



EDHEC BBA
Spring semester
International Business Track
2016-2017



17_EB0_NI_IBT_S2_CCO_FLE_3303: INTERMEDIATE FRENCH FOR VISITING STUDENT S2

NUMBER OF HOURS: 30

SEMESTER 2

INTERNATIONAL PROGRAMME - 4 ECTS

COURSE OBJECTIVES

- Learn to master daily life communication situations, both written and oral
- Discover France and Aspects of French society and culture
- Participate in discussions and present one's opinions clearly

LEARNING OUTCOMES

- Master written and spoken French in daily life and in a social context

PREREQUISITES

To be able to speak, write and understand basic French

COURSE CONTENT

- Communicate with ease using daily life vocabulary
- Undertake administrative procedures
- Write e-mail messages and simple letters
- Understand texts in French and discuss a particular topic.

TEACHING & LEARNING METHODS

- Listening and video
- Discussions and debates
- Applied exercises both spoken and written, individual and in groups
- Role playing
- Grammar and vocabulary exercises as needed

ASSESSMENT METHODS

- Participation: 30%
- Continuous assessment: 70%

READINGS

- Grammaire Progressive du Français, Niveau Intermédiaire, CLE INTERNATIONAL
- Newspapers and magazines : Le Monde, Libération, L'Express, Le Figaro, le Nouvel Observateur, Le Point...
- <http://jt.france2.fr/http://www.france5.fr/c-dans-l-air/videos><http://www.lepointdufle.net>http://www.tv5.org/TV5Site/enseigner-apprendre-francais/accueil_apprendre.php

17_EB0_NI_IBT_S2_CCO_FLE_3511: FRENCH FOR BEGINNERS FOR VISITING STUDENTS S2

NUMBER OF HOURS: 30

SEMESTER 2

INTERNATIONAL PROGRAMME - 4 ECTS

COURSE OBJECTIVES

- To use the fundamental structures of standard French
- To acquire basic French vocabulary
- To acquire cultural knowledge so as to better apprehend the French speaking world
- To be able to use the French language in daily life

LEARNING OUTCOMES

- Being able to communicate using daily life expressions and basic sentences in elementary French.
- Better understanding the area they are going to live in and French culture.

PREREQUISITES

- This course is aimed at complete beginners

COURSE CONTENT

- Developing communication skills
- Using grammatical structures in context
- Using daily life vocabulary
- Apprehending the French-speaking world

TEACHING & LEARNING METHODS

- Listening
- Applied exercises both spoken and written, individual and in groups
- Role playing
- Grammar and vocabulary exercises as needed

ASSESSMENT METHODS

- Continuous assessment: 70%
- Participation: 30%

READINGS

- Grammaire Progressive du Français, Niveau débutant, CLE INTERNATIONAL
- Vocabulaire Progressif du Français, Niveau Débutant, CLE INTERNATIONAL

WEBSITES

<http://www.lepointdufle.net>

http://www.tv5.org/TV5Site/enseigner-apprendre-francais/accueil_apprendre.php

17_EB3_NI_IBT_S2_CCO_ANG_3293: BUSINESS ENGLISH

NUMBER OF HOURS: 30

SEMESTER 2

INTERNATIONAL PROGRAMME - 3 ECTS

COURSE OBJECTIVES

- Use of economic and business English necessary in situations of international communication
- Identifying the differences between written and spoken language

LEARNING OUTCOMES

At the end of this course, the student will be able to:

- Participate in a debate on the subject prepared
- Listen to audio files and debrief
- Read press articles and debrief

PREREQUISITES

EDHEC BBA Courses 1 and 2

COURSE CONTENT

- Increased knowledge of grammar and syntax acquired at Edhec
- Increased vocabulary in trade and economics
- Development of phonetic language and improved listening
- Studying topics related to business, leadership, management, environmental issues, corporate sponsorship, and business ethics

TEACHING & LEARNING METHODS

- Speaking: presentations on specific topics in the business world and synthesis of audio, video or writings (articles, case studies...)
- Listening to authentic documents: audio and video exercises
- Writing: summary of business documents, writing reports, circulars and essays
- Reading: reading comprehension exercises - skimming texts and articles

ASSESSMENT METHODS

Continuous assessment: 40%

Participation: 20%

Written work: 20%

Final oral: 20%

17_EB3_NI_IBT_S2_CCO_CCS_3455: CONTEMPORARY FRENCH BUSINESS & SOCIETY

NUMBER OF HOURS: 30

SEMESTER 2

INTERNATIONAL PROGRAMME - 5 ECTS

COURSE COORDINATOR: Isabelle SEQUEIRA

COURSE OBJECTIVES

This course has been created for international students studying in France for one year or one semester. It introduces them to key social, cultural and economic indicators of French society including a glimpse at corporate best practices, areas of excellence and a critical view of performance. A weekly review of current issues allows students to get their bearings in their socio-cultural surroundings. Product legends will be studied to give students the opportunity to get a glimpse into everyday life and to make the "French experience". Behavioural tendencies linked to underlying cultural values of the French society will be surfaced to allow students to better understand what can be called the French mindset.

LEARNING OUTCOMES

After having taken this course participants will be able to :

- identify the key cultural features of contemporary French society with a particular focus on its values
- give examples of large French corporations and compare them with international competitors
- analyze key themes of French opportunity and threats, particularly those related to society and culture
- develop an understanding of the city of the multicultural heritage

PREREQUISITES

Junior year of Bachelor

General management, strategy and marketing knowledge Proficiency in English

Advanced use of data search

COURSE CONTENT

Part I - An overview of France throughout history with a particular focus on monarchy, centralization, the production of luxury goods, engineering and the creative industries

Part II - Public and private corporations of France, a critical and comparative perspective

Part III – Consumer habits and legend products

Part IV - Doing Business in France (World Bank Publications)

Part V - Application Exercises (case study and/or project work)

TEACHING & LEARNING METHODS

- Course lectures
- Case Studies
- Project Work
- Preliminary Reading
- Interactive contents to prepare, consolidate and reviews class contents via Blackboard

ASSESSMENT METHODS

Participation 25%

Group project 25%

Final Exam 50% (2 hours)

READINGS

- BRECHON, Pierre editor. (2003) *Les valeurs des français*, Paris : Armand Colin.
- Philippe D'Iribarne, (2009) *National Cultures and Organisations in Search of a Theory : An Interpretative Approach*, *Journal of Cross Cultural Management*, 9, 309-321
- DUBOYS FRESNEY, Laurence (2001) *Atlas des français : Grand angle sur un peuple singulier*, Editions autrement, Collection Atlas Monde & Sciences humaines
- Hancke, B. (2001) "Revisiting the French Model : Coordination and Restructuring in French Industry," in P.A. Hall and D. Soskice (eds.) *Varieties of Capitalism*, Oxford, Oxford University Press.
- HAMPDEN-TURNER, C. & Trompenaars, F. (1994) *The Seven Cultures of Capitalism : value systems for creating wealth in the United States, Britain, Japan, Germany, France, Sweden, and the Netherlands*, London, Piatkus.
- LANDES, David «French Entrepreneurship and Industrial Growth in The Nineteenth Century» *Journal of Economic History* 9 (1949) : 45-61.
- Levy, Jonah (1999) *Tocqueville's Revenge : State', society and economy in contemporary France*, Cambridge Harvard University Press.
- Maclean, Mairi & Charles Harvey, (2006) *Business elites and corporate governance in France and the UK*, New York : Palgrave.
- MERMET, Gérard, (2001) *Francoscopie*, Paris: Larousse. *OECD Economic Surveys : France*, March 2011.
- REDDING, Gordon (2005) «The Thick Description and Comparison of Societal Systems of Capitalism» *Journal of International Business Studies*, 36, pp. 123-155.
- Sciolino, Elaine (2011) *Seduction:How the French play the game of life*, Times Books.
- Schwartz, Viven (2011) *Modern France: A very short introduction* : Oxford : Oxford Univesity Press.

17_EB3_NI_IBT_S2_CCO_FIN_4745: IBT3 -COUNTRY RISK ANALYSIS

NUMBER OF HOURS: 30

SEMESTER 2

INTERNATIONAL PROGRAMME - 4 ECTS

COURSE OBJECTIVES

- The course aims at providing students with a solid understanding of the concept, the historical perspectives, the theoretical debates and methodologies of country risk analysis, in the global economic system. Country risk assessment deals with economics, finance, politics, sociology, and history.
- Students will learn that, as the new global economy raises the level of uncertainty and complexity for MNEs' cross-border strategy, country risk analysis has become an essential component of strategy decisions regarding export, investment, partnership, mergers and acquisitions.

LEARNING OUTCOMES

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

- Understand the multi-faceted dimensions of cross-border risk
- Assess the main sources of risks and opportunities arising from the growing integration of international financial markets from the firm's standpoint;
- Apprehend the range of risk-analysis methodologies, and their respective pros and cons
- Apply country risk analysis to a particular country

PREREQUISITES

Macroeconomics

COURSE CONTENT

- Why is it important to study country risk analysis?
- Methodologies: the qualitative, structural approach to country risk
- Economic and financial risk
- Political risk and governance issues
- Assessment methodologies: ratings of countries
- Typology of crises
- How can risk be (partially) covered? Tools used to mitigate and manage country risks
- Information and intelligence gathering

TEACHING & LEARNING METHODS

The breakdown of the final course grade is the following:

- Participation and case discussion:10%
- Group presentation: 15%
- Midterm exam:25%
- Final exam:50%

READINGS

“Country Risk Assessment”, Bouchet Michel Henry, Gros Lambert B., and Clark E., London: Wiley, 2003.

17_EB3_NI_IBT_S2_CCO_FIN_4746: IBT3 -ADVANCED FINANCIAL ACCOUNTING

NUMBER OF HOURS: 30

SEMESTER 2

INTERNATIONAL PROGRAMME - 4 ECTS

COURSE OBJECTIVES

The course is designed to provide students with a comprehensive understanding of consolidated financial statements and how to prepare them. Focus on the accounting principles, methods and techniques that relate to particular types of business and nonbusiness entities, including corporations, partnerships, government units, and nonprofits.

LEARNING OUTCOMES

Upon completion of the course, students will acquire factual knowledge and terminology related to advanced accounting topics, learn to apply advanced accounting procedures to enhance problem solving skills and develop competency in advanced accounting procedures in preparation for a professional career in accounting.

PREREQUISITES

Financial Accounting

COURSE CONTENT

- The Equity Method of Accounting for Investments
- Business Combination: Consolidation of Financial Information
- Consolidations—Subsequent to the Date of Acquisition
- Consolidated Financial Statements and Outside Ownership
- Consolidated Financial Statements— Intercompany Asset Transactions
- Segment and Interim Reporting
- Foreign Currency Transactions and Hedging
- Worldwide Accounting Diversity and International Standards
- Partnerships: Formation, operations, termination and liquidation
- Accounting for State and Local Governments
- Accounting and Reporting for Private Not-for-Profit Organizations

TEACHING & LEARNING METHODS

This course is taught through a combination of lectures and individual exercises. Teaching methodology emphasizes a practical approach.

Student participation in class discussions is encouraged through an interactive teaching style, and the instructor will endeavor to provide personalized attention – especially when students encounter problems.

ASSESSMENT METHODS

The breakdown of the final course grade is the following:

- Participation: 20%
- Midterm examination: 30%
- Final examination: 50%

READINGS

“Advanced Accounting”, 12TH EDITION by Joe Ben Hoyle and Thomas Schaefer and Timothy Douppnik

RULES FOR ABSENCE AND PLAGIARISM

Attendance is compulsory and will be taken at each class. It is ultimately the student’s responsibility to make sure all of the work for each course is completed.

Any form of academic dishonesty is unacceptable and subject to disciplinary action. Plagiarism will be severely sanctioned.

17_EB3_NI_IBT_S2_CCO_LAW_3342: IBT3 -EUROPEAN ECONOMIC AND GOVERNANCE ISSUES

NUMBER OF HOURS: 30

SEMESTER 2

INTERNATIONAL PROGRAMME - 4 ECTS

COURSE OBJECTIVES

Introduce the European Community to business students.

LEARNING OUTCOMES

After having taken this course participants will be able to:

Name the important actors in the EEU decision making process and particularly those impacting international business

Understand EEU regulation with respect to European competitiveness

PREREQUISITES

Junior year of Bachelor

General management, strategy and marketing knowledge

Proficiency in English

Advanced use of data search

COURSE CONTENT

- 1) Ever Closer Union? Steps of European integration from the 1950s to 2012
- 2) Actors, Institutions, Decision-Making I
- 3) Actors, Institutions, Decision-Making II
- 4) Opportunities of the Internal Market
- 5) Competition Policy
- 6) The Monetary Union
- 7) Coping with the Crisis: Towards a Fiscal Union?

8) Regional and Structural Funds

9) The EU and its Neighborhood: Beyond Enlargement?

10) The EU: A Global Power?

TEACHING & LEARNING METHODS

- Course lectures
- Case Studies
- Project Work
- Preliminary Reading

ASSESSMENT METHODS

50% in class assessment and participation

50% Final Exam

READINGS

To be announced

17_EB3_NI_IBT_S2_CCO_LAW_3346: IBT3 -EUROPEAN BUSINESS LAW

NUMBER OF HOURS: 30

SEMESTER 2

INTERNATIONAL PROGRAMME - 4 ECTS

COURSE OBJECTIVES

To give future managers an overview of the legal framework for their business projects.

LEARNING OUTCOMES

After having taken this course participants will be able to:

- Understand the principles of the freedom of establishment and free movement of goods and services
- Understand the impact of the basic principles of the European law on companies' activities

PREREQUISITES

Fundamental notions in Law

COURSE CONTENT

1) Introduction to the law of the European Union

- Institutions
- Decision-making process
- Sources of the EU law (treaties, directives, regulations, decisions)

2) The Internal Market : Goods

- Customs union
- The elimination of quantitative restrictions
- The elimination of non-quantitative restrictions

3) The Internal Market : Services

- Free provision of services
- Recognition of qualifications and diplomas

4) Company law in the European Union

- Right of establishment
- Societas Europaea (SE) and European Economic Interest Grouping (EEIG)

5) Implementation of the lectures : Managing a company in Europe

- Students in groups, each one working on a proper project
- Creating, expanding and managing a company doing business across Europe

6) Protection of consumers

- Safety of products and liability of manufacturers
- Protected Designation of Origin and Protected Geographical Indication

7) Competition and distribution

- Collusion, abuse of dominant position and mergers
- Selective and exclusive distribution

8) Tax law and labour costs in the European Union

9) EU funding opportunities for companies

- European Regional Development Fund, European Social Fund and programmes for SMEs

10) Lobbying for companies in the EU institutions

ASSESSMENT METHODS

Continuous assessment 30%

Final exam 70%

READINGS

EU law and treaties : <http://eur-lex.europa.eu/en/index.htm>

EU institutions and policies : http://europa.eu/legislation_summaries/index_en.htm

EU funding policies in France : <http://www.europe-en-france.gouv.fr/>

Council of Europe : <http://hub.coe.int/en/>

17_EB3_NI_IBT_S2_CCO_MGT_3341: IBT3 -CORPORATE SOCIAL SUSTAINABILITY

NUMBER OF HOURS: 30

SEMESTER 2

INTERNATIONAL PROGRAMME - 4 ECTS

COURSE OBJECTIVES

This course provides a solid introduction to corporate social responsibility from a managerial and strategic perspective taking an international and comparative approach.

LEARNING OUTCOMES

After having taken this course participants will be able to:

- make a well-founded and critical appraisal of company practices with regard to CSR
- understand the relevance of CSR in a variety of business sectors

PREREQUISITES

Junior year of Bachelor with basic management, strategy and writing skills already acquired.

Proficiency in English.

Advanced use of data search.

COURSE CONTENT

Introduction, Theoretical and academic bases of CSR

Part 1

- Origins of CSR
- CSR in Europe
- The so called business case of CSR versus “normative” approaches
- Case Studies in CSR

Applications of Corporate Social Responsibility

Part 2

- Environmental
- Social
- Economic
- Entrepreneurial
- Educational (human capital)

Part 3

- Transparency, reporting and assessment of CSR
- “Socially Responsible” Strategies
- Exercises

TEACHING & LEARNING METHODS

Course lectures, adversary style debates and case studies.

ASSESSMENT METHODS

Final exam (1h30): 100%

Oral participation in case study exercises and adversary style debates (bonus)

READINGS

Crane et al. (2009), *The Oxford Handbook of Corporate Social Responsibility*, OUP.

Donaldson and Preston (1995), *The stakeholder theory of the corporation: concepts, evidence, and implications*, *Academy of Management Review* 20, 65-91.

Freeman, R. Edward, and William Evan, (1990), *Corporate Governance: A Stakeholder Interpretation*, *The Journal of Behavioral Economics* 19 (4): 337-359.

Friedman, M. (1970), *The Social Responsibility of Business is to Increase Its Profits*, *The New York Times Magazine*.

Ghoshal, S. (2005), *Bad Management Theories Are Destroying Good Management Practices*, *Academy of Management Learning & Education*, 2005, Vol. 4, No. 1, 75–91.

Matten, D. and J. Moon (2008), *Implicit and explicit CSR: A Conceptual Framework for a Comparative Understanding of Corporate Social Responsibility*, *Academy of Management Review*, Vol. 33, No. 2, 404–424.

17_EB3_NI_IBT_S2_CCO_MGT_3343: IBT3 -OPERATIONS MANAGEMENT : IT AND LOGISTICS

NUMBER OF HOURS: 30

SEMESTER 2

INTERNATIONAL PROGRAMME - 4 ECTS

COURSE OBJECTIVES

Successful companies need to have the capability of delivering high-quality products and/or services to meet their customer demands in a timely and cost-effective manner. Networks of information and material flows must be managed from sources of supply through transformations of resources into goods and services for customer deliveries through distribution systems. The operations process is responsible for planning, organizing, directing and controlling resources in order to meet the goals of an organization. The main purpose is to get the work done efficiently and effectively.

This course provides an introduction to vocabulary, concepts, selected methods and tools useful in operations management, linking new technologies and logistics in the context of ERP (enterprise resource planning) projects. This will help students to develop an understanding of the strategic role of operations as well as an appreciation for operations activities and how to improve them.

Throughout the lectures, we attempt to balance theoretical concepts and techniques with a pragmatic outlook on the realities of today's operations environments.

LEARNING OUTCOMES

Upon successful completion of this course, students will:

- Develop a general managerial perspective on the role of operations and quality management;
- Be able to assess and map processes;
- Develop a broad understanding of advantages and limitations of operations planning and control systems;
- Be able to use basic quality methods and tools.
- Develop understanding of Information Technology and its use in business environment

COURSE CONTENT

- Operations and processes
- Stock management
- Resource and flow planning
- Transportation
- Management Information Systems
- Enterprise Resource Planning
- Quality Management

TEACHING & LEARNING METHODS

The course includes various pedagogical tools: lectures, videos, business reports and articles, books, business case studies and teamwork.

ASSESSMENT METHODS

The grade will be based on class participation, group cases, presentations and other graded assignments. Grades are weighted as follows:

- Presentation/case study
- Class participation 40%
- Final exam 60%

READINGS

Slack, N., Chambers, S., Johnston, R., Betts, a., Operation and process management – Principles and practice for strategic impact, Pearson Education - Prentice Hall, 3rd edition 2012

17_EB3_NI_IBT_S2_CCO_MGT_3345: IBT3 -CROSS CULTURAL MANAGEMENT**NUMBER OF HOURS: 30****SEMESTER 2****INTERNATIONAL PROGRAMME - 4 ECTS****COURSE OBJECTIVES**

This course prepares future managers for the international challenges faced when people, services and corporations operate across borders. Students become acquainted with assessing the cultural challenges of developing business in developed and emerging economies using analytical frameworks used by business developers, and taking account of current events and interdisciplinary investigation methods. Since students will encounter issues of intercultural management in the domestic arena, too, the basics of diversity management will be introduced and discussed using case studies.

LEARNING OUTCOMES

After having taken this course participants will be able to :

- undertake a country analysis using the PESTEL and CAGE frameworks
- use cross cultural theory to assess managerial and consumer opportunities and risks
- consolidate a SWOT analysis with country/culture and macro-economic data
- design and implement management key strategies for diverse working environment

PREREQUISITES

Junior year of Bachelor.

General management, strategy and marketing knowledge.

Proficiency in English.

Advanced use of data search.

COURSE CONTENT

Part I - An overview of course cultural theories including but not limited to Hall, Hofstede, the Globe Framework and a choice of cultural intelligence theories.

Part II - Organizational culture, its theories and impact on transnational corporations. A particular focus is made on BRIC and emerging economies and their cultures and organizations. Using the example of an existing international company, students will discover the extent of diverse workforce and the need of adapted management skills.

Part III - Tools of analysis for country assessment in terms of social, economic and cultural risk. Introduction to the following working tools:

- PESTEL
- CAGE
- Doing Business in (World Bank Publications)

Part IV - Application Exercises

TEACHING & LEARNING METHODS

Course lectures, case studies, project work, preliminary reading.

ASSESSMENT METHODS

Participation: 25%
Group project: 25%
Final Exam (2 hours): 50%

READINGS

Students will use and have access to the country reports published regularly by "The Economist".

"Doing Business in..." The World Bank Publications PESTEL and CAGE frameworks will be introduced through a reading package drawn from scholarly and business publications and fully accessible through the school library network

Deresky, Helen (2013), *International Management: Managing Across Borders and Cultures*, Pearson, 7th edition.

Browaeys, M.J. & Price R. (2008), *Understanding Cross-Cultural Management*, Prentice Hall.

Jacob, Nina (2003), *Intercultural Management*, MBA Publishing.

Ozibiligin, Mustafa & Tatli, Ahu (2008), *Global Diversity Management*, Palgrave Macmillan.

17_EB3_NI_IBT_S2_CCO_MGT_4005: IBT3 -MANAGEMENT IN MULTINATIONAL CORPORATION

NUMBER OF HOURS: 30

SEMESTER 2

INTERNATIONAL PROGRAMME - 4 ECTS

COURSE OBJECTIVES

This course aims at making you familiar with topics relevant to international companies nowadays. During this seminar we will address three main topics that are central to international organizations' functioning nowadays:

- International Human Resource Management with a particular focus on expatriation
- Groups and Teams Dynamics (Team Leadership, Virtual Teams, Team Creativity)
- International Organization's Structure, Culture and Strategy

LEARNING OUTCOMES

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

- Understand how to manage HR in multinational companies
- Apply methods for analyzing human and organizational issues in international settings
- Understand how to manage team dynamics
- Understanding networks in multinational organizations

PREREQUISITES

None

COURSE CONTENT

CLASS, DATE, TIME.	TOPICS, READINGS, PREPARATORY WORK
Before Class Starts	Mini Assignment: Introductory Memo
Session 01: Introduction	Topics: <i>Introduction to International Organizations</i> Presentation of the course and expectations
Session 02: Global HRM – Expatriation	Topics: <i>Global HRM</i> <ul style="list-style-type: none"> • Understanding Global HRM • Global Talent Management • Focus on Expatriation from the individual and organization's perspective (Case Study on Expatriation)
Session 03: Global HRM –	Topics: <i>Global HRM – Diversity Management</i>

<p>Diversity Management March 24th morning</p>	<ul style="list-style-type: none"> • Expatriation Wrap-Up • Diversity Management
<p>Session 04: Groups and Teams – Virtual Teams</p>	<p>Topics: Groups and Teams in International Organizations</p> <ul style="list-style-type: none"> • Team Structure and Processes • Focus on Virtual Teams (Case Study) • Team Creativity & Innovation <p>Readings and Assignment:</p> <ul style="list-style-type: none"> • Read and Prepare the Case: Managing Virtual Teams (link posted on BBV)
<p>Session 05 & 06: Team</p>	<p>Topics: Groups and Teams in International Organizations</p> <ul style="list-style-type: none"> • Read and Prepare: Why dream teams fail? <p>Due a 10-12 minutes presentations of your group dynamics project</p>
<p>Session 07: Organizational Culture, Structure and Strategy</p>	<p>Topics: <i>International Organization's Culture and Change</i></p> <ul style="list-style-type: none"> • Understanding Organizational Culture in International organizations • English as Lingua Franca – Understanding Radical Change (Case Study) <p>Readings and Assignment:</p> <ul style="list-style-type: none"> • Read and Prepare the Case: Englishnization (link available on BBV)
<p>Session 08: Final Session & Wrap up</p>	<p>Topics: <i>Organizational Structure</i></p> <ul style="list-style-type: none"> • Multi-level understanding of networks in international organizations • Group Presentation • Course Wrap Up

TEACHING & LEARNING METHODS

An mix of lectures, case studies, group work on projects and individual exercises

ASSESSMENT METHODS

Class Assignments

The assignments are designed to be varied (in-class contribution, individual reflections and group project).

20%	Participation, Behavior, Attendance (10%) & Mini Assignments & Case Readings (10%)	Individual work
30%	Expatriate Exercise	Individual
10 %	In-class Cases	Group project
20%	Understanding Group Dynamics (10-15 min PowerPoint)	Group project
20%	Final Project (20 min PowerPoint)	Group project

Late papers/assignments will be downgraded by 5% for each day late

READINGS

Suggested Textbook:

Briscoe, D., Schuler, R. and Tarique, I. (2012). International Human Resource Management. 4th ed. London: Routledge.

Thompson, L. (2013). Making the Team (5th ed.) Prentice Hall.

More readings available on Blackboard

17_EB3_NI_IBT_S2_CCO_MKG_3347: IBT3 -LUXURY INDUSTRY

NUMBER OF HOURS: 30

SEMESTER 2

INTERNATIONAL PROGRAMME - 4 ECTS

COURSE OBJECTIVES

- Introduce students to the Luxury Markets, through a topical study of the luxury world, including perfumes, cosmetics, accessories, table arts and fashion products.
- Provide students with the knowledge of the luxury world specific dimensions and the basic skills for a successful career in the luxury sector, in an international context.

LEARNING OUTCOMES

Upon successful completion of this course, students will be able to:

- Describe patterns of luxury consumption,
- Apprehend the basics of luxury brand management,
- Analyze the current economical, managerial & cultural shifts in the luxury industry.

PREREQUISITES

Prior understanding of the basic principles of marketing, market survey techniques and consumer behaviour.

Good writing and reading skills in English.

COURSE CONTENT

- Introduction to Luxury & a brief history of Luxury
- Luxury Markets
- Luxury Products Consumption : a psycho-sociological approach
- Luxury Brand Management and Marketing

TEACHING & LEARNING METHODS

Lectures, Team Work & Case Studies

ASSESSMENT METHODS

60% exam, 10% Participation, 10% Individual cases, 20% Team work and project

17_EB3_NI_IBT_S2_CCO_MKG_4721: IBT3 -BRAND MANAGEMENT

NUMBER OF HOURS: 30

SEMESTER 2

INTERNATIONAL PROGRAMME - 4 ECTS

COURSE OBJECTIVES

- Introduce key issues in Brand Management
- Acquire a clear understanding of the brand personality, brand positioning and brand equity concepts
- Learn and apply key elements of crafting & driving brand equity
- Evaluate strategic decisions and decide on the most appropriate branding strategy and tactics to implement

LEARNING OUTCOMES

After having taken this course, participants will be able to:

- Comprehend brand development : from strategy to implementation
- Design appealing brand identities and value propositions
- Develop a pertinent brand strategy and strengthen brand equity
- Organize to manage effectively a brand and exploit market opportunities

PREREQUISITES

Marketing Management

COURSE CONTENT

Introduction to Brands and Brand Management

1. Establish Brand Positioning, Values and Identity
2. Design Marketing Programs to Build and Develop Brand Equity
3. Manage Brand Portfolios and Evaluate Brand Performance

TEACHING & LEARNING METHODS

Lectures, Case studies, Group Work

ASSESSMENT METHODS

Continuous Assessment : 40% (Case Studies : 10%, Team Work : 20%, Participation : 10%)

Final Exam : 60%

READINGS

Keller, Kevin Lane. 2013. Strategic Brand Management: Building, Measuring and Managing Brand Equity. Global Edition. Fourth edition. Pearson Education

17_EB3_NI_IBT_S2_CCO_MKG_4747: IBT3 -DIGITAL MARKETING

NUMBER OF HOURS: 30

SEMESTER 2

INTERNATIONAL PROGRAMME - 4 ECTS

COURSE COORDINATOR: Marie -Catherine MARS

COURSE OBJECTIVES

This course is a graduate level, giving to the learner an overview about digital tools and information systems used nowadays. The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for using and implanting digital marketing strategies

LEARNING OUTCOMES

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

- Understand challenges in digital marketing
- Apply methods for launching, analyzing and evaluating digital strategies
- Understand how firms will use the power of this news tools in order to impact customer behaviors before, during and after a consumption/ shopping experience

PREREQUISITES

Some maturity and constructive critical mindset in looking carefully at fundamental issues is also needed for a better understanding of major challenges in this sector. Background in marketing and strategy are well appreciated.

COURSE CONTENT

The main goal of this lecture is to help students to understand digital marketing methods For it, we will emphasize fundamental concepts on mobile marketing, social media, omni-channel strategy.

TEACHING & LEARNING METHODS

Lectures including multimodal presentations, Individual and group projects, Case studies, poster sessions

ASSESSMENT METHODS

Formal exam during teaching term and global case study integrating all competences acquired during the session. The global case study will be a transversal case, evaluating students' critical thinking and knowledge.

READINGS

- Chaffey, D. (2015) Digital business and e-commerce management. 5th edition. Harlow, FT Prentice Hall. 5th edition available on MyLibrary.
- Bratton, S. and Evans, D. (2012) Social media marketing: an hour a day. 2nd edition. Indianapolis, Wiley Publishing.

RULES FOR ABSENCE AND PLAGIARISM

The final grade in a class is affected by attendance (active participation in the class). The final grade in this class will be affected by active participation, including attendance. In case of cheating or plagiarism, students will receive directly a grade of zero on the assignment and will be referred for a disciplinary procedure. Students are expected to be honest and adopt an exemplary behavior towards their professors. In case of violation of this last rule concerning their behavior, students can be referred for disciplinary actions.

17_EB3_NI_IBT_S2_ELE_FIN_3348: IBT3 - ADVANCED CORPORATE FINANCE**NUMBER OF HOURS: 30****SEMESTER 2****INTERNATIONAL PROGRAMME - 4 ECTS****COURSE COORDINATOR: Gohar STEPANYAN****COURSE OBJECTIVES**

This course focuses on theoretical issues which arise in modern corporate finance, and its major theme is the firm's capital structure and pay-out decision. The objective is to explain optimal strategic decision-making by applying corporate financial theory to cases of observed financial policy, financial instruments and valuation. In particular, the following topics are

studied: discounted cash flow valuation and its application to the valuation of bonds and stocks, cost of capital and capital budgeting, raising funds for going public, equity versus debt financing, capital structure and payout policy, the use of derivatives for risk management, mergers and acquisition and issues of corporate control.

LEARNING OUTCOMES

Upon completion of this course, the course participants will be able to:

- estimate the weighted average cost of capital
- apply different techniques for evaluating capital budgeting projects
- understand the main factors affecting capital structure decisions
- differentiate between different forms of payouts to shareholders

PREREQUISITES

The prerequisite for this course is an introductory course in financial management (Principles of Finance).

COURSE CONTENT

Below is the tentative lecture/assignment/exam schedule for the course. Any adjustments will be announced beforehand.

Session 1: Introduction

¿ RWJ: Chapter 1: Introduction to Corporate Finance

¿ Valuation of Bonds and Stocks Revisited

Session 2: The Cost of Capital

¿ BH: Chapter 10: The Cost of Capital

¿ In-class practice problems

Session 3: Capital Budgeting: The Basics

¿ RWJ: Chapter 9: Net Present Value and Other Investment Criteria

¿ RWJ: Chapter 10: Making Capital Investment Decisions

Session 4: Capital Budgeting: Other Topics

¿ RWJ: Chapter 11: Project Analysis and Evaluation

¿ In-class practice problems

Session 5: MIDTERM EXAM

Session 6: Long-Term Financial Policy

¿ RWJ: Chapter 15: Raising Capital

¿ RWJ: Chapter 16: Financial Leverage and Capital Structure Policy

Session 7: Corporate Payout Policy

¿ In-class practice problems

¿ BH: Chapter 15: Distributions to Shareholders: Dividends and Share Repurchases

Session 8: Short- and Long-Term Financial Planning

¿ RWJ: Chapter 4: Long-Term Financial Planning and Growth

¿ RWJ: Chapter 18: Short-Term Finance and Planning

Session 9: Special Topics in Corporate Finance

¿ BH: Chapter 18: Derivatives and Risk Management

¿ BH: Chapter 21: Mergers and Acquisitions

Session 10: Wrap-Up Session

¿ Final Review

FINAL EXAM: Date and time to be assigned

TEACHING & LEARNING METHODS

This course is a combination of lectures and practice sessions. Students are expected to work continuously throughout the semester and be active in class. We will be using select chapters from two textbooks, accompanied with lecture notes and practice exercises.

In-class Practice Problems: We will discuss and solve in class three sets of problems to help you prepare for the exams.

Exams: There will be a mid-term exam covering topics from Sessions 1 to 4 as well as a comprehensive final exam covering all the topics discussed during the semester. Both exams will consist of numerical problems and multiple-choice conceptual questions, and will be closed-book. However, you are allowed to bring one A4 size sheet of paper with formulas, concepts or other desired text (you may use both sides of the sheet). Don't forget to bring a calculator.

ASSESSMENT METHODS

Student learning will be evaluated on the basis of the following weighed components:

¿ Midterm Exam – 40 percent

¿ Final Exam – 60 percent

READINGS

Recommended textbooks:

- ç Brigham, E.F. and Houston, J.F., Fundamentals of Financial Management (12/E), South-Western, 2009. (BH)
- ç Ross, S.A., Westerfield, R. W. and Jordan, B.D., Fundamentals of Corporate Finance (10/E), McGraw-Hill/Irwin, 2013. (RWJ)

If necessary, supplemental course material will be distributed in class or posted on the course website.