



EMPOWERING CHANGEMAKERS FOR A BETTER SOCIETY

SYLLABI

Courses for Incoming
Exchange Students

Bachelor PGE
Paris

Spring 2021

Syllabi_Bachelor PGE_Paris_IN_jan21

As we have moved from one Information System to another in the recent months, some syllabi have not yet been integrated in the new IS (Aurion), and can still be found on the Lille Catholic University Course Catalog.

You can find the direct links to the missing syllabi below.

| Libellé.Cours | Nombre de crédits.Cours | Code.Type de cours | Code.For mat du cours | Code.Filière | Syllabi |
|--|-------------------------|--------------------|-----------------------|--------------|---|
| ENTREPRENEURIAL DECISION MAKING | 0 | OE | INT | ENT | http://univ.univ-catholille.fr/formations/Fiche-Cours.asp?langue=1&cours_id=71875&etb_id=6 |
| IMPORT-EXPORT: SELLING AND NEGOTIATING | 0 | OE | INT | NEG | http://univ.univ-catholille.fr/formations/Fiche-Cours.asp?langue=1&cours_id=72063&etb_id=6 |
| RECRUITMENT AND EMPLOYER BRANDING | 0 | OE | INT | HRM | http://univ.univ-catholille.fr/formations/Fiche-Cours.asp?langue=1&cours_id=72783&etb_id=6 |

| FINANCIAL ANALYSIS 0199 | | |
|-------------------------|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 3.5 | IESEG - School of Management |
| Class code : | 2021_SYL_ACC_0199 | ACC |

| Level | Year | Semestre | Campus | Language of instruction |
|----------|------|----------|--------|-------------------------|
| Bachelor | 2 | S4 | L / P | |

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|--------------------|--|
| Lecturer(s) | BEYA Issam / GENTINA Guillaume / GOEL Pratik / HEGARTY John / HIKMI Ahmed / POLOUNOVSKY Nicolas / ROUGIER Martin Louis / TAVARD Xavier |
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Prerequisites

Students should have basic knowledge of accounting principles and in particular the structure of the balance sheet, the income statement, and the cash flow statement. It is also imperative that they are willing to prepare and read the required material on their own before each session. The ability to participate, interact and ask critical questions is essential for success in this course.

Learning objectives

At the end of the course, the student should be able to:

- 1) understand, at a basic level, the key concepts and techniques used in financial analysis;
- 2) analyse and compare the financial statements of real-life companies by only applying their knowledge of analytical techniques acquired in the course;
- 3) demonstrate a basic understanding of the application of the subject knowledge for making effectual decisions as lenders, equity analysts, or external consultants charged with monitoring or advising on corporate performance.

1.A Demonstrate an international mindset / 1.C Communicate effectively in English / 4.C Convey powerful messages using contemporary presentation techniques / 5.B Construct expert knowledge from cutting-edge information / 6.B Synthesize multifaceted information from various sources across different functional fields

Course description

1. Introduction, including a lesson on how to read annual reports of companies
2. Strategy analysis
3. Balance sheet analysis, including working capital analysis
4. Income statement analysis
5. Cash flow statement analysis
6. Ratio analysis (assessing the operating, investment, and financial management of companies)

Assessment / Feedback

| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|----------------------------|-------------|--------------|---------------|-----------------|---------------|---|---|---|---|----|----|----|
| Type of test | End of term | Midterm exam | Group project | Multiple choice | Participation | | | | | | | |
| Number of hours if written | 2.0 | 1.5 | | | | | | | | | | |
| 2nd session | true | | | | | | | | | | | |
| Coefficient | 40.0 | 25.0 | 20.0 | 10.0 | 5.0 | | | | | | | |

Recommended reading

A custom textbook comprising of chapters from two different textbooks:

Financial Accounting and Reporting: A Global Perspective - Stolowy, Ding, Paugam (Cengage Learning, 6th Edition, Chapters 14, 15, 17, 18);

Business Analysis & Valuation: IFRS edition - Palepu, Healy and Peek (Cengage Learning, 5th Edition, Chapters 2, 3, 5).

Work load

| Type of course | Number of hours |
|--------------------------|-----------------|
| Face to face | |
| Interactive courses | 21.33 |
| Directed work | 2.67 |
| Independent study | |
| Personnal work | 32.0 |
| Collective project | 15.0 |
| Independent work | |
| E-learning | 9.0 |
| Total | 80.0 |

The hours attributed to personal work include the preparation time for MCQ tests as well as midterm and end term examinations. They also comprise of the individual study time needed before and after each interactive session for revising the course concepts and working on practical exercises.

| FUNDAMENTALS OF HUMAN BEHAVIORS 0333 | | |
|--------------------------------------|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 2.5 | IESEG - School of Management |
| Class code : | 2021_SYL_HRM_0333 | HRM |

| Level | Year | Semestre | Campus | Language of instruction |
|----------|------|----------|--------|-------------------------|
| Bachelor | 2 | S3 / S4 | L / P | |

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|--------------------|--|
| Lecturer(s) | ALIBAY Sheila / DELAMAIRE Marie-Laure / DESCHAMPS Amélie / MARTIN-SANCHEZ Diego / SULPICE Jean-Denis |
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Prerequisites

None

Learning objectives

At the end of the course, the student should be able to: 1. Identify concepts of human behavior relevant in organizations 2. Develop an awareness of concepts that help in regulating own behavior 3. Understand concepts that will help in managing others? behavior 4. Develop capability for analyzing managerial situations using OB frameworks 5. Examine issues associated with the application of OB concepts in various settings 6. Develop greater awareness of ethical factors involved while making decisions

4.C Convey powerful messages using contemporary presentation techniques / 5.D Make effectual organizational decisions / 6.A Thoroughly examine a complex business situation

Course description

Introduction to OB: Value of systematic study, contingency perspective, challenges and opportunities Emotions at work: Affects, emotions, moods and their importance at work Personality and values: Influencing factors, OB applications, personality models, values Perception and decision-making: Influencing factors, determinants of attribution, shortcuts and biases Motivation: Elements, early and contemporary theories Teams at work: Team effectiveness, importance of teams at the workplace Leadership: Key theories of leadership and importance in organizations Power and conflict: Bases of power, influence tactics, conflict processes

| Assessment / Feedback | | | | | | | | | | | | |
|----------------------------|-------------|---------------|------------|---------------|---|---|---|---|---|----|----|----|
| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Type of test | End of term | Participation | Individual | Group project | | | | | | | | |
| Number of hours if written | 2.0 | | | 15.0 | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | 30.0 | 25.0 | 30.0 | | | | | | | | | |

Recommended reading

Essentials of Organizational Behavior ? Global Edition by Stephen P. Robbins and Timothy A. Judge, Pearson Education Limited. - ; You can access essential documents with key information on the course page on IESEG Online. 6 - ; Ieseg Online www.ieseg-online.com

Work load

| Type of course | Number of hours |
|---------------------------|-----------------|
| Interactive courses | 24.0 |
| Collective project | 11.0 |
| Individual project | 10.0 |
| Reading reference manuals | 30.0 |
| Total | 75.0 |

Group project

| INTRODUCTION TO INFORMATION SYSTEMS 0568 | | |
|--|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 3.0 | IESEG - School of Management |
| Class code : | 2021_SYL_MIS_0568 | MIS |

| Level | Year | Semestre | Campus | Language of instruction |
|----------|------|----------|--------|-------------------------|
| Bachelor | 2 | S3 / S4 | L / P | |

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|--------------------|--|
| Lecturer(s) | MOHAMMADI Reza / MOUSAVI Reza / RACHEDI Walid / THÉVENY Jean-Patrick |
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Prerequisites

The ability to read, write, speak, and understand information provided orally in English
 The ability to use personal productivity and communication tools such as MS Office (Word, Excel, Outlook)
 The ability to apply knowledge to new situations
 A basic understanding of the different functional areas of an organization
 A basic understanding of organizational strategic goals

Learning objectives

At the end of the course, the student should be able to:

- describe the components, use, and function of information systems;
- explain the value of data and database systems in the organization;
- identify and understand the high-level concepts surrounding information security;
- debate the role of IS in creating competitive advantage
- explain how business process are impacted by information systems
- identify and describe the different roles of people in information systems
- describe the systems development process
- debate various ethical issues related to information systems
- use various development tools to design a user interface; and
- use common productivity tools to make business decisions.

5.A Predict how business and economic cycles could affect organizational strategy / 5.B Construct expert knowledge from cutting-edge information / 5.C Employ state-of-the-art management techniques / 6.A Thoroughly examine a complex business situation / 6.B Synthesize multifaceted information from various sources across different functional fields

Course description

This course introduces students to the role of information systems in organisations to gain competitive advantage and the impact of information systems on society. Additionally, students will be exposed to the process of systems development, focusing on User Experience and User Interface (UX/UI) design.

| Assessment / Feedback | | | | | | | | | | | | |
|----------------------------|--------------|-----------------|-------------|------------|------------|---|---|---|---|----|----|----|
| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Type of test | Midterm exam | Multiple choice | End of term | Individual | Continuous | | | | | | | |
| Number of hours if written | | | | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | 40.0 | 20.0 | 15.0 | 15.0 | 10.0 | | | | | | | |

Recommended reading

Information Systems for Business and Beyond Bouregois, D.T. Bougeois, D.T. (2014) Information Systems for Business and Beyond, Available at: <https://bus206.pressbooks.com>, under a Creative Commons Attribution 4.0 International License ; IESEG Online <http://www.ieseg-online.com/>

Work load

| Type of course | Number of hours |
|---------------------------|-----------------|
| Interactive courses | 15.5 |
| Personnal work | 13.5 |
| Individual project | 14.0 |
| E-learning | 14.0 |
| Reading reference manuals | 18.0 |
| Total | 75.0 |

textbook reading ; 1 introductory session, 4 Labs (2h40ea.) & 2 plenary sessions (1h20 & 2h40) ; projects ; Discussion forums, collating notes, and reviewing material ; online module

| MARKETING MANAGEMENT 0666 | | |
|---------------------------|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 3.5 | IESEG - School of Management |
| Class code : | 2021_SYL_MKT_0666 | MKT |

| Level | Year | Semestre | Campus | Language of instruction |
|----------|------|----------|--------|-------------------------|
| Bachelor | 2 | S3 / S4 | L / P | |

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|--------------------|---|
| Lecturer(s) | ADAMAKI Maria / BATHIE Françoise / DE KERVILER Gwarlann / GUNERI Fatma / KÖLES Bernadett / LE HER Hélène / NEMKOVA Ekaterina / PANTOJA Felipe / VERDICKT Laurence |
|--------------------|---|

| Prerequisites |
|----------------------------------|
| introduction to marketing course |

Learning objectives

Demonstrate an international mindset (L01.A) Understand how the analysis of the environment impacts managerial decisions Understand the core theoretical concepts in Marketing and their application to the real world of industry/practice Propose creative solutions within an organisation (L03.B) Define the marketing mix and develop the marketing plan of a new concept Convey powerful messages and make professional quality oral presentations using contemporary presentation techniques (powerpoint, video, infographie) (L04.C) Communicate effectively in English (L01.C)

1.A Demonstrate an international mindset / 1.C Communicate effectively in English / 3.B Propose creative solutions within an organization / 4.C Convey powerful messages using contemporary presentation techniques

Course description

The objective of the course is to provide an introduction to some key concepts of marketing and to explain its role as a key determinant in any modern business environment. The strategic dimension of marketing is introduced, as well as decisions made by marketing managers (marketing mix). This course consists of E-learning (online sessions and E-book reading) and interactive sessions where students should develop in group the marketing mix for a new product idea. There is an offline kick-off lecture session that introduces the marketing management course and present a real case study from a company. The online lectures and the interactive sessions are structured in the following way: - Session 1: analyse of the environment (chap 1 & 2) - Session 2: understand consumer behavior (chap 3 & 4) - Session 3: segmentation & Targeting & Positioning (chap 5) - Session 4: Product (chap 6) - Session 5: Communication (chap 10 and 11) - Session 6: Prix and distribution (chap 8 and chap 9) - Session 7: final session : video ? marketing plan

Assessment / Feedback

| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|----------------------------|-------------|--------------|---------------|--------------|-----------------|---------------|---|---|---|----|----|----|
| Type of test | End of term | Presentation | Group project | Group report | Multiple choice | Participation | | | | | | |
| Number of hours if written | 1.5 | | | | | | | | | | | |
| 2nd session | true | | | | | | | | | | | |
| Coefficient | 0.3 | 0.2 | 0.15 | 0.15 | 0.1 | 0.1 | | | | | | |

Recommended reading

John Fahy & David Jobber, Foundations of Marketing, 5th Edition McGraw-Hill Education (UK) Ltd. ; Course Website - please check regularly <http://intraieseg> ; leseg online Marketing management leseg online Marketing management

Work load

| Type of course | Number of hours |
|---------------------------|-----------------|
| Lecture | 1.3 |
| Interactive courses | 18.5 |
| Personnal work | 12.0 |
| Collective project | 25.0 |
| E-learning | 15.0 |
| Reading reference manuals | 15.0 |
| Total | 86.8 |

Course is composed of 1,3 offline lecture + online lectures

| INTRODUCTION TO OPERATIONS MANAGEMENT 0870 | | |
|--|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 2.5 | IESEG - School of Management |
| Class code : | 2021_SYL_OPS_0870 | OPS |

| Level | Year | Semestre | Campus | Language of instruction |
|----------|------|----------|--------|-------------------------|
| Bachelor | 2 | S3 / S4 | L / P | |

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|--------------------|--|
| Lecturer(s) | AMAR Jennifer / DARTHOUT Valérie / GLAIZE Annabelle / KOTOSZ Balazs / MOGHADDAM Atefeh / PEREZ ARMAS Luis Fernando / TAGHIPOUR Atour |
|--------------------|--|

Prerequisites

Students may want to review an introductory level book to business and management to support.

Learning objectives

- Understand tradeoffs in managing operations of a company
- Understand the impact of operations management on the competitive success and profitability of the modern organization.
- Understand the influence of operations on other major functional activities of the organization.
- Apply and adapt the knowledge acquired during the course to different fields of operations management.
- Use different computer software and simulation tools (such as Microsoft Project, Legin, and Excel) to solve various managerial problems.
- Have a good understanding of the role and importance of information sharing in a supply chain through an educational supply chain game.
- Thoroughly examine complex problems that operations managers face and solve them with the appropriate methodology and techniques such as CPM, facility location methods, EOQ, TOC and scheduling rules.
- Work in different teams and autonomously on providing efficient solutions.

1.C Communicate effectively in English / 3.A Breakdown complex organizational problems using the appropriate methodology / 5.A Predict how business and economic cycles could affect organizational strategy / 6.A Thoroughly examine a complex business situation / 6.B Synthesize multifaceted information from various sources across different functional fields

Course description

The course provides an introduction to:

- Project management and scheduling
- Location decisions
- Inventory management
- Production planning and scheduling
- Capacity planning (Theory of Constraints)
- Role of information in a supply chain (Bullwhip Effect)

| Assessment / Feedback | | | | | | | | | | | | |
|-----------------------|------------|------------|------------|------------|---------------|-------------|---|---|---|----|----|----|
| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Type of test | Continuous | Case study | Case study | Individual | Group project | End of term | | | | | | |

| | | | | | | | | | | | | |
|----------------------------|------|------|------|-----|-----|------|--|--|--|--|--|--|
| Number of hours if written | | | | | | 2.0 | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | 20.0 | 10.0 | 10.0 | 5.0 | 5.0 | 50.0 | | | | | | |

Recommended reading

Heizer B. & Render J.H. (20xx). Operations management. Pearson (class book)

Chopra S. & Meindl P (2010). Supply Chain Management, Strategy, Planning and Operations. Pearson (for the interested reader)

Pinedo M. (2012). Scheduling theory, algorithms, and systems, Springer (for the interested reader)

Hopp W.J. & Spearman M.L. (2011). Factory physics. McGraw-Hill (for the interested reader)

Work load

| Type of course | Number of hours |
|---------------------|-----------------|
| Interactive courses | 10.67 |
| Directed work | 5.33 |
| Personnal work | 24.0 |
| Collective project | 20.0 |
| E-learning | 2.0 |
| Total | 62.0 |

| CORPORATE FINANCE 0200 | | |
|------------------------|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 3.0 | IESEG - School of Management |
| Class code : | 2021_SYL_FIN_0200 | FIN |

| Level | Year | Semestre | Campus | Language of instruction |
|----------|------|----------|--------|-------------------------|
| Bachelor | 3 | S6 | L / P | |

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| Lecturer(s) | DAGUET Patrick / DUAN Tinghua / MAGUES Pierre-Xavier / PETEL Franck / PRESTI Emanuele / TARNAUD Albane |
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Prerequisites

-Notions related to time value of money (discounting, compounding, net present value, internal rate of return) -Analysis of financial statements -Basic finance knowledge on publicly listed corporations (stocks and their valuation, bonds and their valuation)

Learning objectives

This is an introductory course on corporate finance with emphasis on a company's financing and investment decisions and the impact of these decisions on firm value: At the end of this course, students should be able to: -Decide whether or not to invest in a new project using capital budgeting techniques. -Use proper investment decision rules (NPV, IRR, payback rule). -Decide how to finance new investments (debt vs. equity) based on the effect on firm value. -Decide about the company's payout policies (dividend vs. stock repurchase).

3.A Breakdown complex organizational problems using the appropriate methodology / 5.A Predict how business and economic cycles could affect organizational strategy / 5.B Construct expert knowledge from cutting-edge information / 5.D Make effectual organizational decisions / 6.A Thoroughly examine a complex business situation

Course description

The course covers several chapters of the book Corporate Finance, by Berk and DeMarzo (see reference below): chapters 7, 8, 14, 15, 16, 17 and 18. For each chapter, students will work in teams to apply the notions to a real company (case studies and oral presentations). Students will review the theory and make exercises using the online platform MyFinanceLab.

Assessment / Feedback

| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|----------------------------|-----------------|--------------|-------------|---|---|---|---|---|---|----|----|----|
| Type of test | Multiple choice | Presentation | End of term | | | | | | | | | |
| Number of hours if written | | | 2.0 | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | 30.0 | 30.0 | 40.0 | | | | | | | | | |

Recommended reading

Berk, DeMarzo, Corporate Finance, 3rd Global Edition, Pearson (other editions are possible) ; MyFinanceLab
<http://www.pearsonmylab.com/> ; IESEG Online <http://www.ieseg-online.com/>

Work load

| Type of course | Number of hours |
|---------------------------|-----------------|
| Interactive courses | 24.0 |
| Personnal work | 10.0 |
| Collective project | 10.0 |
| E-learning | 15.0 |
| Reading reference manuals | 15.0 |
| Total | 74.0 |

| INTRODUCTION TO HUMAN RESOURCE MANAGEMENT 0334 | | |
|--|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 2.5 | IESEG - School of Management |
| Class code : | 2021_SYL_HRM_0334 | HRM |

| Level | Year | Semestre | Campus | Language of instruction |
|----------|------|----------|--------|-------------------------|
| Bachelor | 3 | S5 / S6 | L / P | |

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| Lecturer(s) | DELAMAIRE Marie-Laure / FOSSE Sébastien / RIEU PLICHON Caroline |
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Prerequisites

none

Learning objectives

1. Answer the question 'what is human resource management (HRM)?'; explain why knowing HRM concepts and techniques is important; be aware of trends in HRM and the role of (HR) strategy and the importance of managing HR globally 2. Explain the main techniques used in employment planning, recruitment and selection 4. Explain the purpose, methods and potential problems of performance appraisal 3. List and briefly explain the training process including the assessment of training needs and developing, implementing and evaluating a training program 5. List the basic factors determining pay rates; define and explain job evaluation; name and discuss different types of incentive schemes 6. Have greater understanding of the labor relations and how to separate and retain employees 7. Have greater awareness about topics related to ethics and corporate social responsibility such as the importance of diversity in the workplace, fairness and the ways in which HR management can influence ethical behaviour at work

1.A Demonstrate an international mindset / 2.A Assess the values of the organization in which they work / 4.B Compose constructive personal feedback and guidance / 5.B Construct expert knowledge from cutting-edge information / 5.C Employ state-of-the-art management techniques / 5.D Make effectual organizational decisions

Course description

This is an introductory course on human resource management (HRM). It explores several specific themes including HRM, Strategy and managing HR globally (session 1); Employment planning, recruitment and selection (session 2); Performance Management and Appraisal (session 4); training and development (session 4); Pay structures and incentive pay (session 5); Labor relations, separating and retaining employees (session 6) and a wrap up (session 7)

| Assessment / Feedback | | | | | | | | | | | | |
|----------------------------|---------------|-----------------|-------------------|--------------|-------------|---|---|---|---|----|----|----|
| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Type of test | Participation | Multiple choice | Individual report | Group report | End of term | | | | | | | |
| Number of hours if written | | | | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | 20.0 | 15.0 | 15.0 | 25.0 | 25.0 | | | | | | | |

Recommended reading

Customized version of Noe, R.A., Hollenbeck, J.R., Gerhart, B. & Wright, P.M. (2016). Fundamentals of Human Resource Management. Sixth edition. International Student Edition. McGraw Hill.

Work load

| Type of course | Number of hours |
|---------------------------|-----------------|
| Interactive courses | 19.0 |
| Personnal work | 6.0 |
| Collective project | 8.0 |
| Individual project | 6.0 |
| Reading reference manuals | 14.0 |
| Research | 3.0 |
| Total | 56.0 |

| FUNDAMENTALS OF ORGANIZATION 0335 | | |
|-----------------------------------|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 2.0 | IESEG - School of Management |
| Class code : | 2021_SYL_HRM_0335 | HRM |

| Level | Year | Semestre | Campus | Language of instruction |
|----------|------|----------|--------|-------------------------|
| Bachelor | 3 | S5 / S6 | L / P | |

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|--------------------|----------------------------|
| Lecturer(s) | FOSSE Sébastien / GUO Yang |
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Prerequisites

None.

Learning objectives

Acquire the jargon and concepts necessary to discuss organizational issues.
 Examine organizational choices at different levels and discuss related design models and alternatives.
 Understand the importance of ethics in stakeholders' decision-making.
 3.A Breakdown complex organizational problems using the appropriate methodology / 3.B Propose creative solutions within an organization / 3.C Organize change management processes / 5.D Make effectual organizational decisions

Course description

Many of the achievements in our world would not have been possible without a sophisticated understanding of how to organize vast amounts of resources and the effort of many people in order to carry out complex tasks. Now more than ever, competitive advantage depends on a company's ability to (re)organize its structure, processes, so as to effectively recognize and realize business opportunities. Managing this complexity requires an understanding of multiple contingent and interdependent factors. This course will provide students with the analytical tools needed to handle the complexity of organizational design in the face of an increasingly globalized and fast-changing business environment. The objective of this course is to provide an understanding on how better organizational choices can be made in complex and dynamic environment. It will provide students with advanced tools to understand how organizations operate, how they can be designed to achieve their goals, and what are the processes and phenomena that affect their functioning. We will do this by combining a rigorous theoretical approach with the discussion of cases and exercises that will enable participants to gain a solid understanding of the complexity of modern organizations.

| Assessment / Feedback | | | | | | | | | | | | |
|----------------------------|------------|----------|--------------|-------------|---|---|---|---|---|----|----|----|
| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Type of test | Continuous | Exercise | Group report | End of term | | | | | | | | |
| Number of hours if written | | | | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | 20.0 | 20.0 | 30.0 | 30.0 | | | | | | | | |

Recommended reading

Daft, Murphy, Willmott. Organization Theory and Design, an international perspective. Third edition.

Work load

| Type of course | Number of hours |
|---------------------------|-----------------|
| Interactive courses | 16.0 |
| Personnal work | 15.0 |
| Collective project | 15.0 |
| Reading reference manuals | 4.0 |
| Total | 50.0 |

| MANAGEMENT OF INFORMATION SYSTEMS 0569 | | |
|--|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 3.5 | IESEG - School of Management |
| Class code : | 2021_SYL_MIS_0569 | MIS |

| Level | Year | Semestre | Campus | Language of instruction |
|----------|------|----------|--------|-------------------------|
| Bachelor | 3 | S5 / S6 | L / P | |

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|--------------------|--|
| Lecturer(s) | AWAZU Yukika / ESTEOULE Jean Pierre / MOHAJERI Kaveh |
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Prerequisites

Basic knowledge in the domain of management, organization, and business. Introductory knowledge about Information Systems is desirable. The ability to ask critical questions and to pursue both independent and collaborative work is essential for success in this course.

Learning objectives

At the end of the course, the student should be able to: - analyse latest trends of IS-led phenomena and its organizational, global, and societal impacts. - critically evaluate the strategic impacts of IS implementations. - identify critical issues in IS challenges and propose potential solutions.- contribute to strategic conversations about the roles of information systems in organizations

1.B Successfully collaborate within a intercultural team / 1.C Communicate effectively in English / 3.A Breakdown complex organizational problems using the appropriate methodology / 3.B Propose creative solutions within an organization / 3.C Organize change management processes / 4.B Compose constructive personal feedback and guidance / 4.C Convey powerful messages using contemporary presentation techniques / 5.D Make effectual organizational decisions / 6.A Thoroughly examine a complex business situation / 6.B Synthesize multifaceted information from various sources across different functional fields / 6.C Combine different skills and management disciplines in support of interdisciplinary responsibilities

Course description

This course provides a variety of opportunities for students to learn current IS-led business and strategic issues. Students will learn these strategic issues and critical challenges through, in-class activities, case studies, team projects, and individual assignments. The course covers the following topics: Networked Enterprise, Business analytics, IS implementations, and IS strategies. Examples of the topics covered are as follows: Global E-Business and Collaboration Information Systems, Organizations, and Strategy IS Infrastructure and Emerging Technologies

| Assessment / Feedback | | | | | | | | | | | | |
|----------------------------|------------|---------------|------------|---|---|---|---|---|---|----|----|----|
| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Type of test | Continuous | Group project | Individual | | | | | | | | | |
| Number of hours if written | | | | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | 20.0 | 35.0 | 45 | | | | | | | | | |

Recommended reading

INFORMATION SYSTEMS FOR BUSINESS AND BEYOND: A look at the technology, people, and processes of information systems David T. Bourgeois, Ph.D. <https://bus206.pressbooks.com/> ; Laudon, J. & Laudon,K. (2018) Management Information Systems: Managing the Digital Firm, eBook, Global Edition, 15th Ed., Pearson. ; Additional readings may be available on the ieseg-online platform

| Work load | |
|---------------------------|-----------------|
| Type of course | Number of hours |
| Interactive courses | 16.0 |
| Personnal work | 5.5 |
| Collective project | 25.0 |
| Individual project | 25.0 |
| Reading reference manuals | 8.0 |
| Research | 8.0 |
| Total | 87.5 |

| | | |
|----------------------|-------------------|-------------------------------------|
| MARKET RESEARCH 0667 | | |
| 2021 - 2021 | Credit : 3.5 | IESEG - School of Management |
| Class code : | 2021_SYL_MKT_0667 | MKT |

| Level | Year | Semestre | Campus | Language of instruction |
|----------|------|----------|--------|-------------------------|
| Bachelor | 3 | S5 / S6 | L / P | |

| | |
|--------------------|--|
| Lecturer(s) | BONNARD Jean-Christophe / DESMICHEL Perrine / JACOB Jorge / JÖRLING Moritz / KREKELS Goedele |
|--------------------|--|

Prerequisites

none

Learning objectives

define the research problem and the research questions to write an online questionnaire in qualtrics to understand the different market research designs to extract a sample and collect information for both quantitative research and qualitative research to understand the benefits and drawbacks of online market research/panels to understand the differences in data collection to interpret information to find answers to a research question to integrate various business disciplines and functions (AOL 6.C) to convey powerful messages by means of a managerial presentation (AOL 4.C.) to solve a problem/opportunity using the appropriate methodology (AOL 3.A) and proposing creative solutions (AOL 3.B)

1.B Successfully collaborate within a intercultural team / 3.A Breakdown complex organizational problems using the appropriate methodology / 3.B Propose creative solutions within an organization / 4.C Convey powerful messages using contemporary presentation techniques / 6.C Combine different skills and management disciplines in support of interdisciplinary responsibilities

Course description

The aim of this course is to develop students' understanding of marketing research methodology for better decision-making. Most major marketing decisions made by large manufacturers and service firms are based, at least in part, on the results of marketing research. Only those marketing managers with a solid understanding of research are able to use it effectively. The classes for this module are spread into several sessions. The first sessions provides insights into the basics of the marketing research ?architecture?: problem definition, research design and sampling. The last sessions explores specific data analysis applications of marketing research: quantitative research. This course enables students to execute a marketing research project in collaboration with other students (international)(AOL 1B). Students will be able to understand the differences in research techniques and will learn how to select the right research method for the underlying problem or opportunity (AOL3.A/3.B/6.C). In addition, students will have to present in a managerial way (AOL 4.C) Students are also requested to take part of two behavioral studies this in order to learn how research is done and how to build a questionnaire/experiment. Learning by doing.

| Assessment / Feedback | | | | | | | | | | | | |
|-------------------------------|----------------|----------------|------------------|---|---|---|---|---|---|----|----|----|
| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Type of test | Continuo us | End of term | Group project | | | | | | | | | |
| Number of hours if written | | 2 | | | | | | | | | | |

| | | | | | | | | | | | | |
|-------------|------|------|------|--|--|--|--|--|--|--|--|--|
| 2nd session | | true | | | | | | | | | | |
| Coefficient | 10.0 | 50.0 | 40.0 | | | | | | | | | |

Recommended reading

Andy Field, Discovering statistics using SPSS

Work load

| Type of course | Number of hours |
|---------------------|-----------------|
| Interactive courses | 20.0 |
| Coaching | 14.0 |
| Collective project | 32.0 |
| Individual project | 30.0 |
| E-learning | 4.0 |
| Total | 100.0 |

| INTRODUCTION TO NEGOTIATION 0811 | | |
|----------------------------------|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 1.5 | IESEG - School of Management |
| Class code : | 2021_SYL_NEG_0811 | NEG |

| Level | Year | Semestre | Campus | Language of instruction |
|----------|------|----------|--------|-------------------------|
| Bachelor | 3 | S5 / S6 | L / P | |

| | |
|--------------------|------------------------------------|
| Lecturer(s) | CHATILA Rima / SUDBOROUGH Calliope |
|--------------------|------------------------------------|

Prerequisites

No

Learning objectives

Students will develop both a theoretical as well as a practical understanding of the dimensions of successful negotiation. Students will not only utilise traditional negotiation skills established in a conventional business environment but will also utilise skill sets from other disciplines to reinforce and supplement the more traditional business aspects of negotiation. The main objective of this course is to introduce students to negotiation and the fundamental aspects it entails. Students will also work on teams with the aim of: Work efficiently in a team and provide contributions Make consistent decisions and take responsibility Manage in pro-active way

1.A Demonstrate an international mindset / 1.B Successfully collaborate within a intercultural team / 2.C Generate sustainable solutions for organizations / 3.B Propose creative solutions within an organization / 4.B Compose constructive personal feedback and guidance / 6.C Combine different skills and management disciplines in support of interdisciplinary responsibilities

Course description

The essence of the subject is to introduce students to the world of negotiation and explain its structure and detail. Whilst centred in business negotiation theory, the subject also draws on other areas such as game theory , conflict resolution and learning styles theory). The essential business negotiation dimensions include : Planning and preparation Strategies that underly good negotiation Negotiation tactics Negotiation stance (eg. Win/win strategies) Post negotiation

| Assessment / Feedback | | | | | | | | | | | | |
|----------------------------|---------------|------------|---------------|-----------------|---|---|---|---|---|----|----|----|
| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Type of test | Participation | Individual | Group project | Multiple choice | | | | | | | | |
| Number of hours if written | | | | 1.0 | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | 20.0 | 20.0 | 40.0 | 20.0 | | | | | | | | |

Recommended reading

Fisher, R., Ury, W. L., & Patton, B. (2011). Getting to yes: Negotiating agreement without giving in. Penguin ; IESEG website <http://www.ieseg-online.com>

Work load

| Type of course | Number of hours |
|---------------------------|-----------------|
| Lecture | 16.0 |
| Collective project | 6.0 |
| Individual project | 6.0 |
| E-learning | 3.0 |
| Reading reference manuals | 4.0 |
| Research | 3.0 |
| Total | 38.0 |

| INDUSTRIAL REALITIES 0871 | | |
|---------------------------|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 2.5 | IESEG - School of Management |
| Class code : | 2021_SYL_OPS_0871 | OPS |

| Level | Year | Semestre | Campus | Language of instruction |
|----------|------|----------|--------|-------------------------|
| Bachelor | 3 | S5 / S6 | L / P | |

| | |
|--------------------|--|
| Lecturer(s) | KOTOSZ Balazs / LIECKENS Kris / NEWLANDS David |
|--------------------|--|

Prerequisites

Students should have completed an introductory level course in operations management. Students may wish to review an introductory level book to business and management to support their study.

Learning objectives

"his course is flipped learning - read, listen to recordings and prepare for class. It provides planning and control tools for management of operations. Materials requirements planning, rank order clustering, to-from analysis and just in time are introduced. (AOL-5C) At the end of the course, the student should be able to: - Calculate an MRP sheet and understand the significance of "lowest level code" (AOL-5A). - Grasp the difficulties of maintaining accurate MRP data and understand the differences between raw data and calculated requirements (Forrester Effect) (AOL-5C). - List and describe the elements of Just-in-Time, analyse existing products and processes to determine effective clusters of processes, define efficient layouts and identify wastes (AOL-3B) - Have prepared and tested a corporate diagnostic aid (AOL-3A)"

1.A Demonstrate an international mindset / 1.B Successfully collaborate within an intercultural team / 1.C Communicate effectively in English / 2.C Generate sustainable solutions for organizations / 3.A Breakdown complex organizational problems using the appropriate methodology / 3.B Propose creative solutions within an organization / 4.C Convey powerful messages using contemporary presentation techniques / 5.A Predict how business and economic cycles could affect organizational strategy / 5.C Employ state-of-the-art management techniques / 6.A Thoroughly examine a complex business situation

Course description

The course provides an introduction to: Materials Requirements Planning sheets, Lot for Lot, EOQ & Part Period Balancing methods Describes how MRP fits into MRPII Identifies problems with MRP use Short time period versions of MRP data to close the gap to heijunka Defines Mass production, Lean manufacturing and JIT (JIT1, JIT2, JIT3,) and agile/mass customization Identifies wastes and philosophies of lean Conduct a supply chain game three times (mass production mode, JIT3 mode and agile/mass customization mode Identify wastes in context and action kaikaku radical change initiatives to prove the change is viable. Visit a company and review their operations via a gemba walk, propose a series of remedial actions to improve flow and efficiency, raise quality, lower cost and ensure delivery.

Assessment / Feedback

| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|----------------------------|--------------|---------------|---------------|------------|-------------------|---|---|---|---|----|----|----|
| Type of test | Group report | Participation | Group project | Individual | Individual report | | | | | | | |
| Number of hours if written | | | | | | | | | | | | |
| 2nd session | | | | true | true | | | | | | | |

| | | | | | | | | | | | | |
|-------------|------|------|------|------|------|--|--|--|--|--|--|--|
| Coefficient | 20.0 | 35.0 | 45.0 | 40.0 | 60.0 | | | | | | | |
|-------------|------|------|------|------|------|--|--|--|--|--|--|--|

Recommended reading

End to End cases for Mass production, Just in Time 3, and Agile Mass Customization ; Russel and Taylor, Operations Management, pdf 7th edition ; APICS JIT, Supply Chain Management and Production Planning and Control (pdf) via ieseg-online ; Heizer B. & Render J.H. latest edition. Operations management. Pearson. (class book) ; Materials are provided on IESEG on-line ; Buckingham MRP Trainer Manual ; Materials are provided on IESEG Online <http://www.ieseg-online.com/> ; Youtube How it's made short videos Youtube How it's made short videos

Work load

| Type of course | Number of hours |
|---------------------|-----------------|
| Interactive courses | 4.0 |
| Directed work | 12.0 |
| Collective project | 25.0 |
| Individual project | 9.5 |
| E-learning | 12.0 |
| Total | 62.5 |

End to End Game ; Group company visit & report 10 hours, 15 hours minimum Participation Grade Effort ; Class lecture recordings, slides reviewed ; E2E report based on How it's made cases ; Come to class already familiar with slides, having listened to lecture recordings, & reflected on the issues

| FUNDAMENTALS OF STRATEGY 1003 | | |
|-------------------------------|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 3.0 | IESEG - School of Management |
| Class code : | 2021_SYL_STR_1003 | STR |

| Level | Year | Semestre | Campus | Language of instruction |
|----------|------|----------|--------|-------------------------|
| Bachelor | 3 | S6 | L / P | |

| | |
|--------------------|--|
| Lecturer(s) | BOUCLIER Olivier / FOSSE Sébastien / HUDSON Bryant / KAHN-SALMON Philippe / KAMBAYASHI Rodrigo / KARRA Neri / YACOUB Ghassan |
|--------------------|--|

Prerequisites

This is a foundation course in strategy which introduces the main concepts of strategy analysis, choice and implementation. Business Exploration from year 1 is a helpful course as a preparation for this course.

Learning objectives

1. Understand the main concepts that drive strategy in organisations 2. Apply strategic management frameworks to real organisations 3. Analyse real organisations strategy and its impact on performance 4. Evaluate critically the key strategic choices of real organisations 5. Create ethical managerial strategies
 1.C Communicate effectively in English / 2.A Assess the values of the organization in which they work / 3.A Breakdown complex organizational problems using the appropriate methodology / 5.C Employ state-of-the-art management techniques / 6.B Synthesize multifaceted information from various sources across different functional fields

Course description

Sessions Title Topics 1 An introduction to strategy Definition, Mission/vision Strategic Segmentation 2 & 3 Strategic Analysis External environment Internal analysis 4, 5 & 6 Strategic choices Generic strategies Business Models Corporate Strategy 7 Final Presentations

| Assessment / Feedback | | | | | | | | | | | | |
|----------------------------|-------------|---------------|---------------|-----------------|---|---|---|---|---|----|----|----|
| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Type of test | End of term | Group project | Participation | Multiple choice | | | | | | | | |
| Number of hours if written | | | | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | 40 | 30 | 20 | 10 | | | | | | | | |

Recommended reading

An edited collection of texts will be provided at the beginning of the course. Readings will be suggested. ; IESEG Online <http://www.ieseg-online.com/>

Work load

| Type of course | Number of hours |
|---------------------------|-----------------|
| Interactive courses | 18.6 |
| Personnal work | 20.0 |
| Collective project | 20.0 |
| Reading reference manuals | 16.0 |
| Total | 74.6 |

| GLOBAL BRAND MANAGEMENT 0668 | | |
|------------------------------|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 2 | IESEG - School of Management |
| Class code : | 2021_SYL_MKT_0668 | MKT |

| Level | Year | Semestre | Campus | Language of instruction |
|----------|------|----------|--------|-------------------------|
| Bachelor | 3 | S5 / S6 | L / P | |

| | |
|--------------------|---|
| Lecturer(s) | BARTSCH Fabian / FLEURENTDIDIER Patrick |
|--------------------|---|

Prerequisites

The student should have basic knowledge in marketing and show interest for Global Brand Management.

Learning objectives

At the end of the course, the student should be able to : - Master the basic concepts and theory for planning, implementing, and evaluating global management strategies. - Work effectively in multicultural teams and provide contributions - Assess and synthesize information from various sources and about different fields - Manage in an autonomous and pro-active way - Make professional quality documents and oral presentations

1.C Communicate effectively in English / 3.B Propose creative solutions within an organization / 6.A Thoroughly examine a complex business situation / 6.C Combine different skills and management disciplines in support of interdisciplinary responsibilities

Course description

This course presents an introduction to global brand management. The topics covered in class include an introduction to brands and brand management, the brand elements, brand positioning, brand architecture, customer-based brand equity, brand image and personality, brand marketing and communication as well as the global brand strategy. In addition to lectures, the course consists of (video) case studies, in which students will have to critically apply the concepts discussed in class and propose their own solutions to the various real-life problems and/or situations. Last but not least, students will be asked to demonstrate their knowledge based on a short MCQ exam at the end of the week. An active, interactive, and critical approach is fundamental for this course.

| Assessment / Feedback | | | | | | | | | | | | |
|----------------------------|---------------|------------|---------------|-------------|---|---|---|---|---|----|----|----|
| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Type of test | Participation | Continuous | Group project | End of term | | | | | | | | |
| Number of hours if written | | | | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | 15 | 30 | 20 | 35 | | | | | | | | |

Recommended reading

Strategic Brand Management: Building, Measuring and Managing Brand Equity (Fourth Edition), Harlow: Pearson Education Ltd. Keller, K.L. (2012) ; Global Marketing - Foreign Entry, Local Marketing, & Global Management (Fifth Edition), New York: Mc Graw Hill/Irwin. Johansson, Johny K. (2009) ; The New Strategic

| Work load | |
|---------------------|-----------------|
| Type of course | Number of hours |
| Interactive courses | 22.0 |
| Personnal work | 10.0 |
| Collective project | 10.0 |
| E-learning | 4.0 |
| Research | 4.0 |
| Total | 50.0 |

| ECONOMIE INTERNATIONALE CONTEMPORAINE 0114 | | |
|--|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 1.5 | IESEG - School of Management |
| Class code : | 2021_SYL_ECO_0114 | ECO |

| Level | Year | Semestre | Campus | Language of instruction |
|----------|------|----------|--------|-------------------------|
| Bachelor | 2 | S3 / S4 | L / P | |

| | |
|--------------------|----------------|
| Lecturer(s) | KARASSEVA Olga |
|--------------------|----------------|

Prerequisites

A fair understanding of the matters related to international trade is strongly recommended. Knowing and understanding the classical theories of international trade (see the course of International Economics I) is a prerequisite for this class.

Learning objectives

At the end of the course, the student should be able to : - explain the contemporary patterns of trade by using the theories studied in International Economics (Bachelor 1) and this year (Bachelor 2): - understand the role of economies of scale in the development of international trade - understand the role of trade policies in determining the patterns of trade - provide arguments in favor of and against both restrictive trade policies or free trade policies using economic arguments as well as social and humanistic ones - analyze the arguments of political parties in the public debate regarding these matters - have greater awareness about ESRS topics such as what's a responsible trade policy and what are the social and ethical limits to liberalization

1.A Demonstrate an international mindset / 2.A Assess the values of the organization in which they work / 2.B Solve professional dilemmas using concepts of CSR and ethics / 2.C Generate sustainable solutions for organizations / 3.A Breakdown complex organizational problems using the appropriate methodology / 3.B Propose creative solutions within an organization / 4.C Convey powerful messages using contemporary presentation techniques / 5.A Predict how business and economic cycles could affect organizational strategy / 5.C Employ state-of-the-art management techniques / 6.A Thoroughly examine a complex business situation / 6.B Synthesize multifaceted information from various sources across different functional fields / 6.C Combine different skills and management disciplines in support of interdisciplinary responsibilities

Course description

Part I - Determiners of International Trade Classical theories of international trade (how to explain international trade by differences in technology, productivity and factors' endowment), new theories of international trade (how to explain international trade by economics, of scale, imperfect competition and intra-industry trade), introduction to International Finance (how to explain international trade by foreign exchange rates) Part II - Trade policies, from protectionism to liberalism Protectionist tools, economic consequences of protectionism, economic benefits of liberalism, major trade disputes over the last years, limits to liberalism

Assessment / Feedback

| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|----------------------------|-------------|-------------------|---------------|---|---|---|---|---|---|----|----|----|
| Type of test | End of term | Individual report | Participation | | | | | | | | | |
| Number of hours if written | 2.0 | | 20.0 | | | | | | | | | |

| | | | | | | | | | | | | |
|-------------|------|------|--|--|--|--|--|--|--|--|--|--|
| 2nd session | true | true | | | | | | | | | | |
| Coefficient | 50.0 | 30.0 | | | | | | | | | | |

Recommended reading

Economie Internationale Paul R. KRUGMAN, Maurice OBSTFLED, Marc J. MELITZ 9e edition (Global Edition), Pearson Ed.
; Ouvrage de référence Economie Internationale ; IESEG online <http://www.ieseg-online.com/>

Work load

| Type of course | Number of hours |
|---------------------|-----------------|
| Interactive courses | 20.0 |
| Personnal work | 10.0 |
| Individual project | 10.0 |
| Total | 40.0 |

Recherches personnelles sur des exemples contemporains pouvant illustrer le contenu théorique du cours - à préparer avant le cours, et seront notés en fonction de la pertinence de l'exemple et de la qualité de l'information fournie

| CONJONCTURE ET FLUCTUATIONS ECONOMIQUES 0115 | | |
|--|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 2.5 | IESEG - School of Management |
| Class code : | 2021_SYL_ECO_0115 | ECO |

| Level | Year | Semestre | Campus | Language of instruction |
|----------|------|----------|--------|-------------------------|
| Bachelor | 2 | S4 | L / P | |

| | |
|--------------------|-----------------------------------|
| Lecturer(s) | ENGSTROM Margita / JAVAHERI Mahsa |
|--------------------|-----------------------------------|

Prerequisites

Macroeconomics and Microeconomics

Learning objectives

Define and discover concepts connected to conjuncture, through ?situations-problems?. Understand and improve these concepts. Sense interactions between the different concepts. Be able to efficiently work in a team, lead meetings and manage conflicts: empathy and respect, ability to persuade? Apply a solving problem?s methodology. Demonstrate critical thinking and creativity. Handle oral and writing elementary mechanics

1.A Demonstrate an international mindset / 1.B Successfully collaborate within a intercultural team / 2.C Generate sustainable solutions for organizations / 4.A Appraise the performance of a team / 4.B Compose constructive personal feedback and guidance / 4.C Convey powerful messages using contemporary presentation techniques / 5.A Predict how business and economic cycles could affect organizational strategy / 6.A Thoroughly examine a complex business situation / 6.B Synthesize multifaceted information from various sources across different functional fields / 6.C Combine different skills and management disciplines in support of interdisciplinary responsibilities

Course description

1 Inflation and unemployment 2 Monetary policy 3 Fluctuations and cycles 4 Speculation and crisis

| Assessment / Feedback | | | | | | | | | | | | |
|----------------------------|-------------|------------|---------------|---|---|---|---|---|---|----|----|----|
| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Type of test | End of term | Continuous | Participation | | | | | | | | | |
| Number of hours if written | 2.0 | | | | | | | | | | | |
| 2nd session | true | | | | | | | | | | | |
| Coefficient | 45.0 | 28.0 | 27.0 | | | | | | | | | |

Recommended reading

IESEG Online <http://www.ieseg-online.com/>

| Work load | |
|---------------------------|-----------------|
| Type of course | Number of hours |
| Interactive courses | 12.0 |
| Directed work | 14.0 |
| Personnal work | 24.0 |
| Independent work | |
| E-learning | 0.0 |
| Reading reference manuals | 12.0 |
| Total | 62.0 |

lecture d'un chapitre : 4*3 ; présentation des recherches de PBL ; interaction directe prof/étudiant

| | | |
|-------------------------|-------------------|-------------------------------------|
| DROIT DES AFFAIRES 0553 | | |
| 2021 - 2021 | Credit : 3.5 | IESEG - School of Management |
| Class code : | 2021_SYL_LAW_0553 | LAW |

| Level | Year | Semestre | Campus | Language of instruction |
|----------|------|----------|--------|-------------------------|
| Bachelor | 2 | S3 / S4 | L / P | |

| | |
|--------------------|---|
| Lecturer(s) | GARDOUNIS Emmanuel / MIMOUN Elsa / SCHABELMAN Valentin |
|--------------------|---|

Prerequisites

Good knowledge of personal property rules and liability rules (acquired in the first year course)

Learning objectives

Understand the underpinning of principles governing businesses in France, UK and US; Be able to understand the role of the "fond de commerce" in civil law countries; Be comfortable with legal terms and be able to identify the pros and cons of each business structure available in a specific country; Know the principles related to business managers, directors liability and partners and shareholders (including criminal liability) Identify the initiatives to prevent or limit the risks when a business is facing troubles; Understand the framework in which a business is working and therefore be able to identify some unfair practices; Comparing legal systems to show the different approaches to similar legal problems (AOL1.A) Know some compliance issues related to the topics afforded in class Apply legal principles to concrete scenarios autonomously and in groups. The students must demonstrate an international mindset in their legal approach.

1.A Demonstrate an international mindset

Course description

The course will cover both general and special aspects of Company law, Antitrust and Criminal Law

| Assessment / Feedback | | | | | | | | | | | | |
|----------------------------|-----------------|-----------------|-----------------|--------------|-------------|---------------|---|---|---|----|----|----|
| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Type of test | Multiple choice | Multiple choice | Multiple choice | Midterm exam | End of term | Participation | | | | | | |
| Number of hours if written | | | | 1.0 | 2.0 | | | | | | | |
| 2nd session | | | | | true | | | | | | | |
| Coefficient | 10.0 | 10.0 | 10.0 | 30.0 | 30.0 | 10.0 | | | | | | |

Recommended reading

documents téléchargés sur léseg on-line

| Work load | |
|---------------------------|-----------------|
| Type of course | Number of hours |
| Interactive courses | 32.0 |
| Personnal work | 32.0 |
| Reading reference manuals | 36.0 |
| Total | 100.0 |

Preparation of case studies and of exams / préparations exposés, cas pratiques, examens

| TECHNIQUES DE VENTE 0810 | | |
|--------------------------|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 1.5 | IÉSEG - School of Management |
| Class code : | 2021_SYL_NEG_0810 | NEG |

| Level | Year | Semestre | Campus | Language of instruction |
|----------|------|----------|--------|-------------------------|
| Bachelor | 2 | S3 / S4 | L / P | |

| | |
|--------------------|-------------------------------------|
| Lecturer(s) | CHATILA Rima / DI COSTANZO Patricia |
|--------------------|-------------------------------------|

Prerequisites

None.

Learning objectives

"This course is an introduction to selling techniques and negotiation. It provides the student with a "tool box" including the most commonly used sales techniques in a company. It leans upon proven methods recognised in most large companies. It also allows students to be prepared for their commercial internship at the end of the Second Year. At the end of the course, the student should be able to: - Control the basic techniques of a sales meeting and its different phases: face to face meeting, making appointments on the phone - Tackle the sales environment - Identify the different commercial roles and their evolution - Reveal relational skills, linked with the relationship with the customer."

4.C Convey powerful messages using contemporary presentation techniques / 6.A Thoroughly examine a complex business situation

Course description

I) The selling environment - The evolution of the trade - Motivation, virtues and objectives of a good seller - The different behaviour of a seller: Product selling / Sales Advice II) Main selling steps - Making appointments on the phone - Confidence and relationship building - Discovering customer needs - questioning plan - the mental card - Different types of buyers and their motivation to purchase (SPICES) - Solution presentation - the argumentation (FAB) - Objections - Disproving objections - The price - Incentives and conclusions - After sales main principles III) Personal development tests - Creativity - Pressure

Assessment / Feedback

| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|----------------------------|---------------|---------------|-------------|---|---|---|---|---|---|----|----|----|
| Type of test | Participation | Group project | End of term | | | | | | | | | |
| Number of hours if written | | | 1.5 | | | | | | | | | |
| 2nd session | | true | true | | | | | | | | | |
| Coefficient | 0.35 | 0.35 | 0.3 | | | | | | | | | |

Recommended reading

SELL 5 Ingram + Laforge + Avila + Schwepker + Williams SELL 5 - Ingram + Laforge + Avila + Schwepker + Williams (Cengage Learning) ; Les techniques de vente qui font vendre Marc Corcos & Stéphane Mercier Les

| Work load | |
|---------------------------|-----------------|
| Type of course | Number of hours |
| Interactive courses | 16.0 |
| Personnal work | 10.0 |
| Collective project | 10.0 |
| Reading reference manuals | 10.0 |
| Outside training | |
| Company visit | 4.0 |
| Total | 50.0 |

| INTRODUCTION A L'ANALYSE DE DONNEES 0951 | | |
|--|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 1.5 | IESEG - School of Management |
| Class code : | 2021_SYL_QMS_0951 | QMS |

| Level | Year | Semestre | Campus | Language of instruction |
|----------|------|----------|--------|-------------------------|
| Bachelor | 2 | S4 | L / P | |

| | |
|--------------------|-----------------------------|
| Lecturer(s) | AMAR Jennifer / ZOTTI Rabih |
|--------------------|-----------------------------|

Prerequisites

Knowledge in descriptive and inferential statistics (hypothesis testing)

Learning objectives

At the end of the course, the student should be able to :

Understand the usefulness of data reduction methods and classification methods in management and in a professional context

Select a research question and master the appropriate techniques (factorial and classification analyses)

Use the statistical analysis software SPSS

Interpret data, assess the relevance of the results and make consistent decisions to tackle managerial issues

Produce a professional quality document and make a professional quality oral presentation

3.A Breakdown complex organizational problems using the appropriate methodology / 4.C Convey powerful messages using contemporary presentation techniques / 5.B Construct expert knowledge from cutting-edge information / 6.B Synthesize multifaceted information from various sources across different functional fields

Course description

I. Introduction to multivariate data analysis

II. Factorial analysis methods

III. Classification / Clustering methods

Assessment / Feedback

| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|----------------------------|-----------------|-------------|---------------|---|---|---|---|---|---|----|----|----|
| Type of test | Multiple choice | End of term | Group project | | | | | | | | | |
| Number of hours if written | 1.5 | 2.0 | | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | 30.0 | 40.0 | 30.0 | | | | | | | | | |

Recommended reading

Iéseg Online <http://www.ieseg-online.com/>

Work load

| Type of course | Number of hours |
|---------------------------|-----------------|
| Interactive courses | 16.0 |
| Personnal work | 7.0 |
| Collective project | 7.0 |
| Reading reference manuals | 6.0 |
| Research | 2.0 |
| Total | 38.0 |

9 séances d'1h50 ; Approfondissement du cours ; Lecture de documents de cours + exercices

| INTRODUCTION A L'ECONOMETRIE 0952 | | |
|-----------------------------------|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 1.5 | IESEG - School of Management |
| Class code : | 2021_SYL_QMS_0952 | QMS |

| Level | Year | Semestre | Campus | Language of instruction |
|----------|------|----------|--------|-------------------------|
| Bachelor | 2 | S4 | L / P | |

| | |
|--------------------|---|
| Lecturer(s) | KOTOSZ Balazs / MAHJOUB Mohamed Badrane / ZOTTI Rabih |
|--------------------|---|

Prerequisites

Basic knowledge of Excel (graphs, formulas?) Basic statistical knowledge: scatter Plots, mean, standard deviation, linear correlation Reading a statistical table (Standard Normal, Student and Fisher Tables) Inferential Statistics: hypothesis testing, confidence interval on the mean.

Learning objectives

At the end of the course, the student should be able to: - Understand how econometrics are used in each functional area of business, select a relevant research question or thesis statement and choose a relevant model. - Use the simple or multiple regression analysis to predict the value of a dependant variable, evaluate assumptions of the regression analysis, understand advantages and drawbacks of the Ordinaly Least Squares method. - Identify outliers or influencial points, use a dummy variable. - Use a statistical software or an Excel statistical package. - Build a relevant model: being able to linearize a model, select the most relevant variables, understand multicollinearity. - Assess the model quality using the R^2 , and the Fisher Test

4.A Appraise the performance of a team / 5.B Construct expert knowledge from cutting-edge information / 6.A Thoroughly examine a complex business situation

Course description

Chapter I Simple Linear Regression: basics on sampling, graphs, correlation and linearizing, the OLS, assess model quality: SCE, R^2 , hypothesis of the SLR, checking assumptions using graphs, inference about the slope, confidence Intervals on the forecasted value Chapter II: Multiple Linear Regression: the multiple regression model, F Test for overall significance, multiple Regression Assumptions, inference about the slope, Dummy variables Chapter III: Multiple Regression Model Building: quadratic Regression Model, introduction to Logistic Models, model Building: stepwise, best subset, VIF?

Assessment / Feedback

| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|----------------------------|-------------|---------------|-----------------|---|---|---|---|---|---|----|----|----|
| Type of test | End of term | Group project | Multiple choice | | | | | | | | | |
| Number of hours if written | 1.5 | | 1.0 | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | 40.0 | 40.0 | 20.0 | | | | | | | | | |

Recommended reading

Basic Business Statistics, 13/E (Mark L. Berenson, David M. Levine, Timothy C. Krehbiel), Pearson, 2014 ;

| Work load | |
|---------------------------|-----------------|
| Type of course | Number of hours |
| Interactive courses | 16.0 |
| Personnal work | 6.0 |
| Collective project | 10.0 |
| Reading reference manuals | 6.0 |
| Total | 38.0 |

| INTRODUCTION AUX METHODES D'OPTIMISATION 0953 | | |
|---|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 1.5 | IESEG - School of Management |
| Class code : | 2021_SYL_QMS_0953 | QMS |

| Level | Year | Semestre | Campus | Language of instruction |
|----------|------|----------|--------|-------------------------|
| Bachelor | 2 | S4 | L / P | |

| | |
|--------------------|--|
| Lecturer(s) | AMAR Jennifer / FERDI Fouad / KORBI Fakhri / ZOTTI Rabih |
|--------------------|--|

Prerequisites

L'élève doit avoir quelques notions de base en mathématiques (à savoir, mathématiques de niveau secondaire).

Learning objectives

At the end of the course, the student should be able to: - model complete problems - master the resolution techniques - interpret the obtained results

Course description

- Introduction to modeling - Introduction to matrix computations - Linear programming and resolution of problems using the Excel Solver - Manual resolution methods: Graphical method, Simplex method

| Assessment / Feedback | | | | | | | | | | | | |
|----------------------------|---------------|--------------|--------------|---------------|---|---|---|---|---|----|----|----|
| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Type of test | Group project | Midterm exam | Written exam | Participation | | | | | | | | |
| Number of hours if written | | | | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | 0.15 | 0.3 | 0.45 | 0.1 | | | | | | | | |

Recommended reading

"Hamdy A. Taha (2003) ""Operations Research: An Introduction"", 7th Edition, Prentice Hall ; Mayne Winston (2004) ""Operations Research: Applications and Algorithms"", 4th Edition, Brooks/Cole Cengage Learning Manuel de référence ; Taylor Bernard W. (2007) ""Introduction to management Science"", 9th Edition, Pearson Prentice hall ; Moore, J.H., L.R. Weatherford (2001) ""Decision Modeling with Microsoft Excel"", 6th Edition, Upper Saddle River, Prentice Hall. ; IESEG Online <http://www.ieseg-online.com/>

| Work load | |
|---------------------|-----------------|
| Type of course | Number of hours |
| Interactive courses | 16.0 |
| Personnal work | 15.0 |
| Individual project | 6.0 |
| Total | 37.0 |

Introduction to modeling - Introduction to matrix algebra - Linear Programming

| FINANCIAL ACCOUNTING AND REPORTING 0025 | | |
|---|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 2 | IESEG - School of Management |
| Class code : | 2021_SYL_ACC_0025 | ACC |

| Level | Year | Semestre | Campus | Language of instruction |
|-----------|------|----------|--------|-------------------------|
| Intensive | P | NA | L / P | |

| | |
|--------------------|----------------------|
| Lecturer(s) | ROUGIER Martin Louis |
|--------------------|----------------------|

Prerequisites

None.

Learning objectives

At the end of this course, students should:

- Have a good knowledge about what is communicated by annual reports elements;
- Know the key principles and building blocks of financial reporting;
- Know the logics and mechanics of financial statements, how to read and what to extract from these statements;
- Know how financial statement are linked.

5.C Employ state-of-the-art management techniques

Course description

None.

| Assessment / Feedback | | | | | | | | | | | | |
|----------------------------|---------------|-------------|---------------|---|---|---|---|---|---|----|----|----|
| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Type of test | Group project | End of term | Participation | | | | | | | | | |
| Number of hours if written | | 2.0 | | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | 35.0 | 45.0 | 20.0 | | | | | | | | | |

Recommended reading

None.

Work load

| Type of course | Number of hours |
|---------------------|-----------------|
| Interactive courses | 16.0 |
| Total | |

| | | |
|-------------------------|-------------------|-------------------------------------|
| MANAGEMENT CONTROL 0026 | | |
| 2021 - 2021 | Credit : 2 | IESEG - School of Management |
| Class code : | 2021_SYL_ACC_0026 | ACC |

| Level | Year | Semestre | Campus | Language of instruction |
|-----------|------|----------|--------|-------------------------|
| Intensive | P | NA | L / P | |

| | |
|--------------------|--------------|
| Lecturer(s) | ETZOL Pascal |
|--------------------|--------------|

| Prerequisites |
|----------------------|
| financial accounting |

| Learning objectives |
|--|
| understand how to diagnose a company and manage its operations through cost efficiency |

| Course description |
|--|
| US Financial statements, US GAAP, Breakeven analysis, standard costing and variances |

| Assessment / Feedback | | | | | | | | | | | | |
|----------------------------|---|---|---|---|---|---|---|---|---|----|----|----|
| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Type of test | | | | | | | | | | | | |
| Number of hours if written | | | | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | | | | | | | | | | | | |

| Recommended reading |
|-------------------------------------|
| Corporate Finance Berk and De Marzo |

| Work load | |
|----------------|-----------------|
| Type of course | Number of hours |

| | |
|--------------------------|-------------|
| Lecture | 4.0 |
| Interactive courses | 4.0 |
| Directed work | 8.0 |
| Independent study | |
| Personnal work | 16.0 |
| Total | 32.0 |

| ACCOUNTING TECHNIQUES 0027 | | |
|----------------------------|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 2 | IESEG - School of Management |
| Class code : | 2021_SYL_ACC_0027 | ACC |

| Level | Year | Semestre | Campus | Language of instruction |
|-----------|------|----------|--------|-------------------------|
| Intensive | P | NA | L / P | |

| | |
|--------------------|--------------|
| Lecturer(s) | DERBAL Amine |
|--------------------|--------------|

Prerequisites

The student is highly recommended to have a solid accounting background, as the course is primarily designed for those interested to follow an accounting major in their Master studies.

Learning objectives

At the end of the course, students are expected to:

- Make accounting entries.
- Make end of the period adjustments
- Be able to set up trial balance and build financial statements (Statement of Financial Position, Income Statement or P&L, Cash Flows Statement)
- Understand the link between financial transactions and their recording in accounts.
- Know the accounting documents and procedures.

5.C Employ state-of-the-art management techniques

Course description

This course is designed to deepen students' knowledge of accounting, with the main focus on bookkeeping.

Assessment / Feedback

| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|----------------------------|---------------|-------------|---------------|---|---|---|---|---|---|----|----|----|
| Type of test | Participation | End of term | Group project | | | | | | | | | |
| Number of hours if written | | 2.0 | | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | 20.0 | 45.0 | 35.0 | | | | | | | | | |

Recommended reading

None.

| Work load | |
|---------------------|-----------------|
| Type of course | Number of hours |
| Interactive courses | 16.0 |
| Personnal work | 24.0 |
| Collective project | 10.0 |
| Total | 50.0 |

Because the course is intensive, some of the personal work can be done as pre-work in the form of reading the material on the course page on ieseg online ; Working exercises in the textbook and recom-mended readings

| | | |
|--|-------------------|-------------------------------------|
| PERSONAL LEADERSHIP : get to know yourself and emphasize your strengths 0102 | | |
| 2021 - 2021 | Credit : 2 | IESEG - School of Management |
| Class code : | 2021_SYL_DEV_0102 | DEV |

| Level | Year | Semestre | Campus | Language of instruction |
|-----------|------|----------|--------|-------------------------|
| Intensive | P | NA | L / P | |

| | |
|--------------------|-------------|
| Lecturer(s) | LENA Jérôme |
|--------------------|-------------|

Prerequisites

Ability to commit to a personal work (get to know you better through leadership characteristics)

Learning objectives

get to know herself/himself and emphasize her/his strengths develop a positive language, know how to set boundaries, embrace her/his most suitable personal leadership, find the habits relevant to her/his personality, enhance her/his own personal leadership and develop uniqueness in management

Course description

Let's learn how to practice positive language everyday, to develop Self Esteem, to deal with Multiple intelligences, to balance introversion, extraversion and leadership, to say no, to manage your time, to develop uniqueness to contribute to leadership

| Assessment / Feedback | | | | | | | | | | | | |
|----------------------------|------------|------------------|-------------------|---|---|---|---|---|---|----|----|----|
| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Type of test | Individual | Presentat ion | Participat ion | | | | | | | | | |
| Number of hours if written | | | | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | 40.0 | 30.0 | 30.0 | | | | | | | | | |

Recommended reading

The Essential DISC Training Workbook: Companion to the DISC Profile Assessment by Jason HEDGE ; Leading from Your Gut: How You Can Succeed by Harnessing the Power of Your Values, Feelings, & Intuition by John TOWNSEND ; 24 h in your brain : understand emotions and take control over your life by Erwan DEV EZE ; Drive by Daniel H.PINK ; The Art of Contact by Serge GINGER ; Good to Great by Jim COLLINS ; The Four Agreements: A Practical Guide to Personal Freedom (A Toltec Wisdom Book) by Don Miguel RUIZ ; Out of the Box ? E-book
https://books.google.fr/books?id=C1bcN9I9uAgC&printsec=frontcover&dq=out+of+the+box+arbinger&hl=fr&sa=X&ved=0ahUKEwjLkcTW_Z_kAhUJ3BoKHQZSB_UQ6AEILjAA#v=onepage&q=out%20of%20the%20box%20arbinger&f=false ;
[//programmeoctave.com/en/](http://programmeoctave.com/en/) //programmeoctave.com/en/

| Work load | |
|---------------------|-----------------|
| Type of course | Number of hours |
| Interactive courses | 16.0 |
| Collective project | 9.0 |
| Total | 25.0 |

Presentation : Quality of content & quality of presenting ; Participation, Commitment

| | | |
|---|-------------------|-------------------------------------|
| INTERPERSONAL LEADERSHIP : improve your relational ability 0103 | | |
| 2021 - 2021 | Credit : 2 | IESEG - School of Management |
| Class code : | 2021_SYL_DEV_0103 | DEV |

| Level | Year | Semestre | Campus | Language of instruction |
|-----------|------|----------|--------|-------------------------|
| Intensive | P | NA | L / P | |

| | |
|--------------------|-------------|
| Lecturer(s) | LENA Jérôme |
|--------------------|-------------|

Prerequisites

Ability to commit to a personal work (get to know you better through relationships)

Learning objectives

improve your relational ability understand and manage your needs, relate with others, support your emotions and the the others? emotions, develop your assertiveness, deal with cultural differences, express to others

Course description

Let's learn how to listen needs, to help others to be at their best, to adapt leadership to the person, environment and organisation, to guide instead of assisting people, to deal with age differences, cultural differences and relations to emotions, to increase emotional, relational and professional awareness

| Assessment / Feedback | | | | | | | | | | | | |
|----------------------------|--------------|---------------|-------------------|---|---|---|---|---|---|----|----|----|
| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Type of test | Presentation | Participation | Individual report | | | | | | | | | |
| Number of hours if written | | | | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | 30.0 | 30.0 | 40.0 | | | | | | | | | |

Recommended reading

The Essential DISC Training Workbook: Companion to the DISC Profile Assessment by Jason HEDGE ; Good to Great by Jim COLLINS ; The Four Agreements: A Practical Guide to Personal Freedom (A Toltec Wisdom Book) by Don Miguel RUIZ ; 24 h in your brain : understand emotions and take control over your life by Erwan DEV EZE ; Leading from Your Gut: How You Can Succeed by Harnessing the Power of Your Values, Feelings, & Intuition by John TOWNSEND ; The Art of Contact by Serge GINGER ; Drive by Daniel H.PINK ; Out of the Box ? E-book
https://books.google.fr/books?id=C1bcN9I9uAgC&printsec=frontcover&dq=out+of+the+box+arbinger&hl=fr&sa=X&ved=0ahUKEwjLkcTW_Z_kAhUJ3BoKHQZSB_UQ6AEILjAA#v=onepage&q=out%20of%20the%20box%20arbinger&f=false ;
<http://programmeoctave.com/en/> //programmeoctave.com/en/

| Work load | |
|---------------------|-----------------|
| Type of course | Number of hours |
| Interactive courses | 16.0 |
| Collective project | 9.0 |
| Total | 25.0 |

Presentation : Quality of content & quality of presenting ; Participation, Commitment

| | | |
|--|-------------------|-------------------------------------|
| COLLECTIVE LEADERSHIP : commitment and creative development 0104 | | |
| 2021 - 2021 | Credit : 2 | IESEG - School of Management |
| Class code : | 2021_SYL_DEV_0104 | DEV |

| Level | Year | Semestre | Campus | Language of instruction |
|-----------|------|----------|--------|-------------------------|
| Intensive | P | NA | L / P | |

| | |
|--------------------|----------------|
| Lecturer(s) | CARLOT Jocelyn |
|--------------------|----------------|

Prerequisites

Ability to commit to a group work (embrace collective leadership)

Learning objectives

Arouse commitment and generate creativity, dare uniqueness, take advantage of everybody's uniqueness to create something different, create conditions of motivation, create positivity in a groupe, create conditions of motivation, get your team committed over the years.

Course description

Let's learn about Bonot's hats, Design thinking, U theotu, the 4 success of transformation, reasons for divestment.

| Assessment / Feedback | | | | | | | | | | | | |
|----------------------------|--------------|---------------|-------------------|---|---|---|---|---|---|----|----|----|
| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Type of test | Presentation | Participation | Individual report | | | | | | | | | |
| Number of hours if written | | | | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | 30.0 | 30.0 | 40.0 | | | | | | | | | |

Recommended reading

Drive by Daniel H. PINK ; The Essential DISC Training Workbook: Companion to the DISC Profile Assessment by Jason HEDGE ; Good to Great by Jim COLLINS ; The Four Agreements: A Practical Guide to Personal Freedom (A Toltec Wisdom Book) by Don Miguel RUIZ ; 24 h in your brain : understand emotions and take control over your life by Erwan DEV EZE ; The Art of Contact by Serge GINGER ; Leading from Your Gut: How You Can Succeed by Harnessing the Power of Your Values, Feelings, & Intuition by John TOWNSEND ; Out of the Box ? E-book
https://books.google.fr/books?id=C1bcN9I9uAgC&printsec=frontcover&dq=out+of+the+box+arbinger&hl=fr&sa=X&ved=0ahUKEwjLkcTW_Z_kAhUJ3BoKHQZSB_UQ6AEILjAA#v=onepage&q=out%20of%20the%20box%20arbinger&f=false ;
<http://programmeoctave.com/en/> //programmeoctave.com/en/

| Work load | |
|---------------------|-----------------|
| Type of course | Number of hours |
| Interactive courses | 16.0 |
| Collective project | 9.0 |
| Total | 25.0 |

Presentation : Quality of content & quality of presenting ; Participation, Commitment

| | | |
|---|-------------------|-------------------------------------|
| FRENCH WINE & CHAMPAGNE: a part of the French culture and business 0106 | | |
| 2021 - 2021 | Credit : 2 | IESEG - School of Management |
| Class code : | 2021_SYL_DEV_0106 | DEV |

| Level | Year | Semestre | Campus | Language of instruction |
|-----------|------|----------|--------|-------------------------|
| Intensive | P | Y | L / P | |

| | |
|--------------------|----------------------|
| Lecturer(s) | VESSE-LETOFFÉ Romain |
|--------------------|----------------------|

Prerequisites

There is no pre-requires for this course. Students do not need to have a wine culture to follow this course.

Learning objectives

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

- know wine basics information.
- know most important technics of wine making.
- know specifications of the French wine regions.
- know French wine industry performance.
- know French wine industry organisation.

Course description

This course will allow you to discover how wine is made in France, what are the French wine regions and its specifications. You will also understand and have an overview of the French wine industry.

This course gives you first reflexes, first knowledge about French wine and its importance for our economy: it is an introduction of this broad subject.

How wine is made?

- Vineyards and grapefruit
- INAO: Institut National des Appellations d'Origine and its labels
- Main French wine competitions and classifications
- Wine making process: white & red wine; sparkling wine
- Aging making process with barrels
- Preservation

French wine regions

- Bourgogne and Beaujolais
- Bordeaux
- Loire
- Alsace
- Vallée du Rhône
- Champagne
- Languedoc and Roussillon

French wine business: a distribution channel including a significant part of exportations

- French wine production
- French wine distribution channel: producers, intermediaries and retailers
- French wine consumption

Assessment / Feedback

| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|----------------------------|---------------|-----------------|-------------|---|---|---|---|---|---|----|----|----|
| Type of test | Participation | Multiple choice | End of term | | | | | | | | | |
| Number of hours if written | | | 2.0 | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | 20.0 | 20.0 | 60.0 | | | | | | | | | |

Recommended reading

None.

Work load

| Type of course | Number of hours |
|---------------------|-----------------|
| Interactive courses | 16.0 |
| Personnal work | 20.0 |
| Total | 36.0 |



| CORPORATE CULTURE AND INNOVATION 0128 | | |
|---------------------------------------|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 2 | IESEG - School of Management |
| Class code : | 2021_SYL_ECO_0128 | ECO |

| Level | Year | Semestre | Campus | Language of instruction |
|-----------|------|----------|--------|-------------------------|
| Intensive | P | NA | L / P | |

Lecturer(s) NDZOGHA Cyrille

Prerequisites

No prerequisites, some marketing and finances basis could be helpful but not mandatory.

Learning objectives

At the end of the course, the student should be able to:

- The basics of innovation management
 - How can a firm support entrepreneurial style of leadership and behaviour?
 - Innovation Mindset and Behaviours.
 - Culture of Innovation and the Building Blocks of the Culture of Innovation.
- 1.A Demonstrate an international mindset / 1.B Successfully collaborate within an intercultural team / 1.C Communicate effectively in English / 2.B Solve professional dilemmas using concepts of CSR and ethics / 3.A Breakdown complex organizational problems using the appropriate methodology / 3.B Propose creative solutions within an organization / 3.C Organize change management processes / 4.B Compose constructive personal feedback and guidance / 5.A Predict how business and economic cycles could affect organizational strategy / 5.B Construct expert knowledge from cutting-edge information / 5.C Employ state-of-the-art management techniques / 6.A Thoroughly examine a complex business situation / 6.C Combine different skills and management disciplines in support of interdisciplinary responsibilities

Course description

Corporate culture is crucial on empowering innovation in any organization. Innovation is key to ensure business success and growth, but it's only the first step. Without strategically driven processes to turn insights into growing businesses, even the best ideas can fail. Managers and executives driven by an entrepreneurial spirit create an environment where people can develop their creativity. - What are the fundamentals of designing a new business and new models of corporate entrepreneurship? - How to align your innovation program with your strategy? - What requirements do executives and leaders need to develop new businesses? - How to define domains for new business creation that are closely linked to overall corporate strategy? - How to conceive and design new businesses within your company? - How to fit all the pieces together at the organizational level?

Assessment / Feedback

| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|---------------|---|---|---|---|---|---|---|---|---|----|----|----|
|---------------|---|---|---|---|---|---|---|---|---|----|----|----|

| Type of test | Participation | Multiple choice | Group project | | | | | | | | | |
|----------------------------|---------------|-----------------|---------------|--|--|--|--|--|--|--|--|--|
| Number of hours if written | | | | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | 20.0 | 35.0 | 45.0 | | | | | | | | | |

Recommended reading

Corporate Entrepreneurship: Innovation and Strategy in Large Organizations, by Paul Burns ; Innovation and Entrepreneurship, by Peter F. Drucker ; <https://www.technologyreview.com/> <https://www.technologyreview.com/>

Work load

| Type of course | Number of hours |
|-------------------------|-----------------|
| Lecture | 16.0 |
| Personal work | 12.0 |
| Collective project | 10.0 |
| Independent work | |
| E-learning | 4.0 |
| Research | 8.0 |
| Total | 50.0 |

| EUROPEAN ECONOMICS INTEGRATION & BUSINESS 0129 | | |
|--|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 2 | IESEG - School of Management |
| Class code : | 2021_SYL_ECO_0129 | ECO |

| Level | Year | Semestre | Campus | Language of instruction |
|-----------|------|----------|--------|-------------------------|
| Intensive | P | NA | L / P | |

| | |
|--------------------|---------------------|
| Lecturer(s) | GENTILUCCI Eleonora |
|--------------------|---------------------|

Prerequisites

Students who chose this course should be interested in European issues. Ideally they have good knowledge of current political and economic events in the EU or they want to better understand these events. Students will be asked to read some academic texts, some official texts and some articles from newspapers. It is important that students are willing to discuss

Learning objectives

- understand the main principle guiding the economic integration in the European Union, understand the economic main economic criteria, the benefits and the shortcomings of the EMU - highlight the critical aspects of European integration as well as possible

1.A Demonstrate an international mindset / 1.B Successfully collaborate within a intercultural team / 1.C Communicate effectively in English / 2.C Generate sustainable solutions for organizations / 3.B Propose creative solutions within an organization / 5.D Make effectual organizational decisions / 6.A Thoroughly examine a complex business situation / 6.B Synthesize multifaceted information from various sources across different functional fields / 6.C Combine different skills and management disciplines in support of interdisciplinary responsibilities

Course description

The European Integration process: from 1945 to the Euro
 The political, legal and institutional structure of the EU
 Overview of EU policies (Monetary, Competition, Agriculture)
 Future Challenges of the EU and its companies

Assessment / Feedback

| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|----------------------------|---------------|------------|---------------|---|---|---|---|---|---|----|----|----|
| Type of test | Group project | Continuous | Participation | | | | | | | | | |
| Number of hours if written | | | | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |

| | | | | | | | | | | | | |
|-------------|------|------|------|--|--|--|--|--|--|--|--|--|
| Coefficient | 45.0 | 45.0 | 10.0 | | | | | | | | | |
|-------------|------|------|------|--|--|--|--|--|--|--|--|--|

Recommended reading

Bela BALLASSA, The theory of economic integration, London 1962.

Desmond DINAN, Ever Closer Union, An Introduction to European Integration, Palgrave Macmillan, 2010.

Paul KRUGMAN, Maurice OBSTFELD, Economie internationale, Pearson Education France, Paris 2006.

John McCORMICK, European Union Politics, Palgrave Foundations, 2011.

Richard BALWIN, Charles WYPLOSZ, The Economics of European integration, 5th edition, McGraw-Hill Education, 2015.

Work load

| Type of course | Number of hours |
|---------------------------|-----------------|
| Interactive courses | 16.0 |
| Personnal work | 10.0 |
| Collective project | 8.0 |
| Individual project | 10.0 |
| Reading reference manuals | 6.0 |
| Outside training | |
| Company visit | 0.0 |
| Distance learning | |
| remote seminar | 16.0 |
| Total | 50.0 |

| | | |
|---|-------------------|-------------------------------------|
| Trade and International Business: INTERNATIONAL TRADE ORGANIZATION 0130 | | |
| 2021 - 2021 | Credit : 2 | IESEG - School of Management |
| Class code : | 2021_SYL_ECO_0130 | ECO |

| Level | Year | Semestre | Campus | Language of instruction |
|-----------|------|----------|--------|-------------------------|
| Intensive | P | S1 | P | |

| | |
|--------------------|----------------|
| Lecturer(s) | KARASSEVA Olga |
|--------------------|----------------|

Prerequisites

International economics and finance

Learning objectives

At the end of the course, the students should be able to: Rise awareness of the international organisations (IO) role Be able to understand how international organizations work Understand IO strategies and its impact on the economy Understand how IO facilitate trade.

1.A Demonstrate an international mindset / 1.B Successfully collaborate within a intercultural team / 1.C Communicate effectively in English / 2.C Generate sustainable solutions for organizations / 5.A Predict how business and economic cycles could affect organizational strategy / 6.A Thoroughly examine a complex business situation / 6.B Synthesize multifaceted information from various sources across different functional fields

Course description

. Prologue 1.1 Different levels of organizations/unions: National, Regional, and International (multilateralism, regional integrations, and bilateral agreements) 1.2 A brief history and theory of International trade relations : Globalization is an old phenomenon 1.3 From protectionism to trade liberalization 1.4 The goal and the purposes of international organizations 2. International level: IO 2.1 WTO: A brief History (from GATT to WTO), Main activities (DSB), Advantages and weaknesses 2.2 IMF: A brief History, Main activities, Advantages and weaknesses 3. Regional level: Regional unions 3.1 Effect of a free trade zone creation 3.2 Regional Unions in the world: EU, EAEU, NAFTA, MERCOSUR, ASEAN 3.3 Levels, rules, practices

| Assessment / Feedback | | | | | | | | | | | | |
|----------------------------|------------|------------|---------------|---|---|---|---|---|---|----|----|----|
| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Type of test | Continuous | Case study | Group project | | | | | | | | | |
| Number of hours if written | | | | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | 20.0 | 45.0 | 35.0 | | | | | | | | | |

Recommended reading

Krugman Paul (1999) ?The return of depression on economics and the crises of 2008? ; Case studies (WTO, IMF) ; IESEG ONLINE <http://www.ieseg-online.com/> ; IMF <http://www.imf.org/external/index.htm> ; WTO <https://www.wto.org/>

Work load

| Type of course | Number of hours |
|---------------------|-----------------|
| Interactive courses | 16.0 |
| Personnal work | 14.0 |
| Collective project | 12.0 |
| Individual project | 10.0 |
| Total | 52.0 |

| ENTREPRENEURIAL DECISION MAKING | | |
|---------------------------------|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 0 | IESEG - School of Management |
| Class code : | 2021_SYL_ENT_2100 | ENT |

| Level | Year | Semestre | Campus | Language of instruction |
|-----------|------|----------|--------|-------------------------|
| Intensive | P | NA | P | |

| | |
|--------------------|-----------------|
| Lecturer(s) | MOURMANT Gaëtan |
|--------------------|-----------------|

Prerequisites

None.

Learning objectives

Course description

None.

| Assessment / Feedback | | | | | | | | | | | | |
|----------------------------|---|---|---|---|---|---|---|---|---|----|----|----|
| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Type of test | | | | | | | | | | | | |
| Number of hours if written | | | | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | | | | | | | | | | | | |

Recommended reading

None.

Work load

| Type of course | Number of hours |
|----------------|-----------------|
|----------------|-----------------|

| | |
|-------|--|
| Total | |
|-------|--|

| FINANCIAL ANALYSIS AND VALUATION 0224 | | |
|---------------------------------------|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 2 | IESEG - School of Management |
| Class code : | 2021_SYL_FIN_0224 | FIN |

| Level | Year | Semestre | Campus | Language of instruction |
|-----------|------|----------|--------|-------------------------|
| Intensive | P | NA | L / P | |

| | |
|--------------------|---|
| Lecturer(s) | OMRAN Mohamed F. / ROUGIER Martin Louis |
|--------------------|---|

Prerequisites

Students who sign up for this course should not have prior knowledge of finance. However, it is essential that they are willing to prepare and read the required material on their own before each session. Exercise resolution, participation, and interaction are also essential for success in this course.

Learning objectives

- construct, analyze, and interpret the main financial statements: (i) statement of cash flows (ii) income statement (iii) balance sheet
 - calculate, analyze, and interpret the major financial ratios
 - evaluate the value of a firm using comparable company
- 1.B Successfully collaborate within a intercultural team / 1.C Communicate effectively in English / 2.A Assess the values of the organization in which they work

Course description

1. Introduction 2. Financial Statements 3. Financial Ratios 4. Company Valuation - Peer Comparison

| Assessment / Feedback | | | | | | | | | | | | |
|----------------------------|------------|--------------|---|---|---|---|---|---|---|----|----|----|
| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Type of test | Continuous | Written exam | | | | | | | | | | |
| Number of hours if written | | 2.0 | | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | 30.0 | 70.0 | | | | | | | | | | |

Recommended reading

Corporate Finance: Theory and Practice Vernimmen, Quiry, Dallochio, Le Fur and Salvi 4th edition ; Business Analysis & Valuation: IFRS Edition Palepu, Healy and Peek 4th edition

Work load

| Type of course | Number of hours |
|---------------------------|-----------------|
| Face to face | |
| Interactive courses | 16.0 |
| Independent study | |
| Personnal work | 10.0 |
| Independent work | |
| Reading reference manuals | 6.0 |
| Total | 32.0 |

| MONEY AND CAPITAL MARKETS 0225 | | |
|--------------------------------|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 2 | IESEG - School of Management |
| Class code : | 2021_SYL_FIN_0225 | FIN |

| Level | Year | Semestre | Campus | Language of instruction |
|-----------|------|----------|--------|-------------------------|
| Intensive | P | NA | L / P | |

| | |
|--------------------|-------------------|
| Lecturer(s) | ERDEMLIOGLU Deniz |
|--------------------|-------------------|

Prerequisites

Introduction to Finance and knowledge of statistics and/or mathematics is REQUIRED

Learning objectives

- Familiar with the main characteristics, mechanisms and functioning of financial markets,
 - Acquire fundamental knowledge on the pricing and valuation of major financial assets,
 - Understand the causes and consequences of the global financial crisis (including capital market implications of COVID-19 pandemic) together with the role of monetary policy.
- 1.A Demonstrate an international mindset / 1.B Successfully collaborate within a intercultural team / 1.C Communicate effectively in English / 3.A Breakdown complex organizational problems using the appropriate methodology / 5.B Construct expert knowledge from cutting-edge information / 5.C Employ state-of-the-art management techniques / 6.A Thoroughly examine a complex business situation

Course description

The objective of this course is to present the characteristics and roles of financial markets and institutions in a global economy. The course focuses on the principal aspect of money markets, capital markets as well as stock market dynamics. After an introduction to overview of financial system, the course covers the key tools that are necessary for pricing financial assets. The course examines the potential causes of 2007-2009 financial crisis, and further aims to show how to use modern financial practices for analyzing real-world financial decisions.

The course further aims at providing case study and supplementary readings/articles that help students apply the topics learned in the class to real-world situations. These applications cover, for instance, topics in risk premium, stock valuation, empirical asset pricing, excess return measurement techniques and capital risk evaluation (insights) after COVID-19 pandemic.

1. Overview of the financial system (Day I)
2. Debt markets: money markets and bond markets (Days II-III)
3. Stock markets (Days III-IV)
4. Financial crises and financial impact of COVID-19 pandemic (Day IV)

Assessment / Feedback

| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|----------------------------|-------------|---|---|---|---|---|---|---|---|----|----|----|
| Type of test | End of term | | | | | | | | | | | |
| Number of hours if written | 2.0 | | | | | | | | | | | |

| | | | | | | | | | | | | |
|-------------|-------|--|--|--|--|--|--|--|--|--|--|--|
| 2nd session | true | | | | | | | | | | | |
| Coefficient | 100.0 | | | | | | | | | | | |

Recommended reading

Financial Markets and Institutions (recommended not mandatory)

Work load

| Type of course | Number of hours |
|---------------------------|-----------------|
| Interactive courses | 16.0 |
| Personnal work | 16.0 |
| Reading reference manuals | 8.0 |
| Total | 40.0 |

4 hours (every day) x 4 = 16 hours of personal work needed. Even though the course is an intensive course, students are strongly encouraged to study about 4 hours outside the class at the end of "each course day". Personal work requires, for instance, solving the problem sets, and includes "article/reference reading" (about 8 hours), as it is required to achieve course learning objectives and for exam preparation.

| CORPORATE FINANCIAL MANAGEMENT 0226 | | |
|-------------------------------------|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 2 | IESEG - School of Management |
| Class code : | 2021_SYL_FIN_0226 | FIN |

| Level | Year | Semestre | Campus | Language of instruction |
|-----------|------|----------|--------|-------------------------|
| Intensive | P | NA | L / P | |

| | |
|--------------------|-------------|
| Lecturer(s) | HIKMI Ahmed |
|--------------------|-------------|

Prerequisites

The student should know a little bit the presentation of a balance sheet and of the income statements

Learning objectives

1.A Demonstrate an international mindset / 6.A Thoroughly examine a complex business situation

Course description

Financial Management will present the necessary tools required to objectively approach and solve financial problems. The course facilitates the student's ability to synthesize and incorporate the presented tools as well as other academic and professional experiences into a standard yet flexible model for solving financial management problems. This course will discuss and teach the tools required to objectively make: capital budgeting, capital structure and working capital decisions.

Course Outline:

1. Introduction
2. Time value of money
3. Cash flow valuation models,
4. Stock & Bond Valuation
5. Risk and return
6. Funding of a company

| Assessment / Feedback | | | | | | | | | | | | |
|----------------------------|------------|-------------|---|---|---|---|---|---|---|----|----|----|
| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Type of test | Continuous | End of term | | | | | | | | | | |
| Number of hours if written | | 2.0 | | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | 25 | 75 | | | | | | | | | | |

Recommended reading

""Fundamentals of Financial Management"" Eugène Brigham and Joël Houston, Prentice Hall ; ""Corporate Finance: theory and practice"" Pierre Vernimmen, Pascal Quiry, Maurizio Dallochio, Yann Le Fur and Antonio Salvi, Wiley ; ""Principes of Corporate Finance"" Richard Brealey and Stewart Meyers, Irwin-McGraw Hill "

| Work load | |
|----------------|-----------------|
| Type of course | Number of hours |
| Lecture | 12.0 |
| Directed work | 4.0 |
| Personnal work | 30.0 |
| Research | 5.0 |
| Total | 51.0 |

| | | |
|---|-------------------|-------------------------------------|
| FUNDAMENTALS OF MANAGEMENT 1 - ORGANISATIONAL BEHAVIOR 0359 | | |
| 2021 - 2021 | Credit : 2 | IESEG - School of Management |
| Class code : | 2021_SYL_HRM_0359 | HRM |

| Level | Year | Semestre | Campus | Language of instruction |
|-----------|------|----------|--------|-------------------------|
| Intensive | P | NA | L / P | |

| | |
|--------------------|---------------|
| Lecturer(s) | ALIBAY Sheila |
|--------------------|---------------|

Prerequisites

none

Learning objectives

Understand differences in an international context of human behaviour, perceptions, leadership and motivation.

Course description

To develop an understanding of personality differences, perception and the impact on Decision Making. This will then develop further to look at Power and conflict with international perspectives and differences, along with leadership styles and motivation.

| Assessment / Feedback | | | | | | | | | | | | |
|----------------------------|---|---|---|---|---|---|---|---|---|----|----|----|
| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Type of test | | | | | | | | | | | | |
| Number of hours if written | | | | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | | | | | | | | | | | | |

Recommended reading

OPP OPP ; Personality page Personality page

Work load

| Type of course | Number of hours |
|----------------|-----------------|
|----------------|-----------------|

| | |
|---------------------|-------------|
| Interactive courses | 16.0 |
| Personnal work | 4.0 |
| Collective project | 8.0 |
| Individual project | 4.0 |
| Research | 8.0 |
| Total | 40.0 |

| FUNDAMENTALS OF MANAGEMENT 2 - HRM 0360 | | |
|---|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 2 | IESEG - School of Management |
| Class code : | 2021_SYL_HRM_0360 | HRM |

| Level | Year | Semestre | Campus | Language of instruction |
|-----------|------|----------|--------|-------------------------|
| Intensive | P | NA | L / P | |

| | |
|--------------------|---------------|
| Lecturer(s) | ALIBAY Sheila |
|--------------------|---------------|

Prerequisites

none

Learning objectives

Understand HR related fields such as recruitment, pay, managing training from a strategic perspective looking at all from an international perspective including legal elements from different countries

Course description

The course will look at international HR management in the fields of recruitment, pay, training and strategic HR to achieve Business Goals

| Assessment / Feedback | | | | | | | | | | | | |
|----------------------------|---|---|---|---|---|---|---|---|---|----|----|----|
| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Type of test | | | | | | | | | | | | |
| Number of hours if written | | | | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | | | | | | | | | | | | |

Recommended reading

CIPD www.cipd.co.uk ; ACAS www.acas.org.uk

Work load

| Type of course | Number of hours |
|----------------|-----------------|
|----------------|-----------------|

| | |
|---------------------|-------------|
| Interactive courses | 16.0 |
| Personnal work | 4.0 |
| Collective project | 8.0 |
| Individual project | 4.0 |
| Research | 8.0 |
| Total | 40.0 |

| FUNDAMENTALS OF MANAGEMENT 3 - LEADERSHIP AND CHANGE 0361 | | |
|---|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 2 | IESEG - School of Management |
| Class code : | 2021_SYL_HRM_0361 | HRM |

| Level | Year | Semestre | Campus | Language of instruction |
|-----------|------|----------|--------|-------------------------|
| Intensive | P | NA | L / P | |

| | |
|--------------------|-------------|
| Lecturer(s) | RADON David |
|--------------------|-------------|

Prerequisites

None. The course will require some preliminary work before the course starts and/or in between sessions.

Learning objectives

* understand the notion of representation, including the keys to team managerial effectiveness and the different roles of the manager
 * be aware of the different individual styles of the manager, understand their own style and how to adapt their behavior to the context and their team
 * know and use the different tools to inspire and lead a team
 * manage change and understand the context surrounding it

1.B Successfully collaborate within a intercultural team / 3.B Propose creative solutions within an organization / 5.C Employ state-of-the-art management techniques

Course description

This course consists of four major parts: 1. Part 1: The notion of representation: a key to team managerial effectiveness and the different roles of the manager 2. Part 2: The individual style of the manager faced to the context and the team maturity 3. Part 3: Your daily team management toolbox: how to inspire and lead a team 4. Part 4: Managing change: how to understand the context; leaders and the swing of change 5. Part 5: Leaders in action

Assessment / Feedback

| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|----------------------------|---------------|---------------|------------|---|---|---|---|---|---|----|----|----|
| Type of test | Participation | Group project | Individual | | | | | | | | | |
| Number of hours if written | | | | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | 30.0 | 30.0 | 40.0 | | | | | | | | | |

Recommended reading

None.

Work load

| Type of course | Number of hours |
|---------------------|-----------------|
| Interactive courses | 16.0 |
| Collective project | 9.0 |
| Individual project | 10.0 |
| E-learning | 5.0 |
| Total | 40.0 |

| RECRUITMENT AND EMPLOYER BRANDING | | |
|-----------------------------------|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 0 | IESEG - School of Management |
| Class code : | 2021_SYL_HRM_2101 | HRM |

| Level | Year | Semestre | Campus | Language of instruction |
|-----------|------|----------|--------|-------------------------|
| Intensive | P | NA | P | |

| | |
|--------------------|-------------------|
| Lecturer(s) | GARDINER Elliroma |
|--------------------|-------------------|

Prerequisites

None.

Learning objectives

Course description

None.

| Assessment / Feedback | | | | | | | | | | | | |
|----------------------------|---|---|---|---|---|---|---|---|---|----|----|----|
| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Type of test | | | | | | | | | | | | |
| Number of hours if written | | | | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | | | | | | | | | | | | |

Recommended reading

None.

Work load

| Type of course | Number of hours |
|----------------|-----------------|
|----------------|-----------------|

| | |
|-------|--|
| Total | |
|-------|--|

| FRENCH CONTEMPORARY SOCIETY 0436 | | |
|----------------------------------|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 2 | IESEG - School of Management |
| Class code : | 2021_SYL_ITC_0436 | ITC |

| Level | Year | Semestre | Campus | Language of instruction |
|-----------|------|----------|--------|-------------------------|
| Intensive | P | NA | P | |

| | |
|--------------------|--------------|
| Lecturer(s) | AYOSSO Laure |
|--------------------|--------------|

Prerequisites

Course taught in English (No pre-requisite in French is required although it is advised that students register for a French language course).

Learning objectives

Gain an in-depth knowledge of contemporary French society; Gain further confidence in order to interact with native speakers in professional, academic and social contexts .

1.A Demonstrate an international mindset / 1.B Successfully collaborate within a intercultural team / 1.C Communicate effectively in English / 4.B Compose constructive personal feedback and guidance / 4.C Convey powerful messages using contemporary presentation techniques

Course description

The course covers the following topics : - Paris, a multifaceted city (Landmarks; architecture; The sociology of Parisian 'arrondissements' and near suburbs). - French political institutions and the role of the State. - The French society (e.g. education system, work, family, religion, leisure, arts, culinary habits) depicted in the media and literature. - Metropolitan France and overseas regions

Assessment / Feedback

| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|-------------------------------|------------------|-------------------|----------------|---|---|---|---|---|---|----|----|----|
| Type of test | Presentat ion | Participat ion | Continuo us | | | | | | | | | |
| Number of hours if written | | | | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | 50.0 | 25.0 | 25.0 | | | | | | | | | |

Recommended reading

Drake, H. (2011) Contemporary France. Palgrave ; Ieseg online <http://www.ieseg-online.com>

Work load

| Type of course | Number of hours |
|---------------------------|-----------------|
| Face to face | |
| Interactive courses | 16.0 |
| Independent study | |
| Personnal work | 10.0 |
| Collective project | 5.0 |
| Independent work | |
| Reading reference manuals | 4.0 |
| Research | 15.0 |
| Total | 50.0 |

| WORKING EFFECTIVELY IN MULTICULTURAL TEAMS 0438 | | |
|---|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 2 | IESEG - School of Management |
| Class code : | 2021_SYL_ITC_0438 | ITC |

| Level | Year | Semestre | Campus | Language of instruction |
|-----------|------|----------|--------|-------------------------|
| Intensive | P | NA | L / P | |

| | |
|--------------------|-----------------|
| Lecturer(s) | EZZELDIN Chérif |
|--------------------|-----------------|

Prerequisites

Be open to difference and prepared to embrace diversity in all forms Be prepared to challenge one's own deeply held beliefs and suspend judgment in situations where values may clash It is essential to have attended a fundamental course on Intercultural communication to have a grasp of underlying concepts Reconciling personal and cultural preferences for effective teamwork

Learning objectives

Have increased self-awareness of the role culture plays on our values and behaviours in the working environment; Analyse potentially conflictual situations and offer constructive and culturally sensitive insights Assess different management styles as impacted by cultural elements and understand how these will affect team dynamics and motivation Understand the importance of trust and how to build it in an intercultural environment Draw constructive and culturally-sensitive conclusions from a wide variety of interactions

1.A Demonstrate an international mindset / 1.B Successfully collaborate within an intercultural team / 1.C Communicate effectively in English

Course description

A review of basic theoretical concepts and how these impact team working Cultural values self assessment Recognising management styles across cultures Analysing the impact of management techniques on trust, motivation and collaboration Using film, simulation and case studies to apply concepts Acquire an ability to offer constructive and culturally sensitive insights to resolve complex situations

Assessment / Feedback

| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|----------------------------|---------------|------------|---|---|---|---|---|---|---|----|----|----|
| Type of test | Group project | Individual | | | | | | | | | | |
| Number of hours if written | | | | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | 40.0 | 60.0 | | | | | | | | | | |

Recommended reading

Articles on IOL

Work load

| Type of course | Number of hours |
|---------------------|-----------------|
| Interactive courses | 16.0 |
| Collective project | 10.0 |
| Research | 20.0 |
| Total | 46.0 |

| DIGITAL TRANSFORMATION: DIGITAL DISRUPTIONS IN OUR SOCIETIES & ECONOMIES 0578 | | |
|---|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 2 | IESEG - School of Management |
| Class code : | 2021_SYL_MIS_0578 | MIS |

| Level | Year | Semestre | Campus | Language of instruction |
|-----------|------|----------|--------|-------------------------|
| Intensive | P | S1 | L / P | |

| | |
|--------------------|----------------------|
| Lecturer(s) | THÉVENY Jean-Patrick |
|--------------------|----------------------|

Prerequisites

Be passionate and willing to learn. No specific skills required.

Learning objectives

Understand the challenges of the digital economy for companies and individuals: impacts of ICT on our societies, dominant role of the information, transformation of the economy in all its key processes: innovation, production, communication, distribution, consumption ...

Use of a methodological tool allowing the understanding of the value chain notion and its application to the ICT sector, Understand the technological and business innovation aspects of the Digital Economy. This will prepare students for a career in an industrial, commercial or research environment.

Acquire key knowledge regarding the fast-changing digital environment.

Understand the fundamental and significant shifts that firms will need to address over the next coming years.

Understand national and international business contexts.

Assess market conditions relevant for digital businesses.

Identify threats and opportunities for the design of relevant strategies in digital businesses

Identify and understand new business models.

Achieve an up-to-date, critical synthesis that links the various aspects of the digital economy

1.A Demonstrate an international mindset / 5.A Predict how business and economic cycles could affect organizational strategy / 5.B Construct expert knowledge from cutting-edge information / 6.A Thoroughly examine a complex business situation

Course description

Introduction to ICT + ICT figures

Context: a profound evolution of our society and economies + Central role of the information + Consequences of that revolution

Understanding Millennials and their main expectations

Value chain analysis + Interrelations of the market players: the percolation paths.

8 major impacts and challenges:

1. Technology (Cloud computing, IoT, Big Data, Open Data).

Technology re-imagines : Communication, Transport & Mobility, Business processes, Music consumption, Personalization, Just in time, Commerce, Content, Reviews, Travels, Voice, News

2. Information and knowledge (ICT: new testing ground for innovative teaching formats for the transmission of knowledge),

3. Economy (Internet contributions to sectors using it),

4. Digitalization (Development of new consumption patterns & new business models),

5. Regulation (People & Regulation / Policies should evolve to adapt to a more connected society - GDPR),

6. Human & Social (Permanent connection reconfigures spaces and times: private and family life, professional life, private life and digital identity, social life + health impacts and Digital Detox),

7. Organizational (Changes in company organization, effects of globalization).

8. Cyber security / Data security

Assessment / Feedback

| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|----------------------------|-----------------|-------------|---|---|---|---|---|---|---|----|----|----|
| Type of test | Multiple choice | End of term | | | | | | | | | | |
| Number of hours if written | | | | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | 40.0 | 60.0 | | | | | | | | | | |

Recommended reading

- ITU– Measuring the Information Society - <http://www.itu.int/pub/D-IND-ICTOI>
- Westerman G., Bonnet D. et McAfee A., 2014, Leading Digital: Turning Technology into Business Transformation, Harvard Business School Press. ISBN-10: 1625272472
- Schmidt E. & Cohen J. (2013) The new digital age, Knopf ISBN 030794705X

A list of relevant websites is provided to the students during the course.

Work load

| Type of course | Number of hours |
|---------------------------|-----------------|
| Interactive courses | 16.0 |
| Personnal work | 20.0 |
| Reading reference manuals | 5.0 |
| Research | 9.0 |

| | |
|-------|------|
| Total | 50.0 |
|-------|------|

| | | |
|-------------------------|-------------------|-------------------------------------|
| PRODUCT MANAGEMENT 0695 | | |
| 2021 - 2021 | Credit : 2 | IESEG - School of Management |
| Class code : | 2021_SYL_MKT_0695 | MKT |

| Level | Year | Semestre | Campus | Language of instruction |
|-----------|------|----------|--------|-------------------------|
| Intensive | P | NA | L / P | |

| | |
|--------------------|---------------|
| Lecturer(s) | FINK Mitchell |
|--------------------|---------------|

Prerequisites

Basic knowledge of marketing management

Learning objectives

Master the appropriate techniques of product management and display expertise in this field

1.C Communicate effectively in English / 3.B Propose creative solutions within an organization / 5.B Construct expert knowledge from cutting-edge information

Course description

This is an 'applied' course where each student group (based on the lecture materials presented in class) and outside readings will: (1) make an assessment of the marketplace, (2) develop a strategy for their chosen product/service, (3) create concrete marketing plans for the critical product lifecycle phase(s) relevant for each product/service, and (4) make presentations to the class. There will not be a mid-term nor final exam.

| Assessment / Feedback | | | | | | | | | | | | |
|----------------------------|---------------|------------|---|---|---|---|---|---|---|----|----|----|
| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Type of test | Group project | Continuous | | | | | | | | | | |
| Number of hours if written | | | | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | 80.0 | 20.0 | | | | | | | | | | |

Recommended reading

None.

Work load

| Type of course | Number of hours |
|---------------------|-----------------|
| Interactive courses | 16.0 |
| Personnal work | 12.0 |
| Collective project | 8.0 |
| Individual project | 10.0 |
| E-learning | 4.0 |
| Research | 6.0 |
| Total | 56.0 |

| CONSUMER BEHAVIOR: NEW TRENDS 0697 | | |
|------------------------------------|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 2 | IESEG - School of Management |
| Class code : | 2021_SYL_MKT_0697 | MKT |

| Level | Year | Semestre | Campus | Language of instruction |
|-----------|------|----------|--------|-------------------------|
| Intensive | P | NA | L / P | |

| | |
|--------------------|-------------|
| Lecturer(s) | MULIER Lana |
|--------------------|-------------|

Prerequisites

None.

Learning objectives

1. Understand key concepts of consumer behavior in an international environment.
2. Analyse and solve business problems taking into consideration different markets.
3. Leverage consumer behavior concepts and theories to identify situational, social and cultural influences on consumers to develop appropriate marketing strategies.
4. Construct an informed view about key responsible marketing issues towards consumption.

1.A Demonstrate an international mindset / 5.B Construct expert knowledge from cutting-edge information

Course description

- 1 Models of consumer behavior and decision making
- 2 Cultural influences on consumer behavior
- 3 Personal and social influences on consumer behavior
- 4 Psychological influences on consumer behavior
- 5 Responsible marketing a

| Assessment / Feedback | | | | | | | | | | | | |
|----------------------------|---------------|------------|---|---|---|---|---|---|---|----|----|----|
| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Type of test | Group project | Individual | | | | | | | | | | |
| Number of hours if written | | | | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | 50.0 | 50.0 | | | | | | | | | | |

Recommended reading

None.

Work load

| Type of course | Number of hours |
|---------------------|-----------------|
| Interactive courses | 16.0 |
| Personnal work | 10.0 |
| Collective project | 12.0 |
| Individual project | 6.0 |
| Research | 6.0 |
| Total | 50.0 |

| NUDGE MARKETING 0699 | | |
|----------------------|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 2 | IESEG - School of Management |
| Class code : | 2021_SYL_MKT_0699 | MKT |

| Level | Year | Semestre | Campus | Language of instruction |
|-----------|------|----------|--------|-------------------------|
| Intensive | P | S1 | L / P | |

| | |
|--------------------|-------------------------|
| Lecturer(s) | BONNARD Jean-Christophe |
|--------------------|-------------------------|

Prerequisites

Marketing principles and a consumer-oriented mindset.
 Interest for understanding behavioural sciences.

Learning objectives

Understand Behavioral Economics and Consumer Behavior
 Understand System 1 and 2: how Nudge =Marketing works
 Acquire methodology

Course description

Nudge marketing is based on the researches in Behavioral Sciences + Behavioral Economics and Consumer Behavior.
 Nudge marketing helps to develop effective initiatives and a positive behavioral change.

Course combines concepts (System 1 and 2; cognitive bias, consumer behavior), in-class cases studies, working group with a methodology in order to develop a nudge project.

Course's sessions:

- #1 Introducing Nudge theory and real life examples.
- #2 Nudge: consumer behavior, nudge in practice using a framework
- #3 The Drivers of influence influencing our behavior
- #4 Nudge Marketing methodology and evaluation,
- #5/6 Nudge Marketing applied and group project.

| Assessment / Feedback | | | | | | | | | | | | |
|----------------------------|---------------|-----------------|------------|---------------|---|---|---|---|---|----|----|----|
| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Type of test | Group project | Multiple choice | Individual | Participation | | | | | | | | |
| Number of hours if written | | | | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | 40.0 | 30.0 | 20.0 | 10.0 | | | | | | | | |

Recommended reading

Nudge Marketing changer efficacement les comportements - E. Singler (2015) - French
 Nudge: Improving Decisions About Health, Wealth, and Happiness. Thaler, R. H., & Sunstein, C. R. (2008).
 Dan Ariely: Predictably Irrational (2011)

| Work load | |
|---------------------------|-----------------|
| Type of course | Number of hours |
| Interactive courses | 16.0 |
| Personal work | 8.0 |
| Collective project | 8.0 |
| Individual project | 8.0 |
| Reading reference manuals | 1.0 |
| Research | 1.0 |
| Total | 44.0 |

One group assignment presented during the last session ; Various articles and cases studies ; Related to consumer behavior ; 16 hours of interactive sessions (theory, cases). Working sessions to prepare assignments and projects. ; One Individual project (online)

| | | |
|-------------------------|-------------------|-------------------------------------|
| PRODUCT INNOVATION 0701 | | |
| 2021 - 2021 | Credit : 2 | IESEG - School of Management |
| Class code : | 2021_SYL_MKT_0701 | MKT |

| Level | Year | Semestre | Campus | Language of instruction |
|-----------|------|----------|--------|-------------------------|
| Intensive | P | S1 | P | |

| | |
|--------------------|--------------------|
| Lecturer(s) | ABRAMOVICH Roberto |
|--------------------|--------------------|

Prerequisites

Basic knowledge of Marketing management, Consumer Behavior and Marketing research

Learning objectives

- Understand the critical role of innovation for companies and the opportunities and challenges
 - Understand the New Product Development Process and apply it to real life cases
 - Understand, describe and evaluate actual product innovations
 - Familiar with the new product launch process and monitoring
- 1.B Successfully collaborate within a intercultural team / 3.A Breakdown complex organizational problems using the appropriate methodology / 3.B Propose creative solutions within an organization / 4.C Convey powerful messages using contemporary presentation techniques / 6.A Thoroughly examine a complex business situation / 6.B Synthesize multifaceted information from various sources across different functional fields

Course description

What is innovation, types, innovation management, linear approaches, exploratory methods,

Role of insights and converting raw information into product ideas - usage of business simulation to develop Innovation strategy and put in context of development process.

Usage of agile methods: Business modelling: Business Model Canvas and Value Proposition Canvas
 Design thinking theory and Design Spring Role

Hands on work driving an idea from early stage concept until validation, articulating key stages of Brainstorming and crowd voting

| Assessment / Feedback | | | | | | | | | | | | |
|----------------------------|----------|--------------|---------------|---------------|---|---|---|---|---|----|----|----|
| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Type of test | Exercise | Group report | Participation | Group project | | | | | | | | |
| Number of hours if written | | | 10.0 | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | 30.0 | 20.0 | | 40.0 | | | | | | | | |

Recommended reading

Osterwalder, A. and Pigneur, Y. (2010) Business Model Generation.

Knapp, J et al. (2016). SPRINT: How to generate ideas and solve problems in just five days by Google Ventures.

Value proposition design: Osterwalder, A. and Pigneur,

BR multiple Sources

Work load

| Type of course | Number of hours |
|---------------------------|-----------------|
| Lecture | 8.0 |
| Interactive courses | 4.0 |
| Personal work | 10.0 |
| Collective project | 20.0 |
| Reading reference manuals | 4.0 |
| Distance learning | |
| remote videoconferencing | 4.0 |
| Total | 50.0 |

In class exercises, outside class work project with field research and project pitch preparation with online interaction through platform

| DIGITAL STRATEGY 0702 | | |
|-----------------------|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 2 | IESEG - School of Management |
| Class code : | 2021_SYL_MKT_0702 | MKT |

| Level | Year | Semestre | Campus | Language of instruction |
|-----------|------|----------|--------|-------------------------|
| Intensive | P | NA | L / P | |

| | |
|--------------------|----------------------|
| Lecturer(s) | THÉVENY Jean-Patrick |
|--------------------|----------------------|

Prerequisites

Be passionate and willing to learn.. Although no prior knowledge is required, the following skills are relevant in the successful completion of the course: - Basic knowledge of marketing concepts - Interest in digital marketing - Critical thinking

Learning objectives

Acquire key knowledge regarding the fast-changing digital environment
 Achieve an up-to-date, critical synthesis that links the various aspects of the digital economy
 Understand digital marketing notions, players and business models + Have a broad comprehension of their impact on traditional marketing strategies .
 Be familiar with the economics inherent to digital media
 Understand national and international business contexts.
 1.A Demonstrate an international mindset / 5.A Predict how business and economic cycles could affect organizational strategy / 5.B Construct expert knowledge from cutting-edge information

Course description

Digital Marketing skills have become a must-have in the set of capabilities required to manage brands, communication strategies and business projects.
 This course will provide you with the culture necessary to understand the new strategic challenges resulting from the explosive growth of digital communication (web-marketing, online communication, mobile marketing, brand content). It will allow you to develop a global understanding of how businesses can leverage digital marketing. You will acquire theoretical notions that will allow you to better comprehend the digital media landscape.
 You will analyse the KSF of a deployment of digital marketing strategies based on examples of best practices observed in a multi-device ecosystem.
 The course will especially emphasize the following:
 Introduction and course description
 Definitions: search advertising, display advertising, online communication, affiliate marketing., integrated advertising...
 Key figures
 Digital advertising strategy as part of the overall brand strategy: integrated advertising, cross-media (multi-channel approach).
 Influence marketing: Influencer's typology, use of influence marketing by the brands
 Description of the main online communication tendencies
 Inbound marketing: introduction to Brand Content

| Assessment / Feedback | | | | | | | | | | | | |
|-----------------------|---|---|---|---|---|---|---|---|---|----|----|----|
| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |

| | | | | | | | | | | | | |
|----------------------------|-----------------|-------------|--|--|--|--|--|--|--|--|--|--|
| Type of test | Multiple choice | End of term | | | | | | | | | | |
| Number of hours if written | | | | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | 40.0 | 60.0 | | | | | | | | | | |

Recommended reading

Marketing 4.0: Moving from Traditional to Digital Philip Kotler, Hermawan Kartajaya, Iwan Setiawan 2016 - ISBN-10: 1119341205, ISBN-13: 978-1119341208 ; Digital Marketing: Strategy, Implementation and Practice Dave Chaffey & Fiona Ellis-Chadwick 2015 - ISBN-10: 1292077611, ISBN-13: 978-1292077611

Work load

| Type of course | Number of hours |
|---------------------|-----------------|
| Interactive courses | 16.0 |
| Personnal work | 6.0 |
| Research | 6.0 |
| Total | 28.0 |

| SOCIAL MEDIA MARKETING 0703 | | |
|-----------------------------|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 2 | IESEG - School of Management |
| Class code : | 2021_SYL_MKT_0703 | MKT |

| Level | Year | Semestre | Campus | Language of instruction |
|-----------|------|----------|--------|-------------------------|
| Intensive | P | NA | L / P | |

Lecturer(s) GRIFFITHS Pierrine

Prerequisites

Although no prior knowledge is required, the following skills are relevant in the successful completion of the course: - Interest in digital marketing - Awareness of some existing social media platforms - Critical thinking

Learning objectives

At the end of the course, the student should be able to:

- Assess the values of the organization in which they work (LO2.A)
- Understand the various forms of social media, online communities and viral marketing campaigns
- Comprehend fundamentals and best practices of social media management and advertising with a POEM approach
- Organize change management processes (LO3.C)
- Integrate the transformational role of social media and influencers in marketing strategies and processes
- Define and develop end-to-end social media campaigns from the objectives' definition, KPIs' measurement to the creative design, and operate on-going optimizational changes
- Make effectual organizational decisions (LO5.D)
- Adapt a social media strategy and lead the coordination with transversal teams according to different marketing goals: brand awareness, product information, event promotion, sales and B2B social selling
- Convey powerful messages using contemporary presentation techniques (LO4.C) and Communicate effectively in English (LO1.C)
- Elaborate a content marketing / editorial plan, and develop capacity to promote and present the chosen strategy through team work

1.C Communicate effectively in English / 2.A Assess the values of the organization in which they work / 3.C Organize change management processes / 4.C Convey powerful messages using contemporary presentation techniques / 5.D Make effectual organizational decisions

Course description

The course encompasses interactive sessions with learning case studies and group works.

Session 1: Overview of social media platforms, online communities and viral marketing. How do they integrate within an overall marketing strategy?

Session 2: What are the fundamentals and best practice/POEM, according to different goals?

Session 3: How to develop and optimize social media paid and non-paid campaigns? (incl. traffic and ad campaigns management tools)

| Assessment / Feedback | | | | | | | | | | | | |
|----------------------------|------------|---------------|---------------|---|---|---|---|---|---|----|----|----|
| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Type of test | Individual | Group project | Participation | | | | | | | | | |
| Number of hours if written | | | | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | 50.0 | 40.0 | 10.0 | | | | | | | | | |

Recommended reading

Tuten, T. L., & Solomon, M. R. (2017). Social media marketing. Sage.

Macarthy, A. (2018). 500 Social Media Marketing Tips: Essential Advice, Hints and Strategy for Business Facebook, Twitter, Pinterest, Google+, YouTube, Instagram, LinkedIn, and More!. CreateSpace Independent Publishing Platform.

Stokes, R. (2018). eMarketing: The Essential Guide to Marketing in a Digital World 6th ed. Red & Yellow,. - Free PDF on the publisher's website: <https://www.redandyellow.co.za/textbook/>

Fahy J and Jobber D. (2019). Foundations of Marketing Mcgraw Hill Education (6th edition)

<https://growthhackers.com/growth-studies>

<https://www.digitaltrends.com/social-media/>

<https://www.socialmediatoday.com/>

<https://www.socialmediaexaminer.com/> (Free industry report pdf)

Work load

| Type of course | Number of hours |
|---------------------------|-----------------|
| Interactive courses | 16.0 |
| Collective project | 10.0 |
| Individual project | 15.0 |
| Reading reference manuals | 5.0 |

| | |
|----------|------|
| Research | 4.0 |
| Total | 50.0 |

| WEB MARKETING 0704 | | |
|--------------------|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 2 | IESEG - School of Management |
| Class code : | 2021_SYL_MKT_0704 | MKT |

| Level | Year | Semestre | Campus | Language of instruction |
|-----------|------|----------|--------|-------------------------|
| Intensive | P | NA | L / P | |

| | |
|--------------------|-------------|
| Lecturer(s) | MARTEL Eric |
|--------------------|-------------|

Prerequisites

Students should have some general knowledge about Internet, social media and marketing basics.

Learning objectives

- Have a clearer view of the use of digital marketing levers
 - Better know how to evaluate the potential and challenges of e-business for its business,
 - Know how to integrate the Web dimension into the general policy and marketing strategy of the company,
 - To participate effectively in concrete projects in these fields.
- 1.A Demonstrate an international mindset / 1.B Successfully collaborate within a intercultural team / 1.C Communicate effectively in English / 3.B Propose creative solutions within an organization / 6.A Thoroughly examine a complex business situation / 6.C Combine different skills and management disciplines in support of interdisciplinary responsibilities

Course description

Digital Strategy Mobile Marketing Social Media Marketing Affiliation, Display and Partnerships Search Engine Optimization User experience

Assessment / Feedback

| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|----------------------------|------------|------------|--------------|------------|---|---|---|---|---|----|----|----|
| Type of test | Case study | Continuous | Midterm exam | Continuous | | | | | | | | |
| Number of hours if written | | | | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | 30.0 | 25.0 | 25.0 | 20.0 | | | | | | | | |

Recommended reading

Internet Marketing 2017 EBG ; Marketing digital D. Chaffey, ?. Ellis-Chadwick - Pearson ; e.Commerce 2016 K. C. Laudon, C. G. Traver - Prentice Hall

Work load

| Type of course | Number of hours |
|---------------------|-----------------|
| Lecture | 6.0 |
| Interactive courses | 4.0 |
| Directed work | 4.0 |
| Collective project | 18.0 |
| Research | 8.0 |
| Total | 40.0 |

| INTEGRATED MARKETING COMMUNICATION STRATEGY | | |
|---|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 0 | IESEG - School of Management |
| Class code : | 2021_SYL_MKT_2103 | MKT |

| Level | Year | Semestre | Campus | Language of instruction |
|-----------|------|----------|--------|-------------------------|
| Intensive | P | NA | P | English |

| | |
|--------------------|--------------|
| Lecturer(s) | MOUREY James |
|--------------------|--------------|

Prerequisites

Students wishing to take this course should have taken an introductory marketing or principles of marketing course, as well as have taken a course on consumer behavior (i.e., consumer psychology, social psychology) and marketing research (or statistics).

Learning objectives

Students will also perfect the skill of transforming ideas into tangible marketing executions, learning how to use creative tools (e.g., Adobe) to do so.

1.A Demonstrate an international mindset / 1.B Successfully collaborate within a intercultural team / 1.C Communicate effectively in English / 2.B Solve professional dilemmas using concepts of CSR and ethics / 2.C Generate sustainable solutions for organizations / 3.A Breakdown complex organizational problems using the appropriate methodology / 3.B Propose creative solutions within an organization / 4.A Appraise the performance of a team / 4.B Compose constructive personal feedback and guidance / 4.C Convey powerful messages using contemporary presentation techniques / 5.A Predict how business and economic cycles could affect organizational strategy / 5.B Construct expert knowledge from cutting-edge information / 5.D Make effectual organizational decisions / 6.A Thoroughly examine a complex business situation / 6.B Synthesize multifaceted information from various sources across different functional fields / 6.C Combine different skills and management disciplines in support of interdisciplinary responsibilities

Course description

Marketing is comprehensive. From the extremely quantitative fields of marketing research and operations/logistics to the more qualitative, creative fields of advertising and new product innovation, marketing is a business discipline whose components span a diverse, multifunctional skillset. However, students are rarely given the opportunity to think through how these related-yet-unique components interact, complement one another, and work as an ensemble to create an effective, memorable marketing campaign.

In this course, students will be introduced to the Fusion framework, a model that first teaches the core components of marketing (i.e., advertising, sponsorship, promotion, digital media, PR, corporate social responsibility, customer service, trade/B2B relationships), and then synthesizes 1) research/data insights, 2) consumer psychology, and 3) creative executions. Then, using the Fusion framework, students will critique well-known existing campaigns - good and bad - and develop an original campaign of their own to achieve a specific business goal.

Assessment / Feedback

| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|---------------|------------|---------------|---------------|--------------|---|---|---|---|---|----|----|----|
| Type of test | Individual | Group project | Participation | Group report | | | | | | | | |

| | | | | | | | | | | | | |
|----------------------------|------|------|------|------|--|--|--|--|--|--|--|--|
| Number of hours if written | | | | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | 20.0 | 50.0 | 10.0 | 20.0 | | | | | | | | |

Recommended reading

Fusion: A Modern Approach to Integrated Marketing Strategy by James Mourey, Ph.D.

Work load

| Type of course | Number of hours |
|---------------------------|-----------------|
| Lecture | 8.0 |
| Interactive courses | 8.0 |
| Personnal work | 2.0 |
| Collective project | 5.0 |
| Individual project | 3.0 |
| Reading reference manuals | 6.0 |
| Research | 3.0 |
| Total | 35.0 |

| INTERNATIONAL PURCHASING & SUPPLY MANAGEMENT 0819 | | |
|---|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 2 | IESEG - School of Management |
| Class code : | 2021_SYL_NEG_0819 | NEG |

| Level | Year | Semestre | Campus | Language of instruction |
|-----------|------|----------|--------|-------------------------|
| Intensive | P | NA | L / P | |

| | |
|--------------------|--------------|
| Lecturer(s) | CHATILA Rima |
|--------------------|--------------|

| Prerequisites |
|---------------|
| NO |

Learning objectives

Understand the purchasing context, interrelationships with other stakeholders, core purchasing activities, contributions to strategic and business goals. Can design and undertake a basic supplier benchmarking, comparison and selection process. Have awareness of supplier evaluation, selection and performance improvement processes used by purchasing managers. Able to undertake basic private label projects for tangible products from concept to launching. Understand minority supplier spend obligations. Aware of future trends of purchasing.

1.A Demonstrate an international mindset / 1.B Successfully collaborate within a intercultural team / 3.B Propose creative solutions within an organization / 4.B Compose constructive personal feedback and guidance / 6.C Combine different skills and management disciplines in support of interdisciplinary responsibilities

Course description

This is an introductory course to purchasing that aims at understanding the concept of purchasing and its impact on organizations. Topic content will include definition of purchasing, relationship between purchasing and strategy of the company; purchasing and supply chain. It explains also the importance and role of purchasing today, the purchasing process model, purchasing procedures, and quality. Criteria of choosing a supplier will be developed including supplier evaluation, and supplier selection / development. This course also aims at explaining the purpose of developing private label products and strategy

| Assessment / Feedback | | | | | | | | | | | | |
|----------------------------|------------|------------|---------------|---|---|---|---|---|---|----|----|----|
| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Type of test | Continuous | Case study | Group project | | | | | | | | | |
| Number of hours if written | | | | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | 30.0 | 30.0 | 40.0 | | | | | | | | | |

Recommended reading

Purchasing and Supply Chain Management Lysons, K. and Farrington B. (2012), , 8th ed. Prentice Hal ;
 Guideline for the Development of Chinese Suppliers Vodicka, Matthias (2007) VDM Verlag Dr. Muller

Work load

| Type of course | Number of hours |
|---------------------------|-----------------|
| Interactive courses | 16.0 |
| Collective project | 16.0 |
| Individual project | 4.0 |
| E-learning | 3.0 |
| Reading reference manuals | 8.0 |
| Research | 3.0 |
| Total | 50.0 |

| APPLIED NEGOTIATION ESSENTIALS 0820 | | |
|-------------------------------------|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 2 | IESEG - School of Management |
| Class code : | 2021_SYL_NEG_0820 | NEG |

| Level | Year | Semestre | Campus | Language of instruction |
|-----------|------|----------|--------|-------------------------|
| Intensive | P | NA | L / P | |

| | |
|--------------------|------------|
| Lecturer(s) | KIM Regina |
|--------------------|------------|

Prerequisites

NO

Learning objectives

Students will develop both a theoretical as well as a practical understanding of the dimensions of successful negotiation. Students will not only utilise traditional negotiation skills established in a conventional business environment but will also utilise skill sets from other disciplines to reinforce and supplement the more traditional business aspects of negotiation. The main objective of this course is to introduce students to negotiation and the fundamental aspects it entails. Students will also work on teams with the aim of: Work efficiently in a team and provide contributions Make consistent decisions and take responsibility Manage in pro-active way

1.A Demonstrate an international mindset / 1.B Successfully collaborate within a intercultural team / 2.C Generate sustainable solutions for organizations / 3.B Propose creative solutions within an organization / 4.B Compose constructive personal feedback and guidance / 6.C Combine different skills and management disciplines in support of interdisciplinary responsibilities

Course description

The essence of the subject is to introduce students to the world of negotiation and explain its structure and detail. Whilst centred in business negotiation theory, the subject also draws on other areas such as game theory , conflict resolution and learning styles theory). The essential business negotiation dimensions include : Planning and preparation Strategies that underly good negotiation Negotiation tactics Negotiation stance (eg. Win/win strategies) Post negotiation

| Assessment / Feedback | | | | | | | | | | | | |
|----------------------------|---------------|------------|---------------|------------|---|---|---|---|---|----|----|----|
| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Type of test | Participation | Individual | Group project | Continuous | | | | | | | | |
| Number of hours if written | | | | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | 20.0 | 20.0 | 40.0 | 20.0 | | | | | | | | |

Recommended reading

Fisher, R., Ury, W. L., & Patton, B. (2011). Getting to yes: Negotiating agreement without giving in. Penguin -

Work load

| Type of course | Number of hours |
|---------------------------|-----------------|
| Interactive courses | 16.0 |
| Collective project | 16.0 |
| Individual project | 4.0 |
| E-learning | 3.0 |
| Reading reference manuals | 8.0 |
| Research | 3.0 |
| Total | 50.0 |

| SALES ESSENTIALS 0821 | | |
|-----------------------|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 2 | IÉSEG - School of Management |
| Class code : | 2021_SYL_NEG_0821 | NEG |

| Level | Year | Semestre | Campus | Language of instruction |
|-----------|------|----------|--------|-------------------------|
| Intensive | P | NA | L / P | |

| | |
|--------------------|---------------|
| Lecturer(s) | OSWALD Amélie |
|--------------------|---------------|

Prerequisites

None - this course is suited for beginners

Learning objectives

"This course aims at giving students some insights in personal selling. It provides the student with a "tool box" including the most common sales techniques. It leans upon proven methods used and values in most companies. At the end of the course, the student should be able to: - describe the seven steps of the call - deliver a credibility-building pitch - explore their customer using the SPIN technique - put forward their proposal using the Feature-Benefit-Proof framework - handle basic objections - deal with the price objection - close a sale"

4.C Convey powerful messages using contemporary presentation techniques / 6.A Thoroughly examine a complex business situation

Course description

The course will focus on an exploration of the sales process with a practical approach using case studies and many role plays. An active participation is expected from students. Session 1: The 7 steps of a call. Smart prospecting - Pitch Session 2: Pitch ? SPIN ? Active listening - FAB Session 3: FAB ? Handling objections - Closing Session 4: Evaluation ? Role plays and analysis

| Assessment / Feedback | | | | | | | | | | | | |
|----------------------------|---------------|------------|-------------|---|---|---|---|---|---|----|----|----|
| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Type of test | Participation | Continuous | End of term | | | | | | | | | |
| Number of hours if written | | | | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | 0.35 | 0.35 | 0.3 | | | | | | | | | |

Recommended reading

SELL6 Trust Based Professional Selling - Ingram Laforce Avila Schwepker Williams

Work load

| Type of course | Number of hours |
|---------------------------|-----------------|
| Interactive courses | 16.0 |
| E-learning | 16.0 |
| Reading reference manuals | 8.0 |
| Total | 40.0 |

| IMPORT-EXPORT: SELLING AND NEGOTIATING | | |
|--|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 0 | IESEG - School of Management |
| Class code : | 2021_SYL_NEG_2104 | NEG |

| Level | Year | Semestre | Campus | Language of instruction |
|-----------|------|----------|--------|-------------------------|
| Intensive | P | NA | | English |

| | |
|--------------------|-------------------|
| Lecturer(s) | FAURE Jean-Robert |
|--------------------|-------------------|

Prerequisites

None.

Learning objectives

Course description

None.

| Assessment / Feedback | | | | | | | | | | | | |
|----------------------------|---|---|---|---|---|---|---|---|---|----|----|----|
| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Type of test | | | | | | | | | | | | |
| Number of hours if written | | | | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | | | | | | | | | | | | |

Recommended reading

None.

Work load

| Type of course | Number of hours |
|----------------|-----------------|
|----------------|-----------------|

| | |
|-------|--|
| Total | |
|-------|--|

| INTRODUCTION TO STRATEGY 1035 | | |
|-------------------------------|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 2 | IESEG - School of Management |
| Class code : | 2021_SYL_STR_1035 | STR |

| Level | Year | Semestre | Campus | Language of instruction |
|-----------|------|----------|--------|-------------------------|
| Intensive | P | NA | L / P | English |

| | |
|--------------------|--------------|
| Lecturer(s) | KODEIH Farah |
|--------------------|--------------|

Prerequisites

This is a foundation course in strategy which introduces the main concepts of strategy analysis, choice and implementation. No specific prerequisite required, but a basic understanding of how business organisations work is helpful.

Learning objectives

1. Understand the main concepts that drive strategy in organisations 2. Apply strategic management frameworks to real organisations 3. Analyse real organisations strategy and its impact on performance 4. Evaluate critically the key strategic choices of real organisations
 5.A Predict how business and economic cycles could affect organizational strategy / 5.D Make effectual organizational decisions

Course description

Session 1: An introduction to strategy.
 Session 2: Strategic Analysis: External and internal analysis.
 Session 3: Business Strategy: Generic strategies, Blue Ocean Strategy, and business model thinking.
 Session 4: Corporate Strategy.

Assessment / Feedback

| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|----------------------------|---------------|-------------|---|---|---|---|---|---|---|----|----|----|
| Type of test | Group project | End of term | | | | | | | | | | |
| Number of hours if written | | | | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | 60.0 | 40.0 | | | | | | | | | | |

Recommended reading

None.

Work load

| Type of course | Number of hours |
|---------------------------|-----------------|
| Face to face | |
| Interactive courses | 16.0 |
| Independent study | |
| Personnal work | 10.0 |
| Independent work | |
| Reading reference manuals | 8.0 |
| Total | 34.0 |

| INTRODUCTION TO BUSINESS ETHICS 1036 | | |
|--------------------------------------|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 2 | IESEG - School of Management |
| Class code : | 2021_SYL_STR_1036 | STR |

| Level | Year | Semestre | Campus | Language of instruction |
|-----------|------|----------|--------|-------------------------|
| Intensive | P | NA | L / P | |

| | |
|--------------------|---------------------|
| Lecturer(s) | GRESSIEUX Elisabeth |
|--------------------|---------------------|

Prerequisites

This is a foundation course in business ethics so no specific requirements are asked even if a previous experience in a firm (internship or short contract) would be of high interest to discuss the ethical issues.

Learning objectives

1. Understand the main concepts of business ethics and make a difference between ethics and compliance 2. Know the main philosophical roots of business ethics 3. Be aware of the psychological and organisational biases that might impair the ethical decision making process 4. Make critical judgement when taking a business decision

1.B Successfully collaborate within a intercultural team / 1.C Communicate effectively in English / 2.A Assess the values of the organization in which they work / 2.B Solve professional dilemmas using concepts of CSR and ethics / 2.C Generate sustainable solutions for organizations / 3.A Breakdown complex organizational problems using the appropriate methodology / 3.C Organize change management processes / 5.D Make effectual organizational decisions / 6.A Thoroughly examine a complex business situation / 6.B Synthesize multifaceted information from various sources across different functional fields / 6.C Combine different skills and management disciplines in support of interdisciplinary responsibilities

Course description

Session 1: An introduction to business ethics and the main philosophical traditions to use the right criteria to decide
 Session 2: understanding what is an ethical dilemma and how to take a "good" decision, understanding the context and the complexity of the situation.
 Session 3: the psychological biases which can be an obstacle to the responsible and sustainable decision
 Session 4: the organisational biases and finally, introduction to the moral imagination concept

| Assessment / Feedback | | | | | | | | | | | | |
|----------------------------|---------------|---|---|---|---|---|---|---|---|----|----|----|
| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Type of test | Group project | | | | | | | | | | | |
| Number of hours if written | | | | | | | | | | | | |
| 2nd session | true | | | | | | | | | | | |
| Coefficient | 100.0 | | | | | | | | | | | |

Recommended reading

None.

| Work load | |
|---------------------------|-----------------|
| Type of course | Number of hours |
| Interactive courses | 16.0 |
| Personnal work | 10.0 |
| Reading reference manuals | 8.0 |
| Total | 34.0 |

| CORPORATE SOCIAL RESPONSIBILITY 1037 | | |
|--------------------------------------|-------------------|-------------------------------------|
| 2021 - 2021 | Credit : 2 | IESEG - School of Management |
| Class code : | 2021_SYL_STR_1037 | STR |

| Level | Year | Semestre | Campus | Language of instruction |
|-----------|------|----------|--------|-------------------------|
| Intensive | P | NA | L / P | |

| | |
|--------------------|----------------|
| Lecturer(s) | COLETTI Claire |
|--------------------|----------------|

Prerequisites

Although no prior knowledge is required, the following skills are relevant in the successful completion of the course: - Basic knowledge of sustainable development issues (climate change, water depletion, pollution, demography?) - Critical thinking

Learning objectives

1. Define and understand the concept of CSR 2. Be familiar with major international institutions, texts and laws 3. Be able to identify key environmental, social and governance issues of an organization 4. Identify paths through which business organizations can generate positive social and environmental impact 3. Use concepts and analytical tools to address sustainability issues at different levels of the business organization (sustainable supply chains, ecodesign, ?) 4. Identify relevant KPIs and contents to promote and communicate on a CSR policy

1.A Demonstrate an international mindset / 2.A Assess the values of the organization in which they work / 2.C Generate sustainable solutions for organizations

Course description

This course will provide you with the culture and the tools necessary to understand the new challenges firms are facing in a world facing major macro challenges: climate change, demography, depletion of raw materials? Today firms are required to minimize their environmental impacts and have to integrate environmental and social considerations into their development and investment strategies. The course will especially emphasize the following: - CSR concepts and history - ecodesign and sustainable supply chains - clean production - Responsible investing (introduction to the banking sector and SRI) - extra-financial reporting The courses will alternate between theory, exercises, case studies, discussions and meetings with CSR managers: Mireille SMEETS (Eurodisney) Guillaume Lascourreges (Clarins) Amandine Penin (Groupe Adeo) Agathe Mouvielle (Camaieu) (to be confirmed, depending on availability)

Assessment / Feedback

| Rated element | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|----------------------------|---------------|---------------|------------|---|---|---|---|---|---|----|----|----|
| Type of test | Participation | Group project | Case study | | | | | | | | | |
| Number of hours if written | | | | | | | | | | | | |
| 2nd session | | | | | | | | | | | | |
| Coefficient | 20.0 | 30.0 | 50.0 | | | | | | | | | |

Recommended reading

None.

| Work load | |
|---------------------------|-----------------|
| Type of course | Number of hours |
| Interactive courses | 16.0 |
| Individual project | 8.0 |
| Reading reference manuals | 4.0 |
| Research | 8.0 |
| Total | 36.0 |