivity, desirability, and brand equity. Students will examine the specific challenges of applying digital tools and platforms to the luxury sector, where heritage, storytelling, customer experience, and selective distribution are central. The course covers key dimensions of digital marketing in luxury, including social media, content strategy, influencer partnerships, CRM, e-commerce, and data-driven personalization. Through case studies, strategic analysis, and a group project, students will learn how luxury brands create strong digital presence and meaningful customer engagement across online channels.

Pedagogical Objectives

Pedagogical Objectives :

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

Understand the specificities of digital marketing in the luxury industry.
Identify the main digital channels, tools, and strategies used by luxury brands.
Understand how luxury brands balance exclusivity, storytelling, and accessibility in digital environments.

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

Analyze and evaluate digital marketing strategies implemented by luxury brands.
Assess the coherence between a luxury brand’s identity and its digital presence.
Develop critical thinking on the opportunities and limits of digital transformation in luxury marketing.

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

Conduct research and use relevant examples to support strategic analysis.
Communicate marketing insights clearly in oral and written formats.
Collaborate effectively in teams to develop and present a digital marketing project.

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

Apply digital marketing concepts to real luxury brand cases.

Develop recommendations for content, social media, CRM, and digital engagement strategies.
Evaluate digital touchpoints and propose improvements aligned with luxury brand positioning.

Prerequisites

Prerequisites :

Marketing Principles

Course Schedule

Course Schedule :

Session 1: Introduction to Digital Marketing in Luxury
Overview of the luxury sector in the digital age, key challenges, and strategic opportunities.

Session 2: Luxury Brand Identity and Digital Presence
How luxury brands translate heritage, exclusivity, and desirability into digital environments.

Session 3: Content Marketing and Storytelling for Luxury Brands
Creating compelling digital content through heritage, craftsmanship, lifestyle, and emotional branding.

Session 4: Social Media Strategy in Luxury
Use of Instagram, TikTok, YouTube, Pinterest, and emerging platforms in building luxury visibility and engagement.

Session 5: Influencer Marketing, KOLs, and Brand Collaborations
The role of creators, ambassadors, celebrities, and partnerships in luxury digital communication.

Session 6: CRM, Personalization, and Client Engagement
Customer relationship management, loyalty, exclusivity, and personalized communication in luxury.

Session 7: E-commerce and Omnichannel Luxury Experiences
Luxury online retail, seamless customer journeys, and integration between physical and digital touchpoints.

Session 8: Digital Advertising and Performance in Luxury
Paid media, digital campaigns, KPIs, brand visibility, and performance measurement in a luxury context.

Session 9: Emerging Trends in Luxury Digital Marketing
AI, virtual experiences, live shopping, social commerce, data ethics, and future developments in luxury marketing.

Session 10: Group Project Presentations
Presentation and discussion of student projects.

Academic References

Academic Reference :

References will be given in class and posted on K2.

Websites :

References will be given in class and posted on K2.

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE IA

This course integrates both Social & Environmental Responsibility (RSE) and Artificial Intelligence (AI) through the study of contemporary digital practices in the luxury sector. Students will examine how luxury

brands communicate sustainability, ethical commitments, and responsible brand values through digital channels, while maintaining desirability and credibility. The course also explores the growing role of AI in digital marketing, particularly in personalization, customer segmentation, content optimization, social listening, and predictive analytics. Ethical issues related to data privacy, transparency, and responsible use of AI in customer engagement are also addressed through case studies and discussions.

BAC.EAINA.STBUS.2100 – Entrepreneurship and Small Business Management

BBA

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 : SMITH Devin

Academic Characteristics

Credits : 6

Discipline : Stratégie, Innovation & Entreprenariat

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

This course is designed to integrate the core concepts of entrepreneurship with managing a small business. Managing a small business is very different from managing a large one primarily due to the limited resources available to small businesses.
These limitations can result in budget constraints, staffing issues, and market boundaries. Small business management requires creativity, innovation, and significant customer, financial, and market insights in order to survive in a volatile business environment.

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) - The student is expected to:
• The student is expected to understand any aspect of managing a business
• Plan effectively future action and monitor past actions.
• Understand the dynamics of small business growth and risk management
• Analyze the impact of both internal and external factors on growth and profitability

Cognitive / Intellectual Skills (generic) - The student is expected to:
• The student is expected to have a solid knowledge of customer management, financial, legal and accounting management, marketing and innovation.
• Critically evaluate business opportunites using different analysis models
• Engage in decision-making practices towards strategic outcomes

Key Transferable Skills (generic) The student is expected to:
• The student is expected to apply what has been learned in practical business life.
• Demonstrate effective communication and negotiation skills
• Show leadership and teamwork stills
• Apply time management and organizational skills

Practical Skills (subject specific)
• Navigate the entrepreneurship development through pitch development of a new business.

• Development business plan implementation expertise
• Optimize the use of digital tools and technologies

Course Schedule

Course Schedule :

Wk1 - Introduction to entrepreneurship
* Business & entrepreneur mindset
* Types of Entrepreneurs
* Factors influencing Entrepreneurship
* Franchise, business takeover and management buyout: understand the models and find business opportunities.

Wk2 - Turning Ideas into models
* Introduction to blue ocean
* Blue Ocean tools
* Blue Ocean Shift

Wk3 - Organizational design
* Mission, vision, values
* Founding team

Wk4 - Value proposition
* Opportunity identification and entrepreneurial path
* Value proposition framework

Wk5 - Business Model
* Introduction to Business Model
* Process of creating Business Model Canvas

Wk6 - Social Business Model and Sustainable Business Model Canvas
* Understand the model and how to use it in business strategy.
* Attributes of Social Entrepreneurship
* Process of creating a Sustainable Business Model Canvas

Wk7 - Entrepreneurial risks
* Understand the type of risks
* Risk management

Wk8 - Financials
* Types of investors in startups
* Raising capital and project financials

Wk9 - Marketing, pricing & sales
* Marketing & 7Ps strategy
* Entrepreneurial Marketing
* Marketing Mix

Wk10 - Final project group pitch

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

In the course, the ecological transition is examined through concepts related to sustainable practices and environmental responsibility for small businesses.
Students engage in activities such as the adaptation of canvas business model for CSR business and case studies related to social entrepreneurs.
Group work and projects involve developing a business plan that integrates ecological considerations, fostering practical understanding of sustainable practices in small businesses.
Students will also explore topics such as greenwashing, transparency, and sustainable performance.
Incorporating these components into their project ensure that students gain a comprehensive understanding of how businesses can align a business strategy with sustainability, equipping them to make informed decisions in a rapidly changing business landscape.

BAC.EAINA.FIBUS.3410 – Financial Analysis & Decision Making

BBA

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : DALMASSO Audrey

Teaching Team :

Academic Characteristics

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

Course Description

Course Description :

The course will give students basic knowledge and an understanding of corporate finance.

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) - The student is expected to:
have knowledge and understanding of the following subjects: Financial Statement Analysis, Investment Appraisal Techniques, Valuation of Stocks and Bonds, The Capital Asset Pricing Model, Portfolio Theory, The Weighted Average Cost of Capital
Cognitive / Intellectual Skills (generic) - The student is expected to:
apply the corporate finance techniques above to the solution of practical problems
Key Transferable Skills (generic) The student is expected to:
solve problems for management, communicate results to users, become Financial Managers
Practical Skills (subject specific)
his/her knowledge and techniques in jobs that require: Investment Appraisal, Financial Statement Analysis, Portfolio Theory, The Weighted Average Cost of Capital

Prerequisites

Prerequisites :

BUS2201 – BUS2202(Managerial Accounting) and Corequisite BUS2702 (Statistics for Business Decisions)

Course Schedule

Course Schedule :

Chapter 1. (Review).The Corporation; The four types of firms, Ownership vs Control, The Stock Market Chapter 2 (Review) Financial Statement Analysis Chapter 3 & 4, Time Value of Money, Net Present Value, The Timeline,The Rules of Time Travel Valuing a stream of Cash Flow, Calculating Net Present Value, Perpetuities, Annuities Chaper 5, Interest Rates Interest Rate Quotes and Adjustments, The Yield Curve,

The Opportunity Cost of Capital Chapter 6, Invetsment Decision Rules NPV and Stand Alone Projects, The IRR, The Payback Rule, Choosing between Projects Chapter 7 Fundamentals of Capital Budgeting Budgeting, Determining Free Cash Flow and NPV, Further Adjustments to Free Cash Flow Mid Term Exam 1 Chapter 8 Valuing Bonds; Bond cash Flows, Dynamic Behaviour of Bond Prices Corporate Bonds Chapter 9 Valuing Stocks, The Dividend Discount Model and application Valuing Bonds Continued Chapter 10, Capital Markets and the Pricing of Risk Risk and Return, Common Measuers of Risk and Return, Histotical returns of Stocks and Bonds Trade Off between Risk abd Return, Common vs Independent Risk, Portfolio Diversification Measuring Systematic Risk, Beta and the Cost of Capital Chapter 10 Continued Mid Term 2 Exam Chapter 11 Optimal Portfolio Choice and the Capital Asset Pricing Model The Expected Returns of a Portfolio, Volatility of a 2 stock Portfolio, Choosing an Efficient Portfolio Risk Free saving and Borrowing, The Efficient Portfolio, The Capital Asset Pricing Model Chapter 11, Continued Chapter 12, Cost of Capital The Cost of Equity, The Cost of Debt, The Weighted Average Cost Of Capital Chapter 14, The Modigliani and Miller Hypotheses Review

Academic References

Academic Reference :

Corporate Finance by Jonathan Berk and Peter DeMarzo

Websites :

Additional readings and source materials will be provided each week in K2.
Dow Jones Factiva
Pro Quest

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.FIBUS.3402 – Financial Markets & Institutions

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0.00h	0.00h	0.00h	45%	55%	**100%**

Course Manager & Teaching Team

Course Manager : DALMASSO Audrey

Teaching Team :

Academic Characteristics

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

Course Description

Course Description :

The purpose of this course is to guide students in developing critical thinking skills applied to financial markets and institutions. To help students gain a basic yet thorough knowledge of the major financial instruments and the way they are traded in financial markets as well as the functioning, strategies, influence and goals of the financial institutions that use these instruments in order to maximize their profits or carry out their mission (the FED). The course will also cover the variable economic elements (interest rates, inflation, money supply…) and situations that affect them both on a national and international level. Topics include also asymmetric information models of financial market structure, regulation and financial crises.

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) - The student is expected to:
understand: the different types of financial institutions, the yield curve, central banking and the goals of monetary policy, short- and long-term debt securities, the basics of equity markets, issues and themes (sovereign funds and debt, market efficiency)
Cognitive / Intellectual Skills (generic) - The student is expected to:
use her/his financial terminology and assert her/his verbal communication
Key Transferable Skills (generic) The student is expected to:
develop important skills for employment in the areas of business finance, banking and investment
Practical Skills (subject specific)
understand the impacts of monetary policy.

Course Schedule

Course Schedule :

Origins of the financial system. The different types of financial institutions Determination and structure of interest rates How interest rates are determined and the factors that influence them Determination and structure of interest rates - part 2 How interest rates are determined and the factors that influence them - part 2 Central banking Description of the FED and how it influences interest rates through monetary policy Central banking - part 2 Description of the FED and how it influences interest rates through monetary policy - part 2 Midterm 1 Debt securities Introduction to short-term debt securities Debt securities Introduction to long-term debt securities Different types of bonds and how to value them Debt securities - part 2

Introduction to long-term debt securities - part 2 Different types of bonds and how to value them - part 2 Introduction to equity markets Exchanges/compartments and quotations IPO'S Stock valuation. Methods used to value stocks VALUELINE Midterm 2 Market microstructure Introduction to derivative/subprimes FOREX/George Soros and the speculation on the British £ 1992 Review Final Exam

Academic References

Academic Reference :

Mishkin “Financial institutions and markets” 9th edition Pearson Reilly F. and K. Brown, 2003, Investment Analysis and Portfolio Management, Thomson South Western College, 7th edition.

Simpson T., "Financial Markets, Banking and Monetary Policy", 2014 Wiley Finance Series

Websites :

Financial Times
Additional readings and source materials will be provided each week in K2.

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.OTMAE.3191 – Fundamentals of Thermodynamics

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
36.00h	0.00h	0.00h	0.00h	80.00h	0%	0%	**0%**

Course Manager & Teaching Team

Course Manager : GRASSELLI Yan

Academic Characteristics

Credits : 8 **Discipline :** N/A **Teaching Languages :** N/A **Open to Exchange :** Yes

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.OTCHM.1102 – General Chemistry II

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
53.00h	0.00h	0.00h	0.00h	120.00h	0%	0%	**0%**

Course Manager & Teaching Team

Course Manager : GRASSELLI Yan

Academic Characteristics

Credits : 8 **Discipline :** N/A **Teaching Languages :** N/A **Open to Exchange :** Yes

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
0h	30.00h	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.ISCSE.1200 – Introduction to Artificial Intelligence

BBA

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : MILLELIRI André

Teaching Team : David Rey

Academic Characteristics

Credits : 6

Discipline : Analytics Information and Operations

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

Students will be introduced to the fundamentals of Artificial Intelligence and its applications. A survey of various topics in this field will be provided along with in-depth discussions of some foundational concepts such as data science, probability, machine learning, and optimization.

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) - The student is expected to:
Define Artificial Intelligence (AI) and understand its main goals and principles

Cognitive / Intellectual Skills (generic) - The student is expected to:
Develop problem-solving and analytical skills

Key Transferable Skills (generic) The student is expected to:
Develop critical thinking and communication skills

Practical Skills (subject specific)
Identify challenges and opportunities for the development of AI technologies and their business implications

Prerequisites

Prerequisites :

none

Course Schedule

Course Schedule :

Course Introduction and the technologies of Artificial Intelligence (AI)
Intro to AI videos and games
Data Science
Probability
Machine learning: supervised
Supervised learning game
Machine learning: unsupervised
Data mining with Orange (1h30)
Mid-term (1h30) (20/02/2024)+
Practice with Orange
Application of AI: sentiment analysis case study
Application of AI: online advertising case study
AI & ethics
AI & ethics group project preparation
AI & ethics group project presentations
Course review and discussion

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

IA

BAC.EAINA.STBUS.2990 – Introduction to Business Research

BBA

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 : MAUCLAIR-AUGUSTIN Brandon

Academic Characteristics

Credits : 6

Discipline : Stratégie, Innovation & Entreprenariat

Teaching Languages : English

Open to Exchange : Yes

Course Description

Course Description :

This course is designed to introduce students to business research methods, providing them with the necessary skills to conduct and analyse research in a business context. Through a blend of theoretical concepts and practical examples, students will gain an understanding of the importance of research in apprising business decisions and strategies.

Prerequisites

Prerequisites :

Academic Research and Writing 1

Course Schedule

Course Schedule :

1. Introducing Business Research and Research Question Design
2. Research Design and Planning
3. Academic Articles & Literature Review
4. Quantitative & Qualitative Research Methods
5. Research Plan
6. Research Bias & Ethics
7. Data Integrity, Interpretation and Analysis
8. Findings, Discussion, Recommendations and Limitations
9. Final Research Paper Submission and Presentation Development
10. Final Group Presentations

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.FIBUS.3403 – Introduction to Finance

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0h	0h	0h	45%	55%	**100%**

Course Manager & Teaching Team

Course Manager : DALMASSO Audrey

Academic Characteristics

Credits : 6 **Discipline :** Economie **Teaching Languages :** English **Open to Exchange :** No

Course Description

Course Description :

This course provides an overview of the world of finance and its role in business and everyday life. It introduces key financial concepts and shows how finance relates to real-world situations. The course presents the key actors in the financial ecosystem, including firms, investors, intermediaries, and regulators. Contemporary topics such as fintech, digital payments, artificial intelligence, and sustainable finance are integrated to reflect current developments. Students will also gain insights into career opportunities and pathways within the financial industry.

Pedagogical Objectives

Pedagogical Objectives :

The student are expected to:
Understand the role of finance in business and everyday life
Identify the main actors of the financial ecosystem and explain their roles
Describe how financial systems operate in a global context
Explain how innovation and technology are transforming the financial industry
Explore and compare different career paths within the financial industry

Course Schedule

Course Schedule :

Overview of Finance and its role in business and everyday life.
The financial ecosystem
Finance in a global and changing Environment
Sustainable Finance
Innovation and Transformation in Finance
Careers and Applications in Finance

Academic References

Academic Reference :

Introduction to Finance, R. Melicher, E. Norton, Ed. Wiley

Websites :

Additional readings and source materials will be provided each week in K2.

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.MKBUS.3875 – Luxury Brand Management

BBA

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : JOUSSEMET Caroline

Teaching Team : Sophia: Hamdi Gueguez

Academic Characteristics

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

Course Description

Course Description :

The course is designed to help students develop a deeper and more nuanced understanding of the market for luxury.
It will give students the ability to evaluate the interrelationship between branding tactics and luxury business strategies.
This course aims to empower students with knowledge and capacities to understand and analyze brand and branding management in the specific luxury industry.
Eventually this course set the settings that are indispensable to successfully establish and sustain brands and lead to extensions.

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) - The student is expected to:
Get an overview of the luxury market
Provide students with the rights tools and concepts that will enable them to understand why is branding so strategic and what it takes to create, position, grow and extend a luxury brand.
Understand how to adapt to new markets and/or market changes while preserving the brand integrity.
To understand the mechanism by which luxury companies are developing new creative solutions and innovation processes to differentiate themselves

Cognitive / Intellectual Skills (generic) - The student is expected to:
The student is expected to:
To manage concepts, tools and frameworks necessary to recognize, analyze, and manage the business variables and issues specific to the luxury industry
To be able to analyze and explain how premium and luxury brands can create high value
To evaluate the interrelationship between branding strategies and corporate business strategies

Key Transferable Skills (generic) The student is expected to:
Able to present engaging/persuasive arguments and debates
Develop analytical skills by hands-on experience and business case analysis, discussion, and presentation

To apply Luxury codes into a brand strategy to differentiate it from premium brands.

Practical Skills (subject specific)

Able to present engaging/persuasive arguments and debates
To augment student ability to think creatively and critically about the branding strategies and tactics involved in luxury companies
Develop teamwork skills

Prerequisites

Prerequisites :

Marketing Principles

Course Schedule

Course Schedule :

Session 1
Breaking the ice
Class rules and administrative details
Understanding luxury
Approaches to the concept of luxury
Characteristics of the luxury business model

Session 2
Consumer discovery
The importance of consumer perception and behavior in branding
Brand selling idea
Rarity/exclusivity rather than positioning

Session 3
Understanding the evolving luxury consumer
New map of luxury
Luxury market trends

Session 4
Understanding Brands and luxury Branding
What is a brand and what is brand management?
Introduction to Strategic Branding in the luxury sector
Overview of a Framework for Building Iconic Brands
Storytelling and Branding
The Internationalization of brands

Session 5
Positioning journey
Situational assessment (competitive and cultural environment)

Session 6
The Challenges of Crafting and Managing Luxury Brands
From brand management to luxury brand management
Branding with Intention: Core Values & Brand Promise
Brand value and equity

Session 7
Brand architecture
Brand Communications
Cross-Cultural Branding
Timeless Branding strategy
Internet and Social media branding
Leveraging on digital marketing and E-commerce

Session 8

Corporate Social Responsibility and Brand Value in Luxury
Building a corporate social responsibility image
Branding and Ethics in the luxury industry

Session 9
Brand collaborations
Luxury and street art
Luxury and art
Opportunities on product development,
Communication and distribution

Session 10
Final group presentation

Academic References

Academic Reference :

References / Books
Required for the course
Kapferer : “Kapferer & Bastien, "The Luxury Strategy" (Dec 2008)

Websites :

Available on K2

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE

BAC.EAINA.MKBUS.3870 – Luxury Storytelling, Culture & Trend Forecasting

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0h	0h	0h	35%	65%	**100%**

Course Manager & Teaching Team

Course Manager : JOUSSEMET Caroline

Academic Characteristics

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

Course Description

Course Description :

This course examines how luxury brands create meaning, desirability, and emotional value through storytelling, cultural references, and trend anticipation. Students will explore how luxury maisons build strong narratives rooted in heritage, craftsmanship, identity, and innovation, while adapting to contemporary cultural shifts. The course also introduces the principles of trend forecasting and cultural analysis to help students understand how luxury brands identify emerging consumer values, aesthetics, and lifestyles. Through case studies, cultural observation, and group work, students will develop the ability to decode luxury narratives and anticipate future directions in the luxury industry.

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) – The student is expected to:
Understand the strategic role of storytelling in building luxury brand identity and desirability.
Identify the cultural, symbolic, and aesthetic dimensions shaping luxury brand narratives.
Understand the principles and methods of trend forecasting in the luxury sector.

Cognitive / Intellectual Skills (generic) – The student is expected to:
Analyze how luxury brands use storytelling, heritage, and culture to position themselves in global markets.
Interpret cultural signals, social changes, and emerging consumer trends relevant to luxury.
Evaluate the coherence and effectiveness of a brand narrative across different communication channels.

Key Transferable Skills (generic) – The student is expected to:
Conduct research using cultural, visual, and market sources.
Present insights and recommendations clearly in oral and written formats.
Work collaboratively to develop and defend strategic ideas in a group project.

Practical Skills (subject specific) – The student is expected to:
Apply storytelling and trend forecasting tools to luxury brand analysis.
Build a coherent narrative framework for a luxury brand or product universe.
Identify and translate emerging cultural and lifestyle trends into relevant brand opportunities.

Prerequisites

Prerequisites :

Marketing Principles

Course Schedule

Course Schedule :

Session 1: Introduction to Luxury Storytelling
Foundations of luxury branding, narrative creation, symbolic value, and emotional engagement.

Session 2: Heritage, Craftsmanship, and Brand Myth
How luxury brands use history, founders, savoir-faire, and authenticity to build strong narratives.

Session 3: Culture, Symbols, and Meaning in Luxury
Luxury as a cultural system: symbolism, artistic references, social codes, and identity construction.

Session 4: Storytelling Across Media and Touchpoints
Narratives in campaigns, social media, retail, events, collaborations, and digital platforms.

Session 5: Introduction to Trend Forecasting
Key concepts, methods, sources, and tools used to identify and interpret emerging trends in luxury.

Session 6: Consumer Culture and Emerging Lifestyles
How changes in values, behaviors, generations, and identities influence luxury consumption.

Session 7: Aesthetics, Visual Culture, and Creative Direction
The role of imagery, fashion, design, and visual storytelling in shaping luxury desirability.

Session 8: From Cultural Insight to Brand Opportunity
How brands translate weak signals and cultural trends into products, communication, and experiences.

Session 9: Future Trends in Luxury
New directions in luxury: sustainability, inclusivity, digital culture, AI, craftsmanship revival, and experiential value.

Session 10: Group Project Presentations
Presentation and discussion of student projects.

Academic References

Academic Reference :

References will be given in class and posted on K2.

Websites :

References will be given in class and posted on K2.

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE IA

This course integrates both Social & Environmental Responsibility (RSE) and Artificial Intelligence (AI) through the study of evolving cultural narratives and future trends in luxury.

Students will examine how sustainability, ethics, diversity, and social responsibility increasingly shape luxury storytelling and brand legitimacy.

The course also addresses how AI tools can support trend analysis, consumer insight generation, and creative exploration, while encouraging critical reflection on authenticity, bias, and the ethical use of AI in cultural and brand strategy.

BAC.EAINA.FIBUS.3853 – Machine Learning for Finance

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0h	0h	0h	45%	55%	**100%**

Course Manager & Teaching Team

Course Manager : DALMASSO Audrey

Academic Characteristics

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

Course Description

Course Description :

This course positions machine learning as a core competency for future finance professionals. It emphasizes the development of a strong conceptual understanding of machine learning models, their assumptions, and their relevance, while using Python as an accessible tool.

Pedagogical Objectives

Pedagogical Objectives :

Students are expected to:
Explain the key concepts and methodologies of machine learning
Apply machine learning techniques to financial datasets
Interpret model outputs
Evaluate model performance and limitations
Communicate data-driven insights clearly and effectively

Prerequisites

Prerequisites :

BAC.EAINA.FIBUS.3410 FINANCIAL ANALYSIS & DECISION MAKING

Course Schedule

Course Schedule :

Introduction to Machine Learning
Python fundamentals
Data preparation and Exploration
Data Visualization
Classification models
Advanced machine learning models
Practice

Academic References

Academic Reference :

Financial Data Analysis using Python, Zherlitsyn Dmytro, Ed Mercury Learning and Information (available on Scholarvox)
ISBN: 978-1-5015-2386-1

Websites :

Python (Jupyter Notebook)

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.MKBUS.3601 – Marketing Principles

BBA

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : JOUSSEMET Caroline

Teaching Team : NGUIFFO BOYOM Emilie VERNEY-CARRON Camille ANDRE Béatrice GUEZGUEZ Hamdi

Academic Characteristics

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

Course Description

Course Description :

This course is designed as an introduction to the principles of marketing and the marketing function in product and service-oriented organisations. The course will focus on the understanding of key concepts in marketing and their application through case studies. Students will be exposed to marketing analysis, planning, implementation and control, while learning how to write a marketing plan through the marketing project, which is an important component of this course.

Pedagogical Objectives

Pedagogical Objectives :

By the end of the course, students should be able to:
• Define and correctly use the core concepts and vocabulary of marketing.
• Explain how marketing creates value for customers, organisations, and society.
• Analyse a market environment using basic diagnostic tools such as SWOT and PESTEL.
• Describe key consumer behaviour mechanisms and use them to interpret market situations.
• Design a simple marketing research approach suited to a managerial question.
• Develop a coherent segmentation, targeting, and positioning logic.
• Recommend marketing-mix decisions related to product, brand, communication, price, and distribution.
• Structure and present a basic marketing plan supported by evidence and justified choices.
• Recognise the importance of ethics, sustainability, and social responsibility in marketing decisions.

Prerequisites

Prerequisites :

None

Course Schedule

Course Schedule :

Session 1: Introduction to Marketing
Definition and scope of marketing; needs, wants, and demand; value creation and customer satisfaction; exchange, relationships, and markets

Session 2: The Marketing Environment
Analyzing the Micro & Macro Environment, Competitor Analysis, SWOT, PESTEL
Session 3: Consumer Behavior
Consumer decision-making process; internal & external influences; post-purchase behavior and satisfaction
Session 4: Marketing Research and Customer Insights
Designing & Conducting Market Research; primary and secondary data; qualitative and quantitative methods
Session 5: STP: Segmentation, Targeting and Positioning
Market segmentation criteria; consumer vs. business markets; target market selection; positioning and differentiation; value proposition
Session 6: Product, Service, and Brand Strategy
Product as an offer of value; product levels and product mix; services and their specific characteristics; brand identity and brand equity; product life cycle and innovation basics
Session 7: Pricing Strategy
Role of price in the marketing mix; internal and external pricing factors; cost-based, competition-based, and value-based pricing; pricing objectives and strategies; price perception and customer value
Session 8: Distribution and Omnichannel Management
Functions of distribution channels; channel members and intermediaries; channel design and selection; retailing and e-commerce; omnichannel customer experience
Session 9: Integrated Marketing Communication
Communication objectives; advertising, sales promotion, PR, direct marketing; digital communication tools; social media and content marketing; message consistency across channels
Session 10: Socially Responsible Marketing
Ethical Marketing; responsible and sustainable marketing; Corporate Social Responsibility

Academic References

Academic Reference :

M: Marketing by Dhruv Grewal and Michael Levy, 6th edition, McGraw-Hill Education 2018
Principles of marketing by KOTLER, Philip; ARMSTRONG, Gary; HARRIS, Lloyd C.. Auteur ; Pearson Education - 2024

Websites :

Available on K2

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE

Session 10 is focused on Socially Responsible Marketing:
Ethical Marketing; responsible and sustainable marketing; Corporate Social Responsibility

BAC.EAINA.FIBUS.3850 – Merger and Acquisition

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 : DALMASSO Audrey

Academic Characteristics

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

Course Description

Course Description :

The course highlights firms' growth strategies and processes of Mergers and Acquisitions. The course demonstrates why M&A are at the intersection of 3 main areas: strategy, finance and management. It also focuses on target and synergies financial valuation. To do so, students will discover both direct and indirect methodologies. Those methodologies rely on both DCF and non DCF models. Finally, students will examine case studies on M&A failures and markets reaction to a takeover.

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) - The student is expected to:
1. Different types of mergers
2. Common motivations for M&A
3. Cost & Benefits of M&A
4. Valuation of an M&A deal
5. Main steps of acquisition plan
6. Financial and Accounting aspects of a takeover process
7. Consequences of M&A
8. Target & synergies valuation
9. Deal structuration
10. Deal Financing
11. Applications to real case studies

Prerequisites

Prerequisites :

BAC.EAINA.FIBUS.3410 FINANCIAL ANALYSIS & DECISION MAKING

Academic References

Academic Reference :

Mergers, Acquisitions and Other Restructuring Activities: an Integrated Approach to Process, Tools, Cases, and Solutions
D.M. DePamphilis, Academic Press, 16th ed.

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.OTCOM.2371 – Persuasive Communication and Presentation Techniques

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	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 combines theory with practice. Students will develop their public speaking skills and learn to contribute well to the assessment of their peers. The course also focuses on methods and strategies of speech writing to persuade and inform the audience. Students will learn how to produce effective PowerPoint presentations, and how to perform business presentations both individually and in groups.

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) - The student is expected to: Develop a general understanding of interpersonal communication with an audience and provide the skills required for public speaking and presentations.
Cognitive / Intellectual Skills (generic) - The student is expected to: Develop skills required for speech writing and analyzing the audience. Develop skills required for preparing effective PowerPoint presentations and presenting information individually and in groups.
Key Transferable Skills (generic) The student is expected to: Learn to collect information and outline material; combine PowerPoint presentations with public speaking.
Practical Skills (subject specific) Learn to address large and small groups. Develop skills required for both persuasive and informative communicating in public. Evaluate fellow students.

Course Schedule

Course Schedule :

1. Introduction and exercises
2. Storytelling and speech writing
3. Language and organization
4. Speaking to persuade
5. Visual Aids
6. Purpose, introductions, and endings
7. Midterm
8. Creativity and business language

9. Extemporaneous and impromptu speeches
10. Final Presentations

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.STBUS.4001 – Philosophy of Entrepreneurship

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0.00h	30.00h	0.00h	0.00h	0.00h	20%	80%	**100%**

Course Manager & Teaching Team

Course Manager : SMITH Devin

Academic Characteristics

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

Course Description

Course Description :

This course explores the evolution of entrepreneurial thought through the lens of philosophy, tracing the journey from ancient perspectives on purpose and ethics to contemporary theories on innovation, leadership, and societal impact.

By examining the works of influential thinkers such as Aristotle, Machiavelli, Adam Smith, Joseph Schumpeter, and modern visionaries like Yuval Noah Harari, students will gain a profound understanding of how philosophical ideas shape and challenge the entrepreneurial spirit.

This course emphasizes critical thinking, self-reflection, and the ability to challenge established norms, encouraging students to develop their own unique entrepreneurial philosophies.
The course is designed to bridge theoretical insights with practical applications, using real-world examples and case studies to illuminate the dynamic interplay between philosophical concepts and entrepreneurial practice.

Students will engage in lively discussions, analyze historical and contemporary business practices, and confront the ethical and societal implications of entrepreneurship in a rapidly evolving global economy.

The goal of this course is to equip students with the intellectual tools to think deeply and act boldly, fostering innovation and resilience in their entrepreneurial pursuits

Pedagogical Objectives

Pedagogical Objectives :

• Understand the Evolution of Entrepreneurial Thought:
Trace the historical development of philosophical ideas that have shaped entrepreneurial practices, from ancient to modern times.

• Critically Analyze Philosophical Frameworks:
Evaluate key philosophical concepts, such as purpose, ethics, and innovation, and their relevance to contemporary entrepreneurship.

• Apply Philosophical Insights to Business Practices:
Demonstrate the ability to integrate philosophical principles into real-world entrepreneurial decision-making and strategy development.

• Develop an Entrepreneurial Philosophy:
Articulate a personal entrepreneurial philosophy that reflects critical self-awareness, ethical considerations, and societal impact.

• Challenge Established Norms:
Cultivate the ability to question traditional ways of thinking and propose innovative approaches to problem-solving and business development.

• Examine the Ethical Dimensions of Entrepreneurship:
Analyze the moral responsibilities of entrepreneurs, including issues related to sustainability, social impact, and equitable practices.

• Enhance Critical Thinking Skills:
Engage in reflective and analytical discussions to synthesize complex philosophical and business concepts.

• Explore the Role of Identity in Entrepreneurship:
Investigate how cultural, societal, and individual identity influences entrepreneurial behavior and decision-making.

• Understand the Interplay Between Technology and Philosophy:
Assess the philosophical implications of technological advancements and their impact on the entrepreneurial landscape.

• Cultivate Resilience and Vision:
Develop the mindset to embrace uncertainty, foster resilience, and pursue innovative visions in entrepreneurial endeavors.

Academic References

Academic Reference :

to be provided in class

Websites :

to be provided in class

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.OTPHY.2001 – Physics I

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
53.00h	0.00h	0.00h	0.00h	150.00h	0%	0%	**0%**

Course Manager & Teaching Team

Course Manager : GRASSELLI Yan

Academic Characteristics

Credits : 8 **Discipline :** N/A **Teaching Languages :** N/A **Open to Exchange :** Yes

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.OTPHY.2002 – Physics II

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
53.00h	0.00h	0.00h	0.00h	150.00h	0%	0%	**0%**

Course Manager & Teaching Team

Course Manager : GRASSELLI Yan

Academic Characteristics

Credits : 8 **Discipline :** N/A **Teaching Languages :** N/A **Open to Exchange :** Yes

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.OTPHY.2092#1 – Physics Lab I and Physics Lab II

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
18.00h	0h	0h	0h	50.00h	0%	0%	**0%**

Course Manager & Teaching Team

Course Manager : GRASSELLI Yan

Academic Characteristics

Credits : 8 **Discipline :** N/A **Teaching Languages :** N/A **Open to Exchange :** Yes

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.STBUS.3761 – Sales and Negotiations

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	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.4110 – Start-Up Finance for Entrepren

BBA

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : SMITH Devin

Academic Characteristics

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

Course Description

Course Description :

This course equips entrepreneurs with essential financial skills and knowledge to effectively manage, grow, and finance their businesses. It combines theoretical concepts with practical applications, focusing on real-world scenarios faced by startups and small businesses.?

Pedagogical Objectives

Pedagogical Objectives :

These outcomes prepare entrepreneurs to not only manage their finances but also to use financial tools and strategies to support innovation, scalability, and long-term business success.

- Comprehend key financial concepts: Profitability, liquidity, cash flow, and financial health.
- Read and interpret financial statements: Income statements, balance sheets, and cash flow statements.
- Manage cash flow effectively: Forecasting, monitoring, and addressing cash flow challenges.
- Create and adhere to budgets: Allocate resources strategically and control expenses.
- Understand various funding sources: Bootstrapping, debt financing, equity funding, venture capital, and grants.
- Evaluate funding options: Assess the pros, cons, and suitability of each funding source for their business needs.
- Develop financial projections: Revenue forecasting, cost estimation, and profitability analysis.
- Perform scenario planning: Assess the impact of market changes or business decisions on financial outcomes.
- Understand valuation methods: Discounted cash flow (DCF), comparable company analysis, and pre-money/post-money valuation.
- Set realistic financial goals: Short-term and long-term planning aligned with business objectives.
- Monitor key performance indicators (KPIs): Use financial metrics to track progress and make informed decisions.
- Identify financial risks: Market volatility, operational inefficiencies, and cash flow shortages.
- Integrate ecological and social considerations: Balance profitability with sustainability.
- Solve real-world financial challenges: Use case studies, simulations, and projects to address

Prerequisites

Prerequisites :

Financial Accounting
Managerial Accounting

Course Schedule

Course Schedule :

Working in groups, students will collaborate through the semester to develop a financial plan for a new startup venture. Each weeks topics provide a new layer of complexity to the plan.

Academic References

Academic Reference :

"Financial Intelligence for Entrepreneurs" by Karen Berman and Joe Knight
A practical guide to understanding financial statements and metrics, tailored for entrepreneurs.
Focus: Financial literacy, decision-making, and common pitfalls.

"The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries
Not strictly a finance book but provides insights into financial planning, resource management, and funding for lean startups.

"Venture Deals: Be Smarter Than Your Lawyer and Venture Capitalist" by Brad Feld and Jason Mendelson
A comprehensive look at venture capital and funding agreements, perfect for entrepreneurs seeking investment.

"Startup Valuation: A Practical Guide to Financial Forecasting and Business Valuation for Startups" by Roberto Moro-Visconti
Focuses on valuation techniques, financial modeling, and fundraising strategies.

"Accounting for the Numberphobic: A Survival Guide for Small Business Owners" by Dawn Fotopulos
A beginner-friendly introduction to accounting and finance basics tailored for small business owners.

Websites :

to be provided in class

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE

BUS.EAINA.ECBUS.2702 – Statistics for Business Decisions

BBA

Hours & Assessment

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

Course Manager & Teaching Team

Course Manager : DALMASSO Audrey

Academic Characteristics

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

Course Description

Course Description :

The objective of this course is to acquaint students with the terminology and the methodology used in statistical methods to solve problems in disciplines such as economics, marketing, finance, manufacturing… It introduces methods of collection, analysis, and interpretation of data.

Pedagogical Objectives

Pedagogical Objectives :

The student is expected to:
1. Graphical and numerical descriptive statistics
2. Correlation, covariance, least squares
3. Laws of probability
4. Discrete and continuous probability distributions
5. Sampling distributions - Estimations
6. Hypothesis Testing
7. Analysis of variance
8. Simple linear regression
9. Multiple regression analysis
10. Time series

* Use of statistical software (Excel)

Course Schedule

Course Schedule :

Introduction to Statistics and Excel
Descriptive Statistics
Probabilities and contingency table
Discrete probability distributions
Continuous probability and sampling
Interval estimator
Hypothesis testing
Advanced Statistical methods: ANOVA, Multiplre Regression Analysis...

Academic References

Academic Reference :

Applied Business Statistics: Making Better Business Decisions (7th Ed.), Ken Black, Wiley

Websites :

Additional readings and source materials will be provided each week in K2.

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.FIBUS.3854 – Strategic Financial Leadership

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0h	0h	0h	45%	55%	**100%**

Course Manager & Teaching Team

Course Manager : DALMASSO Audrey

Academic Characteristics

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

Course Description

Course Description :

The course explores how financial leaders, particularly CFOs and top executives, shape corporate strategy through capital allocation, financial policy design, and long-term value optimization. It examines how financial leaders interact with stakeholders, manage expectations, and communicate strategic financial decisions at the executive level. Through applied cases, simulations, and professional-oriented discussions, students will develop the ability to think, communicate, and act as finance professionals.

Pedagogical Objectives

Pedagogical Objectives :

Student will be able to:
understand the concrete roles and responsabilities of finance professionals (analyst, manager, CFO)
apply financial knowledge to real business situations and strategic decisions
translate financial analysis into actionable recommendations for decision-makers
communicate effectively with both financial and non-financial stakeholders

Prerequisites

Prerequisites :

BAC.EAINA.FIBUS.3410 FINANCIAL ANALYSIS & DECISION MAKING
It is recommended to have completed the following courses: BAC.EAINA.FIBUS.3852 — Financial Management and Analytics and BAC.EAINA.FIBUS.3851 — Risk Management and Investment Strategy

Course Schedule

Course Schedule :

Key roles: financial analyst, finance manager, CFO
Cross-functional interactions
Structuring financial recommendations
Capital Allocation
Supporting Strategic projects
Financial Communication

The CFO perspective
Final simulation: acting as a finance leader

Academic References

Academic Reference :

Financial Leadership Fundamentals: How to become a CFO in a startup or scaleup, Alysha Randall
The Strategic CFO: Redefining Financial Leadership in the Age of AI, Dr Leticia Lilleström

Certifications & Legal Mentions

Certifications :

N/A

BAC.EAINA.STEVM.1020 – Sustainable Transitions

BBA

Hours & Assessment

CM	TD	AP	Async	Workload	Final exam	Continuous	Total
0h	30.00h	0.00h	0.00h	0.00h	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 is designed to increase students' understanding of the urgency for sustainable actions within the business sector. By examining the interplay between corporate activities and ecosystem health, students will understand the importance of integrating sustainability into business strategies.
This course fosters the development of innovative solutions that balance economic, social and environmental objectives. Students will learn to evaluate and implement sustainable business models that prioritize profitability while addressing ethical and environmental responsibilities. Ultimately, this course prepares students to lead businesses towards a sustainable future, emphasizing the creation of long-term value for all stakeholders.

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) - The student is expected to:
• Awareness and comprehension of sustainable development issues and their relevance to modern business practices.
• Realization of the impact business activities on the environmental and social systems, affecting the dynamics of economic growth and ecological health.
• Understanding the complexity and systemic nature of environmental issues
• Understand the regulatory frameworks and international agreements that govern sustainable business practices, and how these influence corporate strategy and decision-making.

Cognitive / Intellectual Skills (generic) - The student is expected to:
• Supportive of the ecological and social transition of organizations through the evaluation of business models and strategies in the current marketplace.
• Measure the environmental impacts of corporate decision-making through the synthesis of data from diverse sources.
• Acknowledge and accept cultural differences.
• Challenge both traditional and current management philosophies with a mindset focused on long-term implications and strategic actions towards sustainable corporate action.

Key Transferable Skills (generic) - The student is expected to:
• Communicate complex sustainability concepts and examples to potentially diverse audiences (stakeholder / shareholder / management / consumer)

• Engage with an ethical mindset
• Understand the phenomena and current issues linked to climate change, biodiversity, inclusion, etc.
• Demonstrate problem-solving skills using real-world context in the development of viable and impactful solutions.

Practical Skills (subject specific)
• Implement and develop a series of responsible tools and practices
• Form an understanding of current technologies and innovations that support the goal of corporate sustainability in the marketplace.

Prerequisites

Prerequisites :

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Course Schedule

Course Schedule :

Wk1 - Sustainable Development – Global Approach Part 1
Wk2 - Sustainable Development – Global Approach Part 2
Wk3 - Managerial Responsibility – Personal Approach
Wk4 - Corporate Strategy & Social Responsibility
Wk5 - Corporate Governance & Social Responsibility
Wk6 - Sustainable Business Models – Corporate Dependence on Ecosystems
Wk7 - Creating Economic, Social and Environmental Value – CSR and Corporate Philanthropy
Wk8 - Key Resources & Activities – Stakeholder Network Roles
Wk9 - Managing Negative Impact – Redefining Revenues and Ensuring Profits
Wk10 - Group Project Presentations

Academic References

Academic Reference :

To be provided in class...

Websites :

To be provided in class...

Certifications & Legal Mentions

Certifications :

N/A

RSE / IA

RSE

BAC.EAINA.MKBUS.3005 – Web design & User Experience

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 : JOUSSEMET Caroline

Academic Characteristics

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

Course Description

Course Description :

This course introduces students to the fundamentals of User Experience (UX) design, with a strong focus on user research methodologies. Students will learn how to understand user behaviors, needs, and motivations through observation techniques, interviews, task analysis, and usability testing.
Through a series of hands-on workshops and a project-based approach, students will explore the main UX methodologies used in professional contexts. The course emphasizes clarity, simplicity, and user-centered thinking, guiding students from problem definition to the creation of a Minimum Viable Product (MVP).

Pedagogical Objectives

Pedagogical Objectives :

Knowledge and Understanding (subject specific) - The student is expected to:
. Understand the concept of User Experience and its role in digital products and services
. Identify and analyze user needs, behaviors, and pain points
. Understand the main stages of the UX design process
. Apply UX best practices related to usability, accessibility, and MVP logic

Cognitive / Intellectual Skills (generic) - The student is expected to:
. Define clear research objectives and design challenges
. Analyze user data to support design decisions
. Select and justify a relevant UX scenario among multiple options

Key Transferable Skills (generic) - The student is expected to:
. Understand the strategic value of User Experience in product development
. Communicate ideas clearly through visual and oral presentations

Practical Skills (subject specific) - The student is expected to:
. Use Figma to create wireframes and basic prototypes
. Produce and present UX deliverables (personas, user journeys, wireframes, tests)

Prerequisites

Prerequisites :

Marketing Principles

Course Schedule

Course Schedule :

Session 1: Introduction to UX Design
Session 2: User Research I: Defining the Design Challenge + Persona
Session 3 : User Research II: Understanding Users through interviews
Session 4: Ideation and Concept Development
Session 5 : Prototyping the MVP
Session 6 : Information Architecture
Session 7: User Testing
Session 8: Iteration
Session 9: UX Design
Session 10: UI Design
Final evaluation: Visual Presentation + Pitch

Academic References

Academic Reference :

"The Importance of User Experience (UX) in Digital Marketing" - Nielsen Norman Group
"A Beginner's Guide to Understanding User Experience Design" - Interaction Design Foundation
"First Principles of Interaction Design" - Bruce Tognazzini
Don't Make Me Think - Steve Krug
Design Thinking Toolkit - IDEO

Websites :

Readings, materials and tasks will be provided each week in K2.

Certifications & Legal Mentions

Certifications :

N/A