



Course Catalogue
BBA Programme
Incoming Exchange Students
Lille Campus
Spring 2025

**Catalogue 1^{ère} version
2024/2025**

Dear Exchange Students,

Welcome to SKEMA Business School!

Here are a few key instructions on how to consult properly the **Lille BBA Course Catalogue Spring 2025**.

Please read these instructions carefully:

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

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GLOBAL BBA SPRING LILLE

ACADEMIC RESEARCH & WRITING I

Course Code	BAC.EAINA.OTENG.1001
ECTS Credits	6
Course Leader	MAUCLAIR AUGUSTIN Brandon
Synchronous	39
Discipline	Droit & Humanités
Program	Global BBA
Prerequisites	520 TOEFL score or equivalent
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 also learn how to work through the various stages of the writing process to produce a 3000 word research paper.
Course Open to Exchange	
Semester	fall, spring, summer
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	0
Continuous Assessment (%)	100
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 / Recommended readings :
Websites	

ACADEMIC RESEARCH & WRITING II

Course Code	BAC.EAINA.OTENG.1002
ECTS Credits	6
Course Leader	MAUCLAIR AUGUSTIN Brandon
Synchronous	39
Discipline	Droit & Humanités
Program	Global BBA
Prerequisites	BAC.EAINA.LGLNG.1001
Course Description	To develop the analytical skills necessary for any close reading of literature, such as short stories, poetry and novels. To apply and improve composition skills acquired in English 1001 including constructing an argument, gathering, evaluating, analyzing and organizing research and information,

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	maintaining focus and coherence throughout an essay and carefully revising and editing.
Course Open to Exchange	
Semester	fall, spring
Campus	Belo Horizonte, Lille, Sophia
Evaluation	
Final Examination (%)	0
Continuous Assessment (%)	100
Academic reference	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings : The Norton Introduction to Literature (Booth, Hunter and Mays) Shorter 9th ISBN 0-393-92615-X or 10th edition ISBN 978-0-393-93514-1
Websites	

ADVANCED COMPUTER BUSINESS APPLICATION

Course Code	BAC.EAINA.ISCSE.2301
ECTS Credits	6
Course Leader	MILLELIRI André
Synchronous	39
Discipline	Business Analytics, Data Science & AI
Program	Global BBA
Prerequisites	Consumer Computer Applications
Course Description	This course 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.
Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

BUSINESS AND ECONOMICS CALCULUS

Course Code	BAC.EAINA.ECMTH.1702
ECTS Credits	6
Course Leader	DALMASSO Audrey
Synchronous	39

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Discipline	Economie
Program	Global BBA
Prerequisites	BAC.EAINA.OTMTH.1701
Course Description	To provide the students with the basic concepts and techniques of differential and integral calculus, as well as an elementary knowledge of matrix algebra, applied to business, economics, management and the social sciences, There will be a strong emphasis on methodology.
Course Open to Exchange	
Semester	fall, spring, summer
Campus	Barcelone, Belo Horizonte, Lille, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Brief Calculus, an Applied Approach, Larson & Edwards, Houghton Mifflin Company, 9th edition Lectures Recommandées / Recommended readings :
Websites	

BUSINESS AND PROFESSIONAL WRITING

Course Code	BAC.EAINA.OTCOM.3224
ECTS Credits	6
Course Leader	MAUCLAIR AUGUSTIN Brandon
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	BAC.EAINA.LGENG.1001
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.
Course Open to Exchange	
Semester	fall, spring, summer
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Lectures obligatoires / Required readings : Booklet provided by instructor Lectures Recommandées / Recommended readings :
Websites	

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BUSINESS LAW

Course Code	BAC.EAINA.LTBUS.3703
ECTS Credits	6
Course Leader	SMITH Devin
Synchronous	39
Discipline	Droit & Humanités
Program	Global BBA
Prerequisites	None
Course Description	This course is an introduction to Contract Law. Students will learn the rules governing the terminations of contracts, the penalties attached to them, the consequences of contracts, the contractual liability with a brief presentation of the French legal system down to the causes of termination of contracts; The existence of European Contract Law in view of the increasing weight of international exchanges. It will also cover the United Nations Convention on Contracts for the international sale of goods.
Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings :
Websites	

CALCULUS II

Course Code	BAC.EAINA.OTMTH.1002
ECTS Credits	8
Course Leader	GRASELLI Yan
Synchronous	52,5
Discipline	Business Analytics, Data Science & AI
Program	Global BBA
Prerequisites	Calculus I
Course Description	This course is the second math course taken by all engineering and science majors. Geometric and Physics applications of the definite integral links this course to its predecessors MTH 1001, followed by the same geometric applications in polar coordinates or for parametric equations, New techniques of integration and an introduction to differential equations complete the topics of integral Calculus, Other topics like the infinite series, power series and conic sections cover the last part of the course.
Course Open to	

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Exchange	
Semester	fall, spring
Campus	Lille, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

CAPSTONE PROJECT II

Course Code	BAC.EAINA.STBUS.4810
ECTS Credits	12
Course Leader	LUCIO Alessio
Synchronous	39
Discipline	Stratégie, Innovation & Entreprenariat
Program	Global BBA
Prerequisites	Senior Year
Course Description	Complete BBA track
Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Belo Horizonte, Dubaï, Lille, Nanjing, Raleigh, Sophia, Stellenbosch-Le Cap
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

CIVILIZATION II

Course Code	BAC.EAINA.OTHUM.2052
ECTS Credits	6
Course Leader	MAUCLAIR AUGUSTIN Brandon
Synchronous	39
Discipline	Droit & Humanités
Program	Global BBA
Prerequisites	Academic Research & Writing I
Course Description	This course is designed to introduce students to some of the main themes and developments of Western Civilization from the early Renaissance to the present day. The social, intellectual, artistic and spiritual trends of the periods will be examined with particular attention to the transformation from an agrarian to an industrial society to the post-modern information society of our new millennium.
Course Open to Exchange	

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Semester	spring
Campus	Lille, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

CONSUMER COMPUTER APPLICATIONS

Course Code	BAC.EAINA.ISCSE.1301
ECTS Credits	6
Course Leader	MILLELIRI André
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	None
Course Description	o raise the level of competence in computing for all, for those within the work force or hoping to join join the work force. To increase productivity for all employees who need to use the computer in their work. To enable better use of investment in the information technology. To ensure all computer users understand the Best Practices and quality issues in using the computer.
Course Open to Exchange	
Semester	fall, spring, summer
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings :
Websites	Getting started with Office 2010 http://office.microsoft.com/en-gb/getting-started-with-microsoft-office-2010-FX100996114.aspx?CTT=97

CREATIVITY MANAGEMENT

Course Code	BAC.EAINA.OTCOM.1100
ECTS Credits	6
Course Leader	GRASSELLI Yan
Synchronous	39
Discipline	Marketing
Program	Global BBA
Prerequisites	none

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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.
Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Belo Horizonte, Lille, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

DATA ANALYTICS & TRAFFIC MANAGEMENT

Course Code	BAC.EAINA.ISBUS.4050
ECTS Credits	6
Course Leader	DETOUT Jean-Francois
Synchronous	39
Discipline	Business Analytics, Data Science & AI
Program	Global BBA
Prerequisites	-
Course Description	-
Course Open to Exchange	
Semester	spring
Campus	Lille
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

ENTREPRENEURSHIP AND INNOVATION

Course Code	BAC.EAINA.ECBUS.3750
ECTS Credits	6
Course Leader	SMITH Devin

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Synchronous	39
Discipline	Stratégie, Innovation & Entrepreneuriat
Program	Global BBA
Prerequisites	junior year
Course Description	Entrepreneurship today has been too narrowly defined as meaning simply starting a new business. Little attention has been given to individuals who develop or have the mindset, skills and tools to create change to improve the world or make a difference in existing businesses, as well as those starting new businesses. Throughout the course students will be exposed to both theoretical and practical/experiential learning situations. Groups will develop a concept and investigate the concepts market size, prospects, channels, alliances, resources, activities, revenue streams, and expenses to introduce their product/service/process.
Course Open to Exchange	
Semester	spring
Campus	Barcelone, Belo Horizonte, Dubaï, Lille, Nanjing, Raleigh, Sophia, Stellenbosch-Le Cap
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

Course Code	BAC.EAINA.STBUS.2100
ECTS Credits	6
Course Leader	SMITH Devin
Synchronous	45
Discipline	Stratégie, Innovation & Entrepreneuriat
Program	Global BBA
Prerequisites	Introduction to Business
Course Description	<p>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.</p> <p>This course aims to provide students with the skills, not just to found a small business but also to manage one.</p> <p>It covers starting up a new business, purchasing a franchise and purchasing an existing business. The course also covers the fundamental financial statements, with a particular focus on cash flow management, that a small business owner must understand.</p>
Course Open to	

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Exchange	
Semester	fall, spring
Campus	Belo Horizonte, Lille, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

ESSENTIALS OF PROJECT MANAGEMENT

Course Code	BAC.EAINA.PMBUS.2250
ECTS Credits	6
Course Leader	JOUSSEMET Caroline
Synchronous	39
Discipline	Management des Opérations
Program	Global BBA
Prerequisites	principles of modern management
Course Description	Fundamentals of project Management Project Management: Fundamentals overviews the basics of project management. It provides the theory and core methodology you will need to manage projects or participate on project teams.
Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

ETHICS

Course Code	BAC.EAINA.OTHUM.2540
ECTS Credits	6
Course Leader	MAUCLAIR AUGUSTIN Brandon
Synchronous	39
Discipline	Droit & Humanités
Program	Global BBA
Prerequisites	ENG1001
Course Description	This course is an introduction to the fundamental problems of Ethics. This course introduces key ethical theories and debates, but beyond that, the real concern is to help students improve their ethical decision-making skills by learning to identify, diagnose and analyze ethical problems and dilemmas that they may be confronted with in life and in their careers.

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Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

FINANCIAL ACCOUNTING

Course Code	BAC.EAINA.FIBUS.2201
ECTS Credits	6
Course Leader	CORDAHI Charbel
Synchronous	39
Discipline	Comptabilité
Program	Global BBA
Prerequisites	None
Course Description	This course covers the basic principles of U.S financial accounting, including the presentation of the U.S. GAAP, the basic financial statements, the bookkeeping process, the principles of accounting control and safeguarding of assets.
Course Open to Exchange	
Semester	fall, spring, summer
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Williams, Haka, Bettner. 14TH EDITION Mc Graw Hill Lectures Recommandées / Recommended readings :
Websites	

FINANCIAL ANALYSIS & DECISION MAKING

Course Code	BAC.EAINA.FIBUS.3410
ECTS Credits	6
Course Leader	DALMASSO Audrey
Synchronous	39
Discipline	Finance
Program	Global BBA
Prerequisites	BAC.EAINA.FIBUS.2202
Course Description	The course will give students basic knowledge and an understanding of corporate finance

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Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Corporate Finance by Jonathan Berk and Peter DeMarzo Lectures Recommandées / Recommended readings :
Websites	

FINANCIAL MARKETS & INSTITUTIONS

Course Code	BAC.EAINA.FIBUS.3402
ECTS Credits	6
Course Leader	DALMASSO Audrey
Synchronous	39
Discipline	Finance
Program	Global BBA
Prerequisites	BAC.EAINA.ECBUS.2301 BAC.EAINA.ECBUS.2302 BAC.EAINA.FIBUS.2201
Course Description	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.
Course Open to Exchange	
Semester	fall, spring
Campus	Belo Horizonte, Lille, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : MADURA Financial institutions and markets 10th edition Lectures Recommandées / Recommended readings :
Websites	

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GLOBALIZATION AND DEVELOPMENT

Course Code	BAC.EAINA.ECBUS.3150
ECTS Credits	6
Course Leader	JOUSSEMET Caroline
Synchronous	39
Discipline	Economie
Program	Global BBA
Prerequisites	junior year
Course Description	This course is studied from specific regional perspectives. Globalization is a multidimensional process that affects every single aspect of our societies, changes our daily lives and determines our future. No nation is unconcerned as new global issues arise, such as climate change or the consequences of the demographic explosion. This new world calls for new strategies and a new form of governance; theories and analysis must integrate new perspectives and promote a global mindset; the survival of our species (and other species) is at stake.
Course Open to Exchange	
Semester	spring
Campus	Barcelone, Belo Horizonte, Dubaï, Lille, Nanjing, Raleigh, Sophia, Stellenbosch-Le Cap
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

GLOCAL AWARENESS

Course Code	BAC.EAINA.ECBUS.3800
ECTS Credits	6
Course Leader	MAUCLAIR AUGUSTIN Brandon
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	-
Course Description	-
Course Open to Exchange	
Semester	spring
Campus	Barcelone, Belo Horizonte, Dubaï, Lille, Raleigh, Sophia, Stellenbosch-Le Cap
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	

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Websites	
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INTERNATIONAL BUSINESS

Course Code	BAC.EAINA.STBUS.4401
ECTS Credits	6
Course Leader	JOUSSEMET Caroline
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	BAC.EAINA.MKBUS.3601
Course Description	International Business (IB) is a very broad topic that integrates many scholarly disciplines. This course is divided in three main parts. First, students will be introduced to IB founding principles and concepts. Secondly, the focus will be on the details of business across borders, mainly through the study of Multinational Enterprises (MNEs), who they are and what they do. Finally, the course will end by a selective overview of global business activity, with a focus on strategy (foreign entry) and corporate social responsibility.
Course Open to Exchange	
Semester	fall, spring
Campus	Sophia, Lille
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Global - 2nd Edition by Micael Peng The Economist Harvard Business Review Wall Street Journal Lectures Recommandées / Recommended readings :
Websites	

INTERNATIONAL LOGISTICS AND TRADE

Course Code	BAC.EAINA.ECBUS.3650
ECTS Credits	6
Course Leader	SMITH Devin
Synchronous	0
Discipline	Autre
Program	Global BBA
Prerequisites	junior year
Course Description	The aims of the course are to enable students to discover the specificities, risks and challenges of international business transactions; to learn about the main techniques in pricing, payment systems, risk coverage & transport systems in relation to major market clearing systems. Topics include: International trade and market entry; the development of a service offer, logistics, payment methods and

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	specialized partners; currency risk and settlement systems. The course is studied from specific national perspectives.
Course Open to Exchange	
Semester	spring
Campus	Barcelone, Belo Horizonte, Dubaï, Lille, Nanjing, Raleigh, Sophia, Stellenbosch-Le Cap
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

INTRODUCTION TO ARTIFICIAL INTELLIGENCE

Course Code	BAC.EAINA.ISCSE.1200
ECTS Credits	6
Course Leader	MILLELIRI André
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	none
Course Description	to introduce students to the world of AI
Course Open to Exchange	
Semester	fall, spring
Campus	Lille, Nanjing, Sophia
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

INTRODUCTION TO BUSINESS

Course Code	BAC.EAINA.OTBUS.1000
ECTS Credits	6
Course Leader	MILLELIRI André
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	none
Course Description	A broad and general knowledge of the world of business is essential in today's world. This introductory course will acquaint students with the general knowledge necessary to function in a business environment. Students will acquire and employ crucial vocabulary and key concepts

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	which are pertinent in the business domain. The course is taught by experts in various fields such as: finance, marketing, global business, event management, e-business and entrepreneurship. Throughout the course of the semester, students will have the opportunity to explore and examine various career options.
Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Belo Horizonte, Lille, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

INTRODUCTION TO BUSINESS INTELLIGENCE

Course Code	BAC.EAINA.STBUS.2140
ECTS Credits	0
Course Leader	SMITH Devin
Synchronous	40
Discipline	Autre
Program	Global BBA
Prerequisites	junior year
Course Description	The course aims at examining Business Intelligence (BI) as a broad category of applications and technologies for gathering, storing, analyzing, sharing and providing access to data to help enterprise users make better managerial decisions. You will learn the principles and best practices for how to use data in order to support fact-based decision making. Emphasis will be given to applications in marketing, where BI helps in, e.g., analyzing campaign returns, promotional yields, or tracking social media marketing; in sales, where BI helps performing for sales analysis; and in application domains such as Customer Relationship Management and e-Commerce.
Course Open to Exchange	
Semester	fall, spring
Campus	Lille, Raleigh, Sophia
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

INTRODUCTION TO BUSINESS RESEARCH

Course Code	BAC.EAINA.STBUS.2990
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ECTS Credits	6
Course Leader	LUCIO Alessio
Synchronous	39
Discipline	Stratégie, Innovation & Entrepreneurariat
Program	Global BBA
Prerequisites	-
Course Description	-
Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

INTRODUCTION TO DIGITAL TRANSFORMATION

Course Code	BAC.EAINA.ISBUS.2010
ECTS Credits	6
Course Leader	DETOU Jean-Francois
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	-
Course Description	-
Course Open to Exchange	
Semester	spring
Campus	Lille, Sophia
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

INTRODUCTION TO LUXURY

Course Code	BAC.EAINA.MKBUS.2040
ECTS Credits	6
Course Leader	GRASELLI Yan
Synchronous	39
Discipline	Autre
Program	Global BBA

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Prerequisites	Introduction to Business
Course Description	introduction to luxury
Course Open to Exchange	
Semester	fall, spring
Campus	Lille, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

INTRODUCTION TO PSYCHOLOGY

Course Code	BAC.EAINA.OTSOC.2411
ECTS Credits	6
Course Leader	MAUCLAIR AUGUSTIN Brandon
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	None
Course Description	An overall introduction to psychology as a social and natural science. This course aims at giving students an overview of how with think, feel and behave, and how as an evolving science it continually addresses the central questions about the relationship between psychological events and their neural underpinnings, cognition and emotion, cultural processes and human evolution, and between nature and nurture. The students are asked to make connections between the various topics, as well as to apply and discuss them with critical thinking.
Course Open to Exchange	
Semester	spring
Campus	Lille, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings :
Websites	

INTRODUCTION TO THEATER

Course Code	BAC.EAINA.OTHUM.1010
ECTS Credits	6
Course Leader	MAUCLAIR AUGUSTIN Brandon

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Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	Co: Academic Research & Writing I
Course Description	HUM 1010 is an introduction to drama as literature and to performative dimensions of drama. It is aimed at giving an overview of the evolution of western drama throughout the centuries from the time of the early Greek dramatists to the present. Students will read, discuss, and analyze plays from a variety of periods and national traditions in order to become familiar with the major styles, techniques, and conventions that characterize dramatic literature. Various acting methods will be explored along with voice, movement, and improvisational skills.
Course Open to Exchange	
Semester	spring
Campus	Lille, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

LEGAL ISSUES

Course Code	BAC.EAINA.ECBUS.3450
ECTS Credits	6
Course Leader	SMITH Devin
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	junior year
Course Description	The central goal of this course is to prepare students for potential legal issues they may face in their business careers. Students will understand how the legal system functions and how it can impact business decisions. Students will learn about legal process, the most important substantive business legal principles, and the government regulatory process, thus enabling them to: (1) identify the complexities of the legal system and its processes, (2) recognize common legal problems facing businesses, (3) communicate effectively when discussing legal processes and issues, (4) analyze situations provided in case studies and defend their positions in an informed and structured manner, and (5) apply knowledge of legal norms in relation to employment situations. This course uses regionally-based case studies.
Course Open to Exchange	
Semester	spring
Campus	Barcelone, Belo Horizonte, Dubaï, Lille, Nanjing, Raleigh, Sophia, Stellenbosch-Le Cap

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Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

MACRO ECONOMICS

Course Code	BAC.EAINA.ECBUS.2301
ECTS Credits	6
Course Leader	CORDAHI Charbel
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	None
Course Description	This course is an introduction to macroeconomics and economic methodology. It covers basic economic concepts and forces in real and monetary macroeconomics, providing the necessary theoretical tools to understand current problems and policies
Course Open to Exchange	
Semester	fall, spring, summer
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings : Case and Fair - Economics Principles - 9th ed. Mankiw and Taylor - Principles of Economics - 2nd ed. Cengage Learning
Websites	

MANAGEMENT COMMUNICATION

Course Code	BAC.EAINA.OTCOM.1010
ECTS Credits	6
Course Leader	MAUCLAIR AUGUSTIN Brandon
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	Academic Research and Writing I
Course Description	Communication is key. Its a simple but true statement, as communication is at the core of everything we do. In this course, emphasis is put on the acquisition of managerial communications skills for a professional work environment. Students research current business trends, analyse videos, refine their written business communication, and prepare and

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	deliver oral presentations using various formats. Students are expected to exercise strategic managerial communication practices and to think critically. They produce both long and short assignments and are expected to participate enthusiastically and professionally in classroom activities. In order to accomplish these goals, the course encompasses an interactive approach.
Course Open to Exchange	
Semester	fall, spring
Campus	Lille, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

MANAGERIAL ACCOUNTING

Course Code	BAC.EAINA.FIBUS.2202
ECTS Credits	6
Course Leader	CORDAHI Charbel
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	BAC.EAINA.FIBUS.2201
Course Description	The course will give students a basic knowledge of how to use managerial accounting tools and techniques that will assist management to achieve their stated goals and objectives.
Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Financial and Managerial Accounting, Williams/Haka/Bettner/Carcello Lectures Recommandées / Recommended readings :
Websites	

MARKETING PRINCIPLES

Course Code	BAC.EAINA.MKBUS.3601
ECTS Credits	6
Course Leader	GRASSELLI Yan

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Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	None
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.
Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Armstrong, G. & Kotler, Ph. "Marketing: An Introduction" (10th or 11th ed.). Prentice Hall Lectures Recommandées / Recommended readings :
Websites	

MATHEMATICS FOR BUSINESS AND MANAGEMENT

Course Code	BAC.EAINA.OTMTH.0100
ECTS Credits	6
Course Leader	DALMASSO Audrey
Synchronous	39
Discipline	ZZ TEST DEPARTEMENT TEST
Program	Global BBA
Prerequisites	-
Course Description	-
Course Open to Exchange	
Semester	fall, spring, summer
Campus	Lille, Sophia
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

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MICRO ECONOMICS

Course Code	BAC.EAINA.ECBUS.2302
ECTS Credits	6
Course Leader	CORDAHI Charbel
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	None
Course Description	This is an introductory course in microeconomics. It provides students with the fundamental concepts and tools of economic analysis.
Course Open to Exchange	
Semester	fall, spring, summer
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings : Economics - NG Mankiw & M Taylor - 2nd edition, South- Western, Cengage Learning Principles of Economics - Case, Fair, and Oster - 9th edition, Prentice Hall/Pearson Intl Edition
Websites	

ORGANIZATIONAL BEHAVIOR

Course Code	BAC.EAINA.HRBUS.3013
ECTS Credits	6
Course Leader	JOUSSEMET Caroline
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	None
Course Description	The course aims to help students understand workplace behaviour with a view to understanding how to manage people. The course investigates how organizational effectiveness depends on both individual and group-level factors, it also covers the influence an organisation's internal environment will have on the workforce.
Course Open to Exchange	
Semester	fall, spring
Campus	Belo Horizonte, Lille, Nanjing, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60

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Academic reference	Lectures obligatoires / Required readings : Reading: 'The Anglo Cluster: legacy to the British Empire' by Ashkanasy et al Robbins, S. 'Organizational Behavior', Pearson Education Lectures Recommandées / Recommended readings :
Websites	

PRINCIPLES OF MODERN MANAGEMENT

Course Code	BAC.EAINA.HRBUS.3501
ECTS Credits	6
Course Leader	JOUSSEMET Caroline
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	None
Course Description	This course should help students to acquire management knowledge and to develop management skills It enables the students to understand management as it relates to both the employer and employee and to acquaint the student with the various schools of management and the philosophy of management.
Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

PUBLIC SPEAKING AND PRESENTATIONS SKILLS

Course Code	BAC.EAINA.OTCOM.2370
ECTS Credits	6
Course Leader	MAUCLAIR AUGUSTIN Brandon
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	BAC.EAINA.LGENG.1001
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.
Course Open to Exchange	
Semester	fall, spring, summer
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia

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Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : The Art of Public Speaking, Stephen E. Lucas, Mc Graw Hill, 11th Edition Lectures Recommandées / Recommended readings :
Websites	

SOS CHEMISTRY LAB

Course Code	BAC.EAINA.OTEDS.1130
ECTS Credits	2
Course Leader	GRASELLI Yan
Synchronous	3
Discipline	Autre
Program	Global BBA
Prerequisites	co requisite sos chemistry lab
Course Description	illustration the topics of the course
Course Open to Exchange	
Semester	fall, spring
Campus	Lille, Sophia
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	
Websites	

STATISTICS FOR BUSINESS DECISIONS

Course Code	BUS.EAINA.ECBUS.2702
ECTS Credits	6
Course Leader	DALMASSO Audrey
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	BAC.EAINA.OTMTH.1701
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.
Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia

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Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Applied Business Statistics: Making Better Business Decisions (7th Ed.), Ken Black, Wiley Lectures Recommandées / Recommended readings :
Websites	

SURVEY OF SCIENCE - CHEMISTRY

Course Code	BAC.EAINA.OTEDS.1030
ECTS Credits	6
Course Leader	GRASELLI Yan
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	none
Course Description	review of chemistry topics
Course Open to Exchange	
Semester	fall, spring
Campus	Lille, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

SUSTAINABLE TRANSITIONS

Course Code	BAC.EAINA.STEVM.1020
ECTS Credits	6
Course Leader	SMITH Devin
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	-
Course Description	-This course introduces the different dimensions of sustainable development and social responsibility challenges that students will face when they work in a company. The goal is to give them the tools that will allow them to transform the world of tomorrow to make it sustainable. Students will acquire a common base of knowledge and skills and give them the keys to act on the transformations of organizations and will invite them to invent solutions to the challenges and constraints of their environment.

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Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Belo Horizonte, Lille, Raleigh, Sophia
Evaluation	
Final Examination (%)	65
Continuous Assessment (%)	35
Academic reference	
Websites	

USER EXPERIENCE

Course Code	BAC.EAINA.ISBUS.4000
ECTS Credits	6
Course Leader	DETOUT Jean-Francois
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	-
Course Description	-
Course Open to Exchange	
Semester	spring
Campus	Lille
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	