

**Department :** Foreign languages

**Expert-Pole-Unit :** Foreign languages

**Level :** Langues

**ECTS :** 2

**Tutoring Hours :** 24 h

**Personal Investment :** 26 h

**Tutoring Language :** French

**Program & Year of studies :**

- Bachelor of Business Administration - 2ème année - Fall
- Bachelor of Business Administration - 2ème année - Rentrée Spring

### COURSE LEADER

Sandrine BASILICO - SMITH

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### COURSE DESCRIPTION

This course focuses on basic notions for beginner level in professional situations (buying and selling goods)

### PROGRAM OBJECTIVES

Learning objectives BBA :

- 22\_LO\_BBA\_MULT11 - Students will demonstrate an awareness of cultural differences and management issues within a global context.
- 22\_LO\_BBA\_TEAM2 - Students will be able to work effectively in teams.

### COURSE OBJECTIVES

**Knowledge**

1. Using grammar and vocabulary for beginner level

**Skills**

2. Being able to understand and communicate in basic french in personal and Professional situations

### TEACHING METHODS

Exercises, Group works, Individual presentation, Simulation

**ASSESSMENT**

Learning objectives evaluated	Type of assesment	Percentage	Description
1.2.	Mid-term exam	50 %	Grammar, vocabulary, expression half semester knowledges
1.2.	Final written exam	30 %	Grammar, vocabulary, writing comprehension and expression Semester knowledges
1.2.	Final oral exam	20 %	individual oral comprehension and expression oral knowledges

### BIBLIOGRAPHY

### COURSE SYLLABUS

#### Séance 1

LESSON 1 : Speaking about traveling for business trips (level 2)

- Verbs to go, to come and to leave
- Questions (2)
- Prepositions for cities and countries
- vocabulary : countries and vehicles

#### Séance 2

LESSON 2 : Speaking about family (level 2)

- vocabulary : family
- grammar : possessives

#### Séance 3

LESSON 3 : Describing somebody in a professional situation (level 2)

- psychological adjectives

#### Séance 4

LESSON 4 : Describing somebody in a professional situation (level 2)

- vocabulary : body and face
- review : to be and to have
- review : colors
- colors for hair

#### Séance 5

LESSON 5 : Speaking about daily activities at work (level 2)

- time
- seasons
- days of the week
- months
- pronominal verbs

#### Séance 6

LESSON 6: Midterm exam

Exercises

#### Séance 7

LESSON 7 : Asking for the way in a business trip (level 2)

- vocabulary : cities
- prepositions for places
- Shops

#### Séance 8

LESSON 8 : Buying and selling tickets

- Regular verbs (gp 2)
- Vocabulary : vehicles
- Buying a ticket (train, plane, bus...)
- review : time, days and months

#### Séance 9

LESSON 9 : Buying and selling food

- quantity
- price
- vocabulary : food, fruits and vegetables

#### Séance 10

LESSON 10 : Buying and selling clothes

- vocabulary : clothes
- Size
- Price
- Money

Séance 11

LESSON 11 : Review for final test

Séance 12

LESSON 12 : Oral exam

**Department :** Finance, Audit and Accountancy

**Expert-Pole-Unit :** Accountancy and Audit

**Level :** Undergraduate

**ECTS :** 3

**Tutoring Hours :** 24 h

**Personal Investment :** 51 h

**Tutoring Language :** English

**Program & Year of studies :**

- Bachelor of Business Administration - 2ème année - Fall
- Bachelor of Business Administration - 2ème année - Rentrée Spring

**Learning Semestre :**

- BBA : Semestre 04

## COURSE LEADER

Garret John HEGARTY

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## COURSE DESCRIPTION

This undergraduate course in financial accounting begins with a review of accounting principles. Students acquire knowledge about the corporation as an accounting entity, the process of accounting that underpins accountability for the corporation's resources and transactions. They acquire skills in producing corporate financial statements and analyzing the financial position and performance of the accounting entity.

## PROGRAM OBJECTIVES

Learning objectives BBA :

- 22\_LO\_BBA\_MULT12 - Students will apply practices of major business disciplines in an international business context.
- 22\_LO\_BBA\_SOLV2 - Students will be able to provide managerial recommendations to business issues.
- 22\_LO\_BBA\_TEAM2 - Students will be able to work effectively in teams.

## COURSE OBJECTIVES

### Knowledge

1. Understand the corporation and the role of corporate accounting and accountability in business
2. Understand the nature and general purposes of financial statements: Statement of Financial Position (Balance Sheet), Statement of Financial Performance (Income Statement), Cash Flow Statement, Statement of Retained Earnings
3. Understand the main elements in the financial statements (Assets, Liabilities, Owners Equity, Income, Expenses)
4. Understand the steps in the accounting cycle (Journal, Ledger, and Trial Balance)

### Skills

5. Record complex economic transactions in a journal
6. Post journal entries to the Ledger
7. Do trial balance (unadjusted, adjusted, and after-closing trial balances)
8. Prepare Financial Statements and calculate return on equity (ROE)

## TEACHING METHODS

Exercises, Group works, Lectures, Tutorial

**ASSESSMENT**

Learning objectives evaluated	Type of assesment	Percentage	Description
1-8	Final written exam	50 %	Prepare the journal entries and financial statements for a comprehensive exercise.
1-8	Project	50 %	In teams of 4, prepare the financial statements for a company that you propose to set up. Explain the organization of the business and the key figures you would use to control its performance

### BIBLIOGRAPHY

#### Compulsory Reading

Haka, Williams, Bettner, Carcello "Financial Accounting" 17th edition, McGraw Hill Education Chapters 1 – 5, 8-9, 14-15

### COURSE SYLLABUS

#### Séance 1

Corporation and the accounting entity

#### Séance 2

Accounting and accountability

#### Séance 3

Institutions: IFRS standards of accounting and CoSo standards of internal control and risk management

#### Séance 4

Balance Sheet: Assets, Liabilities, and Owners' Equity

#### Séance 5

Income Statement: Income, Expenses

#### Séance 6

Cash Flow Statement: Operating, Investing, and Financing Cash Flows

#### Séance 7

Statement of Retained Earnings and Dividends

#### Séance 8

Journal, Ledger and Trial Balance

#### Séance 9

Inventories and Cost of Goods Sold (COGS)

#### Séance 10

Plant and Intangible Assets

#### Séance 11

Financial Statement Analysis

#### Séance 12

Global Business and Accounting

**Department :** Management and Strategy

**Expert-Pole-Unit :** Human resources and CSR

**Level :** Undergraduate

**ECTS :** 3

**Tutoring Hours :** 24 h

**Personal Investment :** 51 h

**Tutoring Language :** English

**Program & Year of studies :**

- Bachelor of Business Administration - 2ème année - Fall
- Bachelor of Business Administration - 2ème année - Rentrée Spring

**Learning Semestre :**

- BBA : Semestre 03

## COURSE LEADER

Kelly Anne LEFEBVRE

Nice

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## COURSE DESCRIPTION

This course will provide a practical perspective on one of today's most pressing business issues: how to manage in a complex, cross-border, multicultural environment. It will provide a framework for understanding cross cultural differences and using such knowledge in developing country-specific management practices. Moreover, it will provide a guide for dealing with strategic issues associated with cross national environments, organizational design, and adaptation. Last but not least, crosscultural communication skills will be developed for future global work assignments.

## PROGRAM OBJECTIVES

Learning objectives BBA :

- 22\_LO\_BBA\_MULTI1 - Students will demonstrate an awareness of cultural differences and management issues within a global context.
- 22\_LO\_BBA\_MULTI2 - Students will apply practices of major business disciplines in an international business context.
- 22\_LO\_BBA\_MULTI3 - Students will be able to work effectively with other nationalities.
- 22\_LO\_BBA\_SOLV2 - Students will be able to provide managerial recommendations to business issues.
- 22\_LO\_BBA\_TEAM2 - Students will be able to work effectively in teams.

## COURSE OBJECTIVES

### Knowledge

1. Understand the global business environment and how it affects the strategic and operational decisions that managers must make
2. Define the different cultural variables affecting all aspects of cross-cultural management
3. Outline and summarize aspects of the individual, relationship, and context that help make cross-cultural communicators more competent

### Skills

4. Exhibit communication skills that demonstrate (improved) competence in cross-cultural communication contexts
5. Use cross-cultural analytical skills to avoid expectancy violations and gain in managerial efficiency
6. Demonstrate ability to negotiate with people in a cross-cultural environment



### TEACHING METHODS

Case study, Exercises, Group presentation, Tutorial

## ASSESSMENT

Learning objectives evaluated	Type of assesment	Percentage	Description
1, 2, 3, 4, 5, 6	Oral test	10 %	Participating in class discussions is a key element to enhancing the course material and expanding student's worldview—as well as contributing to the experience of other class members. Participation consists of asking questions, offering opinions, sharing relevant experiences, leading discussions, and demonstrating respect for others. Students must add value to the overall learning environment.
1, 2, 3, 4, 5, 6	Class presentation	40 %	Continuous assessment will be composed of a midterm examination (20%) as well as a class presentation and report ( 20%).
1, 2, 3, 4, 5, 6	Final written exam	50 %	The final exam is written and cumulative. All topics will be covered.

### BIBLIOGRAPHY

#### Compulsory Reading

Thomas, D. C., & Peterson, M. F. (2016). Cross-cultural management: Essential concepts. Sage Publications.

Deresky, H (2017) International Management: Managing Across Borders and Cultures, Text and Cases. Pearson Higher Education.

H. B., Brett, J., Doz, Y. L., Meyer, E., & Gregersen, H. (2016). HBR's 10 Must Reads on Managing Across Cultures. Harvard Business Review Press.

#### Recommended Reading

All readings will be provided on the courses online Moodle platform.

Journals of interest include:

1. Journal of International Business Studies
2. Journal of World Business
3. Asian Wall Street Journal
4. Far Economic Review
5. Canadian Journal of Administrative Sciences
6. Financial Times
7. Business week, Fortune and the Wall Street Journal

### COURSE SYLLABUS

#### Séance 1

Introduction: The Challenging Role of the Global Manager

#### Séance 2

Describing Culture: What It Is and Where It Comes From

#### Séance 3

Comparing Cultures: Systematically Describing Cultural Differences

#### Séance 4

How Culture Works: Fundamentals of Cross-Cultural Interaction

#### Séance 5

The Manager as Decision-Maker: Cross-Cultural Dimensions of Decision-Making

#### Séance 6

The Manager as Negotiator: Communicating and Negotiating Across Cultures

#### Séance 7

The Manager as Leader: Motivation and Leadership Across Cultures

#### Séance 8

The Challenge of Multicultural Work Groups and Teams

#### Séance 9

The Challenge of International Organizations: Structure and Culture

#### Séance 10

The Challenge of International Assignments

#### Séance 11

The Challenge of Managing Across Cultures in the Future

Séance 12

Final exam review

**Department :** Law, Economy and Quantitative techniques

**Expert-Pole-Unit :** Economy, Methods and quantitative techniques

**Level :** Undergraduate

**ECTS :** 3

**Tutoring Hours :** 24 h

**Personal Investment :** 51 h

**Tutoring Language :** English

**Program & Year of studies :**

- Bachelor of Business Administration - 2ème année - Fall
- Bachelor of Business Administration - 2ème année - Rentrée Spring

**Learning Semestre :**

- BBA : Semestre 03

## COURSE LEADER

Elisa CONTI

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## COURSE DESCRIPTION

International Economics studies economic and business interactions across countries. The course builds from microeconomics and macroeconomics theory and allows students to gain theoretical and applied knowledge relative to international trade and international finance. International Trade covers the reasons for trade and the explanations of trade patterns. International Finance focuses on financial flows between countries, their effects on the Balance of Payment and the FOREX market. Finally, the course analyses the effects of International Trade and Finance dynamics on the distribution of income levels.

The course provides students with the ability to think critically about the interrelation between globalisation, technology, economic equality, and to formulate informed opinions about international business strategies and risks.

## PROGRAM OBJECTIVES

Learning objectives BBA :

- 22\_LO\_BBA\_MULTI1 - Students will demonstrate an awareness of cultural differences and management issues within a global context.
- 22\_LO\_BBA\_MULTI2 - Students will apply practices of major business disciplines in an international business context.
- 22\_LO\_BBA\_SOLV2 - Students will be able to provide managerial recommendations to business issues.

## COURSE OBJECTIVES

### Knowledge

- 1 - Compare alternative theories of international trade.
- 2 - Analyse international trade trends in manufacturing and service sectors, the reasons and the forces shaping trade patterns.
- 3 - Analyse the FOREX market and the effects of exchange rate fluctuations
- 4 - Describe behaviours of multinational corporations.

### Skills

- 5 - Develop a framework to interpret business decisions in international environments
- 6 - Apply the theory covered during the course to real-world cases

7 - Relate the topics covered during the course to the contents of articles published in economic magazines and journals

### TEACHING METHODS

Case study, Exercises, Lectures

**ASSESSMENT**

Learning objectives evaluated	Type of assesment	Percentage	Description
1,2,3,5	Mid-term exam	30 %	1 hour 30 minutes written exam including economic diagram analysis, multiple choice and open-ended questions
5,6,7	Class presentation	20 %	Group presentation - Analysis of relevant news from economics publications using the theory covered in class
1,2,3,4,5	Final written exam	50 %	2 hours written exam including economic diagram analysis, multiple choice and open-ended questions

### BIBLIOGRAPHY

#### Compulsory Reading

KRUGMAN, P, OBSTFELD, M., and MELITZ, M.. (2018) International Economics. Theory and Practice (11th ed.), Pearson. ISBN: 1292214872

SLOMAN, J, GARRAT, D. (2018) Essentials of Economics (8th ed) - Pearson Edition ebook in IPAGORA

HILL, C.W. and HULT T. (2019) International Business: Competing in the Global Marketplace (12th Ed.). McGraw-Hill. ISBN: 1259929442

Case studies, handouts and PPT slides

#### Recommended Reading

WTO - World Trade Report 2020. Available online at [www.wto.org](http://www.wto.org)

WTO - World Trade Statistical Review 2020. Available online at [www.wto.org](http://www.wto.org)

Recommended readings will be suggested during the course and they will include articles from:

- The Economist - [www.economist.com/](http://www.economist.com/)
- The Financial Times - [www.ft.com](http://www.ft.com)
- Relevant academic journals

### COURSE SYLLABUS

#### Séance 1

##### Lecture 1

Course introduction. International economics: definitions, statistics and approaches.

The reasons for trading internationally.

International Trade Theory

#### Séance 2

##### Lecture 2

International Trade Policy.

The reasons and the policy instruments for restricting international trade.

Tariffs, quotas and NTMs.

#### Séance 3

##### Lecture 3

Case studies on lectures 1-2

#### Séance 4

##### Lecture 4

Exchange rate and the Foreign Exchange market

Managed Floating Exchange Rates

Currency pegs

#### Séance 5

##### Lecture 5

Business implications of ER movements.

Case studies and exercises on lectures 4 and 5.



### Séance 6

#### Lecture 6

How do governments record international trade transactions?

The Balance of Payments: the current account, the financial account and the capital account

Trade deficits and trade surpluses.

Mid-term exam preparation

### Séance 7

#### Mid-term exam

Guidelines for group work

### Séance 8

#### Lecture 7

International labour markets and economic migration.

Brain gains and brain drains.

Remittances and their impact on the Balance of Payments.

### Séance 9

#### Lecture 8

The international money markets, Interest rates and the exchange rate

The interest rate transmission mechanism and the exchange rate transmission mechanism.

### Séance 10

#### Lecture 9

Macroeconomic and microeconomic international policies.

The role of governments in shaping international markets.

More or less government intervention?

### Séance 11

In-class group presentations

### Séance 12

Final exam preparation - Mock exam in group and review of all lectures

**Department :** Marketing, Sales and Communication

**Expert-Pole-Unit :** Marketing and Communication

**Level :** Undergraduate

**ECTS :** 3

**Tutoring Hours :** 24 h

**Personal Investment :** 50 h

**Tutoring Language :** English

**Program & Year of studies :**

- Bachelor of Business Administration - 2ème année - Fall
- Bachelor of Business Administration - 2ème année - Rentrée Spring

**Learning Semestre :**

- BBA : Semestre 03

## COURSE LEADER

Stefania MASE

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## COURSE DESCRIPTION

This course offers an overview of the principles and processes of market and marketing research, with emphasis on the research process, objectives, design, collection, analysis, and interpretation of data.

The topics covered will address sources and types of primary and secondary data, population and samples, as well as qualitative and quantitative research techniques.

Current and future trends will be discussed using online sources, while case study analysis will enable students to understand the application and current use of market research.

Every session will be split into a theoretical lecture and practical activities. Starting from a business problem arisen from a real company students will define a research proposal, design the layout of the research, collect data and information and thereafter analyze and present results with conclusive recommendations to the company.

In a nutshell, the course introduces the students to the use of market research to:

- Measure the demand and potential of the market
- Understand the types and objectives of market research (qualitative/quantitative)
- Undertake a market study: process, budget, analyses, etc.
- Utilize decision-making tools

### PROGRAM OBJECTIVES

Learning objectives BBA :

- 22\_LO\_BBA\_ETHIC1 - Students will be able to recognize ethical and sustainability issues within the field of international business and management.
- 22\_LO\_BBA\_MULTI1 - Students will demonstrate an awareness of cultural differences and management issues within a global context.
- 22\_LO\_BBA\_MULTI2 - Students will apply practices of major business disciplines in an international business context.
- 22\_LO\_BBA\_MULTI3 - Students will be able to work effectively with other nationalities.
- 22\_LO\_BBA\_SOLV2 - Students will be able to provide managerial recommendations to business issues.
- 22\_LO\_BBA\_TEAM1 - Students will demonstrate the ability to write in a correct business style and academic style using a coherent and logical manner.
- 22\_LO\_BBA\_TEAM2 - Students will be able to work effectively in teams.

### COURSE OBJECTIVES

#### Knowledge

1. Know the principles of market research methodology;
2. Remember the different research instruments;
3. Learn the data collection methods;
4. Understand how to interpret market research data.

#### Skills

5. Be able to propose a market research brief;
6. Manage a research project;
7. Identify sources of information;
8. Analyze qualitative and quantitative data;
9. Write a final research report.

### TEACHING METHODS

Case study, Exercises, Flipped classroom, Group presentation, Group works, Lectures, Practical, Tutorial, Videos

## ASSESSMENT

Learning objectives evaluated	Type of assesment	Percentage	Description
1.2.3.4.5.6.7.8.9	Project	30 %	Students must develop a research proposal, and develop their analysis to answer the business problem arise by a real company. Students are assessed on their ability to participate in a real research project. This coursework is assessed as a group work
1.2.3.4.5.6.7.8	Mid-term exam	50 %	General review of all the content studied until the day of the mid-term exam. This coursework is assessed as personal work.
1.2.3.4.5.6.7.8.9	Class presentation	20 %	Oral Presentation of the group project Students will demonstrate their ability to present their work. Findings will be discussed and recommendations will be presented. This coursework is assessed as group work.

### BIBLIOGRAPHY

#### Compulsory Reading

Malhotra, N.K. (2017). Marketing research: an applied approach. Pearson [Accessible on VLEReaders/ Ipag Documentation Center]

Lietz, P. (2010). Research into Questionnaire Design: A Summary of the Literature. International Journal of Market Research. Volume: 52 issue: 2, page(s): 249-272.

#### Recommended Reading

Saunders, M.N.K. (2015) Research methods for business students [Accessible on VLEReaders/ Ipag Documentation Center]

Latest updates from the International Journal of Market Research [Accessible from the IPAG digital library (Business Source Complete)]

### COURSE SYLLABUS

#### Séance 1

The marketing research process

Primary and secondary information sources

Introduction to the company request

Formulation of research objectives - Desk research

Readings:

Malhotra (2017) Chapters 1, 2, and 3.

#### Séance 2

Secondary data analysis and collection

Reading:

Malhotra (2017) Chapters 4 and 5.

#### Séance 3

Qualitative research, from approaches to data analysis I

Reading:

Malhotra (2017) Chapters 6, 7, 8, and 9.

#### Séance 4

Qualitative research, from approaches to data analysis II

Reading:

Malhotra (2017) Chapters 6, 7, 8, and 9.

#### Séance 5

Quantitative research, surveys, experiments, measurements I

Reading:

Malhotra (2017) Chapters 10, 11, and 12.

#### Séance 6

Quantitative research, surveys, experiments, measurements II

Reading:

Malhotra (2017) Chapters 10, 11, and 12.

### Séance 7

Questionnaire design

Reading:

Malhotra (2017) Chapter 13.

### Séance 8

Sampling

Reading:

Malhotra (2017) Chapters 14 and 15.

### Séance 9

Social media and Mobile research

Reading:

Malhotra (2017) Chapters 17 and 18.

### Séance 10

Middle term exam

2 h

### Séance 11

Communicating research findings

Research ethics

Reading:

Malhotra (2017) Chapters 28 and 30.

### Séance 12

Oral presentations

Debrief and question time.

**Department :** Management and Strategy

**Expert-Pole-Unit :** Human resources and CSR

**Level :** Undergraduate

**ECTS :** 3

**Tutoring Hours :** 24 h

**Personal Investment :** 30 h

**Tutoring Language :** English

**Program & Year of studies :**

- Bachelor of Business Administration - 2ème année - Fall
- Bachelor of Business Administration - 2ème année - Rentrée Spring

**Learning Semestre :**

- BBA : Semestre 03

## COURSE LEADER

Faranak FARZANEH

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## COURSE DESCRIPTION

This module introduces students to the main practice of human resource management. Topics to be discussed include recruitment, staff selection, orientation and training, wage and salary administration, and benefits management. Upon completion of this course, the student will be able to conduct a job analysis and produce a job description; evaluate the procedures and practices used for recruitment; assess requirements and implement training programmes and investigate how HRM is responding to current business trends and challenges.

## PROGRAM OBJECTIVES

Learning objectives BBA :

- 22\_LO\_BBA\_MULT13 - Students will be able to work effectively with other nationalities.
- 22\_LO\_BBA\_SOLV2 - Students will be able to provide managerial recommendations to business issues.
- 22\_LO\_BBA\_TEAM2 - Students will be able to work effectively in teams.

## COURSE OBJECTIVES

### Knowledge

1. Assess human resources problems within the context of the organization
2. Perform functions typical of a human resource professional.
3. Employ terminology that is typically used in the professional environment

### Skills

4. Develop recruitment, selection, orientation, and training plans
5. Implement an effective performance evaluation system
6. Create an equitable compensations system

### TEACHING METHODS

Case study, Exercises, Flipped classroom, Group presentation, Group works, Individual presentation, Lectures, Videos



**ASSESSMENT**

Learning objectives evaluated	Type of assesment	Percentage	Description
1,2,3,4,5,6	Oral test	20 %	Participation points shall be awarded based on making meaningful contribution to class discussions and involvement in class exercises, attendance, in-class activities, quiz.
1,2,3,4,5,6	Class presentation	30 %	cases discussion and in class presentation
1,2,3,4,5,6	Final written exam	50 %	The final exam will be composed of reflexive questions, short cases or exercices

### BIBLIOGRAPHY

#### Compulsory Reading

Course slides and additional resources, found on the Moodle course site

#### Recommended Reading

- Stewart, E.B., Belcourt, M., Peacock, M., Bohlander, G.W., Snell, S.A., (2016) Essentials of Managing Human Resources, Publisher: Nelson
- Dessler G. (2017) Human Resource Management, 15th Edition., Florida International University: Pearson
- Redman, T., & Wilkinson, A. Dundon A. (2017). Contemporary human resource management: Text and cases. Pearson Education.
- Beardwell, J., Thompson A., (2014). human resource management : a contemporary approach, harlow : pearson education
- Global Human Capital Trends, Deloitte University Press, 2016  
<https://www2.deloitte.com/content/dam/Deloitte/global/Documents/HumanCapital/gx-dup-global-human-capital-trends-2016.pdf>

### COURSE SYLLABUS

#### Séance 1

Student must note that this schedule is subject to change without notice

Why HRM is important for all employees?

#### Séance 2

Defining, Analyzing and Designing the Work

#### Séance 3

Recruitment and Selection

#### Séance 4

Recruitment and Selection (continued)

#### Séance 5

Performance management

#### Séance 6

Training and HR development

#### Séance 7

Compensation and benefits

#### Séance 8

AI and HR

#### Séance 9

Presentation Workshop

#### Séance 10

Employee relations

#### Séance 11

Presentations

#### Séance 12

Course review session, Q&A



**Department :** Management and Strategy

**Expert-Pole-Unit :** Supply chain, International trade and IT

**Level :** Undergraduate

**ECTS :** 3

**Tutoring Hours :** 24 h

**Personal Investment :** 51 h

**Tutoring Language :** English

**Program & Year of studies :**

- Bachelor of Business Administration - 2ème année - Fall
- Bachelor of Business Administration - 2ème année - Rentrée Spring

## COURSE LEADER

Malgorzata BOFFETY

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## COURSE DESCRIPTION

Provide students an introduction to international trade issues.

Students will learn about the internationalization strategy of a firm, as well as the process of such strategy.

The course also assess managerial challenges during this process, in terms of logistics, organization culture and sustainability.

## PROGRAM OBJECTIVES

Learning objectives BBA :

- 22\_LO\_BBA\_MULT12 - Students will apply practices of major business disciplines in an international business context.
- 22\_LO\_BBA\_SOLV2 - Students will be able to provide managerial recommendations to business issues.
- 22\_LO\_BBA\_TEAM2 - Students will be able to work effectively in teams.

## COURSE OBJECTIVES

### Knowledge

- 1 - Demonstrate a first level of knowledge in International Trade and environment.
- 2 - Understand the process of internationalization from the firm's perspective and the issues related to internationalization.
- 3 - Explain the role of an international manager in achieving firms strategy.

### Skills

- 4 - Use analytical tools to support internationalization strategic choices and process.
- 5 - Evaluate the relevance of internationalization and the appropriate tools to analyze and support the internationalization process.

## TEACHING METHODS

Book reviews, Case study, Exercises, Group presentation, Group works, Videos

**ASSESSMENT**

Learning objectives evaluated	Type of assesment	Percentage	Description
1-2-3	Mid-term exam	25 %	Evaluation of knowledge (concept and international trade process)
1-2-3-4	Class presentation	25 %	Brief presentations. Specific themes will be defined during the semester. Classroom participation.
1-2-3-4-5	Final written exam	50 %	Case study.
1-2-3-4-5			MQC, questions and answers.

### BIBLIOGRAPHY

#### Compulsory Reading

International Trade: Theory and Policy, Global Edition - Paul R. Krugman, Maurice Obstfeld, Berkeley, Marc J. Melitz., Pearson 2018

#### Recommended Reading

1. International Business : International Business: The New Realities, Global Edition - S. Tamer Cavusgil, Gary Knight, John R. Riesenberger. 2016
2. International Business, Global Edition - John D. Daniels, Lee H. Radebaugh, Daniel P. Sullivan. 16th edition
3. Introduction to International Relations - Joyce P. Kaufman. 2013

### COURSE SYLLABUS

#### Séance 1

Introduction to international business: globalized world, resources and environmental issues.

#### Séance 2

International Trade Drivers.

Globalization:

- the role of the nation state
- production
- markets

#### Séance 3

International Trade Policy (free trade, protectionism, trade barriers, actors in international trade)

#### Séance 4

Instruments of government intervention (defensive and offensive barriers)

#### Séance 5

International trade Policy and the role of institutions (WTO, etc.).

#### Séance 6

Main internationalization criteria: strategies and risks.

#### Séance 7

Internationalization process.

#### Séance 8

Firms in the global economy: export decisions, outsourcing and multinational enterprises.

#### Séance 9

International firms and their organisations: human resources and multicultural environment, business ethics, sociocultural aspects of international business

#### Séance 10

International firms and their organisations: supply chain and logistics, finance, law aspects.

#### Séance 11

Presentations

#### Séance 12

Case studies



**Department :** Law, Economy and Quantitative techniques

**Expert-Pole-Unit :** Economy, Methods and quantitative techniques

**Level :** Undergraduate

**ECTS :** 3

**Tutoring Hours :** 24 h

**Personal Investment :** 51 h

**Tutoring Language :** English

**Program & Year of studies :**

- Bachelor of Business Administration - 2ème année - Fall
- Bachelor of Business Administration - 2ème année - Rentrée Spring

**Learning Semestre :**

- BBA : Semestre 03

## COURSE LEADER

Philippe SCOTTO

Nice

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## COURSE DESCRIPTION

The course will cover quantitative techniques of management problem solving and decision making. In particular, the course covers, the use of Chi-square, methods of linear and non-linear regression analysis. Linear regression is a commonly used type of basic predictive analysis. Regression estimates are used to describe the data and explain the relationship between a dependent variable and one or more independent variables. The course also deals with the modeling of seasonal time series and the learning of curve smoothing techniques in order to make forecasts.

## PROGRAM OBJECTIVES

Learning objectives BBA :

- 22\_LO\_BBA\_SOLV2 - Students will be able to provide managerial recommendations to business issues.

## COURSE OBJECTIVES

### Knowledge

- 1 - Use of nonparametric tests, in particular the Chi-Square test, in order to facilitate decision-making.
- 2 - Select, conduct and model statistical data in order to identify the appropriate model for making relevant forecasts.
- 3 - Being able to measure the validity / reliability of a linear or non-linear model
- 4 - Being able to recognize and model seasonal time series to make forecasts
- 5 - Awareness of curve smoothing techniques (short-term forecast).

### Skills

- 6 - Produce a relevant statistical report from a case study or a real case observed directly in the field.
- 7 - Correctly interpret the results from statistical studies in order to provide strategic recommendations to facilitate decision-making.
- 8 - Learning Excel for statistical analysis.

## TEACHING METHODS

Case study, Exercises, Lectures, Tutorial



## ASSESSMENT

Learning objectives evaluated	Type of assesment	Percentage	Description
1, 2, 3, 4, 5, 7	Written test	30 %	In class Written test on sheet with permission to use their personal calculator. Duration between 40mn to 1 hour. An exercice on Chi <sup>2</sup> and an exercice on linear regression. Balanced scale between the 2 exercices.
1, 2, 3, 4, 5, 6, 7, 8	Final written exam	70 %	Final exam on a paper sheet with permission to use their personal calculator. Duration between 1h30 to 2h. A course part: for knowledge control (5 marks) An exercise section: to learn how to use data (15 marks)
1, 2, 3, 4, 5, 7			Written exam

### BIBLIOGRAPHY

#### Compulsory Reading

Pdf / ppt file provided by the professor

Newbold, P., Carlson, W-L., Thorne, B. (2013). Statistics for Business and Economics, Seventh Edition, Pearson

#### Recommended Reading

Heumann, C., Schomaker, M., Shalabh, D. (2016). Introduction to Statistics and Data Analysis, Springer.

Anderson, D. R., Sweeney, D. J., Williams, T. A., Camm, J. D., & Cochran, J.J. (2014). Statistics for business and economics (12th ed.). Mason, OH: South-Western Cengage Learning.

### COURSE SYLLABUS

#### Séance 1

General overview of the nonparametric Chi-Square test, use of the independent Chi-Square applied on contingency tables.

#### Séance 2

Application of the Chi-Square test of conformity to a probability law (Goodness-of-fit tests when population parameters are estimated).

#### Séance 3

Overview of linear models, use of a linear regression model, determination of the Least Squares Coefficient Estimators.

#### Séance 4

Computer computation of regression coefficients (under Excel). The explanatory power of a linear regression equation, and prediction.

#### Séance 5

Correlation/Determination analysis, Coefficient of Determination  $R^2$  (and correlation R).

#### Séance 6

Linearization of nonlinear models (exponential, power, logarithmic models). The polynomial model is out of the program.

#### Séance 7

Continuation of the linearization of nonlinear models (exponential, power, logarithmic models).

#### Séance 8

Forecasting with Time-Series Models, use of graphs and the moving averages.

#### Séance 9

Forecasting with Time-Series Models, extraction of the Seasonal Component through moving averages, predictions.

#### Séance 10

Forecasting through Simple Exponential Smoothing when observations are following a non-seasonal time series with no consistent upward or downward trend.

#### Séance 11

Forecasting with the Holt-Winters Method (Double Exponential Smoothing) when observations are following a non-seasonal time series with a significant trend.

#### Séance 12

General review and answers to questions (for the final exam).



**Department :** Information, Communication & Technology tools

**Expert-Pole-Unit :** Information, Communication and Technology Tools

**Level :** Undergraduate

**ECTS :** 1

**Tutoring Hours :** 8 h

**Personal Investment :** 17 h

**Tutoring Language :** English

**Program & Year of studies :**

- Bachelor of Business Administration - 2ème année - Fall
- Bachelor of Business Administration - 2ème année - Rentrée Spring

**Learning Semestre :**

- BBA : Semestre 03

## COURSE LEADER

Marc AUGIER

Paris

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## COURSE DESCRIPTION

This is an advanced Excel Course

## PROGRAM OBJECTIVES

Learning objectives BBA :

- 22\_LO\_BBA\_SOLV2 - Students will be able to provide managerial recommendations to business issues.

## COURSE OBJECTIVES

**Knowledge**

1. Importance of using the correct tool to store and retrieve information

**Skills**

2. Utilisation of MS Excel to solve complex problems in a professional environment

## TEACHING METHODS

Exercises, Group works, Practical

### ASSESSMENT

Learning objectives evaluated	Type of assesment	Percentage	Description
1-2	Project	100 %	Solve a business problem with Excel

### BIBLIOGRAPHY

#### Compulsory Reading

Course pack

### COURSE SYLLABUS

Séance 1

WHAT IF ANALYSIS

Goal Seek

Séance 2

WHAT IF ANALYSIS

Scenario Analysis

Séance 3

WHAT IF ANALYSIS

Solver Tool

Séance 4

WHAT IF ANALYSIS

Final Exam

**Department :** General knowledge

**Expert-Pole-Unit :** General Knowledge

**Level :** Undergraduate

**ECTS :** 3

**Tutoring Hours :** 24 h

**Personal Investment :** 51 h

**Tutoring Language :** English

**Program & Year of studies :**

- Bachelor of Business Administration - 2ème année - Fall
- Bachelor of Business Administration - 2ème année - Rentrée Spring

**Learning Semestre :**

- BBA : Semestre 03

## COURSE LEADER

Emmanuel IGAH

Paris

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## COURSE DESCRIPTION

This course explores the rapidly changing world and the drivers of the transformations in progress, the stakes involved and the perspectives of the global economy, against the backdrop of the impacts of an unprecedented pandemic. It puts into perspective the actors of geopolitics, the role multilateral institutions, the mechanisms of international relations, the perpetual quest for the control of territories, resources, and populations, to secure strategic interests of nations. The symbiosis between geopolitics and business management is also put into limelight.

## PROGRAM OBJECTIVES

Learning objectives BBA :

- 22\_LO\_BBA\_MULTI1 - Students will demonstrate an awareness of cultural differences and management issues within a global context.
- 22\_LO\_BBA\_SOLV2 - Students will be able to provide managerial recommendations to business issues.
- 22\_LO\_BBA\_TEAM2 - Students will be able to work effectively in teams.

## COURSE OBJECTIVES

### Knowledge

1. Understand the underlying concepts, principles and notions of Geopolitics
2. Review global developments and their geopolitical underpinnings and complexities
3. Appraise the geopolitical drivers and perspectives of the current issues in bilateral and multilateral contexts and analyse their implications..

### Skills

4. Analyse the dynamics of current geopolitical events and their possible implications for business decisions.
5. Determine approaches and elaborate strategies to address unfolding geopolitical events and developments.
6. Identify the stakes involved in international issues, with a view to formulating forward-looking policies and objectives.

## TEACHING METHODS

Book reviews, Case study, Group presentation, Group works, Lectures

## ASSESSMENT

Learning objectives evaluated	Type of assesment	Percentage	Description
1, 2, 3, 4	Class presentation	25 %	Group presentation, on a geopolitical topic proposed by the students and approved by the professor (can be done in-person or online if necessitated by current health circumstances) - as well as participation and assiduity in class work.
1, 2, 3, 4	Mid-term exam	25 %	Mid-Term Test (multiple choice questions and/or a write-up on a geopolitical topic)  NOTE: the average of the Mid-Term Test Score and the Score in Class Assignment/Presentation will make up the Continuous Assessment Score
1, 2, 3, 4	Final written exam	50 %	Final Exam (multiple choice questions and/or a write-up on a geopolitical topic)



### BIBLIOGRAPHY

#### Compulsory Reading

MARSHAL T. 2016. Prisoners of Geography - Ten Maps that tell you everything you need to know about global geopolitics. Elliot and Thompson.  
ISBN : 978-1-78396-243-3

#### Recommended Reading

AGNEW, J. 2003. Geopolitics : re-visioning world politics. 2nd Ed. Routledge  
BLANCHARD J-M.F, FLINT, C. 2017. The geopolitics of China maritime silk road initiative. Geopolitics. Vol 22, Issue 2: 223-245  
BROZDIAK W. 2017. The fractured continent - Europe's crisis and the fate of the West. Norton & Company  
ISBN : 978 0393608687  
CONDOLEEZZA R., ZEGART A. 2018. Political risk - how business and organisations can anticipate global insecurity. Weidenfield and Nicholson  
ISBN: 9781474609814  
ISBN E-Book :9781474609845  
EDITIONS DU JAGUAR JA. 2000 : Atlas of Africa  
ISBN : 2-86950-329-6  
ISSN: 0337-329-6  
HYNDMAN J. 2012. The geopolitics of migration and mobility (Pages 243 to 255). Taylor Francis Group.  
ISSN : 1465-0045 print  
ISSN : 1157-3028 online  
MICHAEL C. 2008. The great geopolitical theories (from French revolution to modern times). Harper-Collins.  
ISBN : 978-0-06-135137-2  
Parkes, R. 2015. European Union and the geopolitics of migration. Swedish Institute of International Affairs 1, 2015  
SAUL J. R. 2017. The collapse of globalism and the reinvention of the world. Atlantic Books.  
ISBN : 9781786494481  
ISBN E-Book : 9781848873155

#### PERIODICALS AND NEWSPAPERS

The International Herald Tribune, Paris, Daily.  
The Economist, London, Weekly.  
Foreign Affairs, USA, Daily online

### COURSE SYLLABUS

#### Séance 1

##### INTRODUCTION, ORGANISATION OF CLASS ACTIVITIES

- Recall of key words and their definitions: geopolitics, geography, geostrategy, resources, power, stakes and issues, world order, international relations, etc.
- The notion of Vital Space and its influence in Geopolitics.
- Organisation of class activities for individual or group work.

#### Séance 2

##### WORLD ORDER AND IMPACT OF COVID PANDEMIC

- World Political Governance - World Order before and during the pandemic, perspectives of evolution of the World Order.
- Unilateralism versus Multilateralism

#### Séance 3

##### CHINA IN THE NEW WORLD ORDER

- China in the Post-Covid Era: A Problem or an Opportunity for a New Global Political Order?
- The increasing influence of China in a multipolar world impacted by Covid 19.
- Assignment

#### Séance 4

##### WORLD ECONOMIC GOVERNANCE

- Is this the end of Globalisation?
- Role of Breton Woods Financial Institutions (World Bank, International Monetary Fund, etc) and their Pandemic response, World Trade Organisation (WTO) and perspectives under a new leadership.

Group Presentation on selected topic (15 minutes)

#### Séance 5

##### MAJOR ECONOMIC POWERS AND EMERGING POWERS

The Major Economies: USA, European Union, Japan, China, India

BRICS: Brazil, India, Russia, China, South Africa -

- The concept of BRICS, drivers of the economic strength and geopolitical influence of BRICS, perspectives of evolution of BRICS

- Group Presentation on selected topic 2 (15 min)

#### Séance 6

##### GEOPOLITICS OF SPORTS

- World major competitions and international power play (Olympic Games, World Football Cup, Athletics Championships, etc)
- Geopolitics and diplomacy of venue selection, boycott by nations, banning of nations or teams.

- Group Presentation on selected topic (15 min)

#### Séance 7

##### MID-TERM TEST

#### Séance 8

##### ENVIRONMENT AND SUSTAINABLE DEVELOPMENT

- Environmental resources and biodiversity
- The concept of sustainable development,
- Challenges of climate change and geopolitical implications - Conference of the Parties: COP - particularly COP21 of Paris,

COP25 of Madrid, and forthcoming COP 26 in Glasgow

- Geopolitics of energy, renewable energies.

Group Presentation on selected topic (15 min)

Séance 9

GEOPOLITICS OF OIL AND GAS

- The future of oil and gas (fossil fuels)
- Role of the Organisation of Oil Producing and Exporting Countries - OPEC, OPEC Plus.

Group Presentation on selected topic (15 min)

Séance 10

GEOPOLITICS OF MIGRATION AND POPULATION DISPLACEMENT

- Political and economic migration: the role of conflicts, insecurity and underdevelopment; migration phenomenon/refugee crisis
- Migration policies: United Nations policy and charter, European Union policy.

Group Presentation on selected topic (15 min)

Séance 11

THE COST OF INSECURITY AND INSTABILITY

- Zones and poles of tension, conflict, war.
- Human and economic costs

Group Presentation on selected topic (15 min)

Séance 12

THE INCREASING INFLUENCE OF THE MEDIA AND COMMUNICATION

- Role of electronic and print media, impact of information manipulation.
- Recap of the lectures and conclusion

NOTE: Final Examination will follow on a date to be fixed and announced by IPAG

**Department :** Foreign languages

**Expert-Pole-Unit :** Foreign languages

**Level :** Langues

**ECTS :** 2

**Tutoring Hours :** 24 h

**Personal Investment :** 26 h

**Tutoring Language :** English

**Program & Year of studies :**

- Bachelor of Business Administration - 2ème année - Fall
- Bachelor of Business Administration - 2ème année - Rentrée Spring

**Learning Semestre :**

- BBA : Semestre 03

## COURSE LEADER

Sarah WILLIS

Nice

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## COURSE DESCRIPTION

This semester is dedicated to preparing students for the IELTS test (Academic version) which is necessary for application to partner universities (dual degree) in the third year. Classes will concentrate on the four skills tested in the four sections of the test : Listening, Reading, Writing and Speaking. Students must aim for a minimum score of 6.5 out of a possible 9 in the test.

## PROGRAM OBJECTIVES

Learning objectives BBA :

- 22\_LO\_BBA\_MULTI1 - Students will demonstrate an awareness of cultural differences and management issues within a global context.

## COURSE OBJECTIVES

### Knowledge

1. Identify structure and learning objectives for each part of the IELTS test
2. Recognise context and language used in each part of the IELTS test
3. Recognise inferred meaning in various parts of the IELTS test

### Skills

4. Demonstrate understanding of each part of the test
5. Recall and apply grammar rules in spoken and written form
6. Formulate and support written and spoken ideas with examples
7. Synthesize information in written and spoken parts of the test

## TEACHING METHODS

Exercises, Group works, Lectures, Simulation, Tutorial

## ASSESSMENT

Learning objectives evaluated	Type of assesment	Percentage	Description
2,3,4,5,6,7	Mid-term exam	50 %	The listening and speaking sections of the IELTS test will be evaluated using authentic IELTS practice test materials.
2,3,4,5,6,7	Final written exam	50 %	The reading and writing sections of the IELTS test will be evaluated using authentic IELTS practice test materials.

### BIBLIOGRAPHY

#### Compulsory Reading

Duckworth, M. (2003) Business Grammar and Practice Oxford University Press ISBN 978-0194570794  
Emmerson, P. (2010) Business Grammar Builder (second edition) Macmillan ISBN 978-0230732544  
Emmerson, P. (2009) Business Vocabulary Builder Macmillan ISBN 978-0230716841  
Mascull, B. (2010) Business Vocabulary in Use Cambridge University Press ISBN 978-0521128285  
Murphy, R. (2012) English Grammar in Use (fourth edition) Cambridge University Press ISBN 978-0521189064

#### Recommended Reading

British Press  
American Press  
<https://www.ielts.org/>  
<https://takeielts.britishcouncil.org/take-ielts/prepare>

### COURSE SYLLABUS

#### Séance 1

Evaluation for new students  
Needs Analysis  
Reminder of Class Rules  
Course introduction, grading system this semester  
Learning Objectives for the IELTS test

#### Séance 2

Listening practice for IELTS (1)

#### Séance 3

Listening practice for IELTS (2)

#### Séance 4

Reading practice for IELTS (1)

#### Séance 5

Reading practice for IELTS (2)

#### Séance 6

Test on Listening section of IELTS test (graded : 50% of continuous assessment grade)  
Qs & As about the Speaking part of the IELTS test (3 parts, context, structure, strategy)

#### Séance 7

Practice for the Speaking part of the IELTS test

#### Séance 8

Speaking practice for IELTS (graded)  
Explanations and practice for the Writing section of the IELTS test, Task 1

#### Séance 9

Speaking practice for IELTS (graded)  
Further practice for Writing Task 1

#### Séance 10

Speaking practice for IELTS (graded)  
Explanations and practice for the Writing section of the IELTS test, Task 2

#### Séance 11

Speaking practice for IELTS (graded)  
Further practice for Writing Task 2

#### Séance 12

Revision Tactics  
Semester consolidation



**Department :** Foreign languages

**Expert-Pole-Unit :** Foreign languages

**Level :** Langues

**ECTS :** 2

**Tutoring Hours :** 24 h

**Personal Investment :** 26 h

**Tutoring Language :** French

**Program & Year of studies :**

- Bachelor of Business Administration - 2ème année - Fall
- Bachelor of Business Administration - 2ème année - Spring

### COURSE LEADER

Sandrine BASILICO - SMITH

Nice

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### COURSE DESCRIPTION

This course focuses on structures and vocabulary communication from level A2 to C1. Students will learn to express themselves in french and to face every life and Professional situations

### PROGRAM OBJECTIVES

Learning objectives BBA :

- 22\_LO\_BBA\_MULTI1 - Students will demonstrate an awareness of cultural differences and management issues within a global context.
- 22\_LO\_BBA\_TEAM1 - Students will demonstrate the ability to write in a correct business style and academic style using a coherent and logical manner.

### COURSE OBJECTIVES

**Knowledge**

1. Being able to produce Professional documents in Professional situations

**Skills**

2. Use Gramamr and vocabulary for levels A2 to C1

### TEACHING METHODS

Flipped classroom, Individual presentation



**ASSESSMENT**

Learning objectives evaluated	Type of assesment	Percentage	Description
1.2.	Final written exam	30 %	Semester knowledges Semester knowledges Exercises MCQ Essay
1.2.	Final oral exam	20 %	oral knowledges Individual oral presentation (10 minutes)
1.2.	Mid-term exam	50 %	half semester knowledges MCQ Exercises Essay

### BIBLIOGRAPHY

### COURSE SYLLABUS

#### Séance 1

LESSON 1 : Tourism Business (level 2)

Prepositions (à, de, dans, par, pour etc... )

Gap fill exercise on the PACA region and its tourist attractions

#### Séance 2

LESSON 2 : Listening Comprehension exercises about business french (level 2)

#### Séance 3

LESSON 3 : How to express in a formal business situation (level 3)

Different registers in the French language

Slang : "l'Argot" and formal language

Idiomatic expressions

#### Séance 4

LESSON 4 : Writing the agenda for a meeting (level 2)

Revision of Future tenses

Written exercises

A look at French songs with gap fill exercises

#### Séance 5

LESSON 5 : Presentation of a business project (level 2)

The Conditional and the Hypothesis clause

Written exercises

Hypothetical situations and questions with "if"

#### Séance 6

LESSON 6 : MIDTERM : written exam

(including grammar, questions concerning subjects studied in class and an essay)

#### Séance 7

LESSON 7 : Finding funds for an artistic project

Museum visit + tasting of traditional Nice dishes

or survey rally in the old town of Nice

#### Séance 8

LESSON 8 : preparation for recruitment interviews

Speaking about yourself

Express an interest

#### Séance 9

LESSON 9 : Writing a letter of motivation

How to organize a French letter

Grammar: logical connectors

Polite sentences for a letter

#### Séance 10

LESSON 10 : Writing a letter of motivation (2)

Speaking about yourself

Express an interest

Polite sentences for a letter

Séance 11

LESSON 11 : Review for Final test

Writing Techniques, key words etc

Séance 12

LESSON 12 : Oral exam - 10 minutes presentation using Powerpoint

**Department :** General knowledge

**Expert-Pole-Unit :** General Knowledge

**Level :** Undergraduate

**ECTS :** 5

**Tutoring Hours :** 32 h

**Personal Investment :** 93 h

**Tutoring Language :** English

**Program & Year of studies :**

- Bachelor of Business Administration - 2ème année - Fall
- Bachelor of Business Administration - 2ème année - Spring

**Learning Semestre :**

- PGE : Semestre 05

## COURSE LEADER

Jean Luc VANNIER

Nice

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## COURSE DESCRIPTION

Discovery and learning of several aspects of life in France: history, politics, economics, culture, evolution of the territories, the particular place of Paris, the nuclear deterrence, the concept of secularism:

- Is France a State or a Nation?
- France and Origins of Secularism
- French Media versus Political System
- Is France a democracy?
- Understanding Paris
- French Etiquette, Food and Wine
- The Constitution of the V Republic
- Cannabis, the French Adolescent Drug
- French Cinema, Arts & Essai, "Nouvelle vague"

## PROGRAM OBJECTIVES

Learning objectives BBA :

- 22\_LO\_BBA\_MULTI1 - Students will demonstrate an awareness of cultural differences and management issues within a global context.
- 22\_LO\_BBA\_MULTI3 - Students will be able to work effectively with other nationalities.

## COURSE OBJECTIVES

### Knowledge

1. To learn, through various approaches (history, culture, territories, politics...), the structures, customs and personality patterns of French daily life in a dynamic dimension, including individual and collective registers as well as a national, European and international perspective.

### Skills

2.To be able to master the essential points of the country's knowledge in order to integrate them and be able to use them in his professional future perspectives.

### TEACHING METHODS

Case study, Individual presentation, Lectures, Videos

### ASSESSMENT

Learning objectives evaluated	Type of assesment	Percentage	Description
1.2.	Class presentation	40 %	Individual oral presentation
1.2.	Final written exam	60 %	Final Test

### BIBLIOGRAPHY

#### Compulsory Reading

Daily Newspapers,  
Arte.fr

### COURSE SYLLABUS

#### Séance 1

Is France a State or a Nation? 1

#### Séance 2

Is France a State or a Nation? 2

#### Séance 3

France and "Laïcité" 1

#### Séance 4

France and "Laïcité" 2

#### Séance 5

Is France a Democracy? 1

#### Séance 6

Is France a Democracy ?2

#### Séance 7

French "Etiquette", Food & Wine 1

#### Séance 8

French "Etiquette", Food & Wine 2

#### Séance 9

French Media versus Political System 1

#### Séance 11

Understanding Paris 1

#### Séance 12

Understanding Paris 2

#### Séance 13

The French V Republic Constitution

#### Séance 14

Cannabis: The French Adolescent Drug

#### Séance 15

The French Cinema, "Arts et Essai", "Nouvelle vague" 1

#### Séance 16

The French Cinema, "Arts et Essai", "Nouvelle vague" 2

**Department :** Finance, Audit and Accountancy

**Expert-Pole-Unit :** Finance

**Level :** Undergraduate

**ECTS :** 3

**Tutoring Hours :** 24 h

**Personal Investment :** 51 h

**Tutoring Language :** English

**Program & Year of studies :**

- Bachelor of Business Administration - 2ème année - Fall
- Bachelor of Business Administration - 2ème année - Spring

**Learning Semestre :**

- BBA : Semestre 04

## COURSE LEADER

Tri VO

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## COURSE DESCRIPTION

Students will be taught US presentation of financial statements based on GAAP.

They will learn to be able to "read" these statements to be able to examine and diagnose the financial health of a company. they will be taught basic ratios that are the most frequently used.

## PROGRAM OBJECTIVES

Learning objectives BBA :

- 22\_LO\_BBA\_MULT12 - Students will apply practices of major business disciplines in an international business context.
- 22\_LO\_BBA\_SOLV2 - Students will be able to provide managerial recommendations to business issues.

## COURSE OBJECTIVES

### Knowledge

1. Students will have a good detailed knowledge of the importance of financial statements
2. At the end of the course students will be able to "read" the financial statements of a Company.

### Skills

3. At the end of the course students will be to analyse financial statements quickly using the tools learned during the course.
4. After analysing the financial statements, students will be able to know what remedial action is required to improve the financial situation of the company.

## TEACHING METHODS

Case study, Exercises, Lectures, Tutorial



## ASSESSMENT

Learning objectives evaluated	Type of assesment	Percentage	Description
1 to 4	Written test	20 %	Students will be tested on their acquired knowledge of the financial statements
1 to 4	Mid-term exam	30 %	Students will be tested on their acquired knowledge of the financial statements and how to interpret the financial health of the company
1 to 4	Final written exam	50 %	Students will be tested on their acquired knowledge of the financial statements and how to interpret the financial health of the company and be able to use ratios and financial analysis in general to achieve this.
1,2,3,4,5,6			assessment of knowledge and skills via practical cases and course questions

### BIBLIOGRAPHY

### COURSE SYLLABUS

#### Séance 1

Understanding the Income statement, EPS and PER. Understanding the importance of the Gross Margin percentage.

Practice in class : preparation of an income statement.

#### Séance 2

Continuation of 1) above

Understanding the Balance sheet, the current ratio, debt/equity ratio and ratios of Days Sales Outstanding for Accounts receivable (client accounts) and Inventories (stocks).

Practice in class : preparation of a Balance Sheet.

#### Séance 3

Continuation of 2) above.

Understanding the cash Flow/Use of Cash statement.

Practice in class : Preparation of a Cash Flow/Use of Cash statement.

#### Séance 4

Continuation of 3) above.

Revision, if necessary, of the Financial statements.

#### Séance 5

Revision of ratios and then practice in class analysing a set of financial statements.

#### Séance 6

Written test.

#### Séance 7

Analysis of a quoted company's financial statements. Understanding the SEC requirement and content of the 10-K

#### Séance 8

Continuation of 7 above

#### Séance 9

Mid term test.

#### Séance 10

Analysis of a second quoted company's 10-K

#### Séance 11

Practice test : Analysis of a company's financial statements using the ratios learned during previous lessons.

#### Séance 12

Revision.



**Department :** Management and Strategy

**Expert-Pole-Unit :** Supply chain, International trade and IT

**Level :** Undergraduate

**ECTS :** 3

**Tutoring Hours :** 24 h

**Personal Investment :** 51 h

**Tutoring Language :** English

**Program & Year of studies :**

- Bachelor of Business Administration - 2ème année - Fall
- Bachelor of Business Administration - 2ème année - Spring

**Learning Semestre :**

- BBA : Semestre 04

## COURSE LEADER

Asli KOZAN

Paris

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## COURSE DESCRIPTION

International Business Environment course focuses on determinants of firm success in global economy, and aims to provoke critical thinking on firms' responses to the virtues and challenges of global competition.

Throughout the course, we will discuss topics such as global competition; internationalization; differences in political, legal, economic and cultural contexts across the globe; foreign entry modes; new directions for international growth; and finally ethics and CSR in international business.

The course will address fundamental questions as:

- Why do firms need a global strategy? What are the drivers of internationalization?
- What are the major facets of the international business environment (legal, political, economic, cultural) ?
- Which countries are better targets for entry? How to enter those countries? What determines the international success and failure of companies?
- How to design and implement Base of the Pyramid (BOP) business models in emerging economies?
- What are the ethical challenges that firms face while operating globally?

The main objective of the course is to familiarize you with the frameworks, tools, and concepts you need for analyzing and understanding a broad range of issues related to international business environment ; and give you the basis to be able to critically analyze top managers' global business decisions and choices on how to navigate the global landscape.

### PROGRAM OBJECTIVES

Learning objectives BBA :

- 22\_LO\_BBA\_ETHIC1 - Students will be able to recognize ethical and sustainability issues within the field of international business and management.
- 22\_LO\_BBA\_MULTI1 - Students will demonstrate an awareness of cultural differences and management issues within a global context.
- 22\_LO\_BBA\_MULTI2 - Students will apply practices of major business disciplines in an international business context.
- 22\_LO\_BBA\_MULTI3 - Students will be able to work effectively with other nationalities.
- 22\_LO\_BBA\_SOLV2 - Students will be able to provide managerial recommendations to business issues.
- 22\_LO\_BBA\_TEAM1 - Students will demonstrate the ability to write in a correct business style and academic style using a coherent and logical manner.
- 22\_LO\_BBA\_TEAM2 - Students will be able to work effectively in teams.

### COURSE OBJECTIVES

#### Knowledge

- 1 - Recall the basic academic and practitioner oriented perspectives on global competition.
- 2 - Recognize main globalization questions and their relevance.
- 3 - Identify the frameworks, tools, and concepts used for analyzing a broad range of issues related to international business environment.
- 4 - Develop an understanding of how global strategies are formulated and implemented.

#### Skills

- 5 - Choose and apply the necessary tools for global business decisions.
- 6 - Assess trade-offs related to strategic choices by managers navigating the global landscape.
- 7 - Critically analyze top managers' choices on how to compete in the international business environment.
- 8 - Develop a disposition to consider ethical issues in global business and in the development and implementation of BOP projects in emerging economies.

### TEACHING METHODS

Case study, Exercises, Group presentation, Group works, Lectures, Videos

## ASSESSMENT

Learning objectives evaluated	Type of assesment	Percentage	Description
1-2-3-4-5-6-7-8	Class presentation	25 %	Students are expected to actively participate in class discussions. Throughout the course, we will be analyzing relevant real-life cases, doing small exercises, and we will play a Global Business Game. You will be working with your team during the class on the case or exercise at hand. You will be graded on your participation level and the relevance and quality of your work on those cases and exercises.
1-2-3-4-5-6-7-8	Project	25 %	You will be handed out a team project to be completed before the end of the course. Details and the due date are going to be provided to you once the course starts. The deliverables will be a written report and a class presentation.
1-2-3-4-5-6-7-8	Final written exam	50 %	There will a written exam at the end of the course, consisting of essay type questions.

### BIBLIOGRAPHY

#### Compulsory Reading

There is no required textbook for this course, however there is a recommended one (please see below).

#### Recommended Reading

The following textbook is highly recommended:

International Business: The New Realities, Global Edition (4th edition), 2016, T. Çavuşgil, G. Knight, and J.S. Riesenberger, Pearson (available online via IPAG library)

Please note that hard copy of a more recent version of the book (2020 edition, ISBN: 978-1-292-30324-6) is also available at IPAG library.

A couple of articles are also carefully selected for the course, and you are strongly advised to read them before coming to class. These articles are aimed at improving your understanding of the topics covered in class, and are selected to familiarize you with the basic academic/practitioner oriented perspectives on international business. They will be provided to you before their respective sessions.

### COURSE SYLLABUS

#### Séance 1

Introduction to the course

Key concepts

#### Séance 2

Globalization of markets and the internationalization of the firm

#### Séance 3

Major facets of international business environment-part I (political and legal)

#### Séance 4

Major facets of international business environment-part I cont'd (political and legal)

#### Séance 5

Major facets of international business environment- part II (economic)

#### Séance 6

Major facets of international business environment- part III (cultural)

#### Séance 7

Entry modes to foreign markets

#### Séance 8

Global Business Game

#### Séance 9

Understanding the new directions for international growth - part I- emerging markets

#### Séance 10

Understanding the new directions for international growth - part II- BOP initiatives

#### Séance 11

Ethics, CSR and governance in international business

Wrap up, Q&As

#### Séance 12

Team project presentations



**Department :** Management and Strategy

**Expert-Pole-Unit :** Supply chain, International trade and IT

**Level :** Undergraduate

**ECTS :** 3

**Tutoring Hours :** 24 h

**Personal Investment :** 51 h

**Tutoring Language :** English

**Program & Year of studies :**

- Bachelor of Business Administration - 2ème année - Fall
- Bachelor of Business Administration - 2ème année - Spring

**Learning Semestre :**

- BBA : Semestre 04

## COURSE LEADER

Claude ALAVOINE

Nice

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## COURSE DESCRIPTION

This course is designed to introduce the students to the nature and practice of international business negotiations. This will include an understanding of the role and influence of culture in international business negotiations. The objective is to enhance the student's comprehension of the negotiation process and its fundamental elements in order to further understand the influence of culture on negotiation in an international context. The course focuses on cross-cultural communication and negotiation in international business contexts rather than on general country or regional cultural aspects. Students are provided with both theoretical and fundamental aspects of negotiation but also with practical methods and techniques for performing successfully in an international context.

## PROGRAM OBJECTIVES

Learning objectives BBA :

- 22\_LO\_BBA\_ETHIC1 - Students will be able to recognize ethical and sustainability issues within the field of international business and management.
- 22\_LO\_BBA\_MULTI1 - Students will demonstrate an awareness of cultural differences and management issues within a global context.
- 22\_LO\_BBA\_MULTI2 - Students will apply practices of major business disciplines in an international business context.
- 22\_LO\_BBA\_MULTI3 - Students will be able to work effectively with other nationalities.
- 22\_LO\_BBA\_SOLV2 - Students will be able to provide managerial recommendations to business issues.
- 22\_LO\_BBA\_TEAM1 - Students will demonstrate the ability to write in a correct business style and academic style using a coherent and logical manner.
- 22\_LO\_BBA\_TEAM2 - Students will be able to work effectively in teams.

### COURSE OBJECTIVES

#### Knowledge

- 1 - Identify the fundamental elements and driving forces of any negotiation situation.
- 2 - Recognize the most influential cultural variables in an intercultural negotiation.
- 3 - Examine contrasting cultural values and orientations and their impact on the international communication and negotiating process.

#### Skills

- 4 - Estimate issues, constraints related to specific International negotiations.
- 5 - Fix objectives, strategy and preparation on the conduct of International Business Negotiations.
- 6 - Identify the consequences associated with the different strategies and techniques used in International Business Negotiations.

### TEACHING METHODS

Case study, Exercises, Lectures, Simulation, Tutorial

**ASSESSMENT**

Learning objectives evaluated	Type of assesment	Percentage	Description
1, 2, 3	Mid-term exam	20 %	Mid Term including reading test Questions based on the obligatory reading and Questions based on the lectures
1, 2, 3, 4, 5, 6	Class presentation	30 %	Case analysis and presentation. Written report submitted. Oral presentation in class Simulations and overall participation
1, 2, 3, 4, 5, 6	Final written exam	50 %	Course contents questions. Academic essay leading to personal recommendations about specific International Negotiations issues

### BIBLIOGRAPHY

#### Compulsory Reading

GHAURI Pervaz, USUNIER Jean Claude, (2003), International Business Negotiations, International Business and Management series, Pergamon / Elsevier Science, 2nd Edition, ISBN: 0-08-044293-5.

SALACUSE Jeswald W., (1998), Ten ways that culture affects negotiating styles: some survey results, Negotiation Journal, Vol. 14, n°3, pp. 221-240.

WEISS Stephen E., (1994), Negotiating with Romans, Sloan Management Review, Vol. 35, n°2, part I, pp. 51-61, Vol. 35, n°3, part II, pp. 85-99.

#### Recommended Reading

ADAIR Wendi, BRETT Jeanne M., LEMPEREUR Alain, OKUMURA Tetsuki, SHIKHIREV Peter, TINSLEY Catherine, LYTLE Anne, (2004), "Culture and negotiation strategy", Negotiation Journal, Vol. 20, n°1, , pp. 87-111.

ALAVOINE C., ESTIEU C., (2015), "You can't always get what you want: Strategic issues in Negotiation Part 2", Procedia-Social and Behavioral Sciences, vol. 207, pp. 335-343.

ALAVOINE C., (2012), "You can't always get what you want: Strategic issues in Negotiation", Procedia-Social and Behavioral Sciences, Vol 58, pp. 665-672.

ALLRED K. G., (2000), "Distinguishing best and strategic practices: A framework for managing the dilemma between creating and claiming value", Negotiation Journal, vol. 16, n°4, pp.387-397.

AVRUCH Kevin, (2000), "Culture and negotiation pedagogy", Negotiation Journal, Vol. 16, n°4, pp. 339-346.

BOULDING Kenneth, (1999), "The nature of power", in Lewicki Roy J., Saunders David M., Minton John W., Negotiation: readings, exercises and cases, Mc Graw Hill, 3rd edition, pp.180-192.

MANRAI Lalita A., MANRAI Ajay K., (2010), "The Influence of Culture in International Business Negotiations: A New Conceptual Framework and Managerial Implications", Journal of Transnational Management, Vol. 15, n°1, pp. 69-100.

MACDUFF Ian, (2006), "Your Pace or Mine? Culture, Time, and Negotiation", Negotiation Journal., Vol. 22 Issue 1, pp. 31-45.

MACKENZIE Ian, (2011), Intercultural Negotiations, Routledge.

SEBENIUS James K., (2001), "Six habits of merely effective negotiators", Harvard Business Review, pp. 87-95.

ZARTMAN William I., (2002), "What I want to know about negotiations", International Negotiation, Vol. 7, n°1, pp.5-15

### COURSE SYLLABUS

#### Séance 1

##### Lecture 1/2

Fundamental elements and key aspects of negotiation

#### Séance 2

##### Lecture 2/2

Fundamental elements and key aspects of negotiation

#### Séance 3

##### Tutorial 1

##### Case study n°1

Instructions and guideline for the case study

#### Séance 4

##### Lecture 3/4

The negotiation process, negotiation as a “system”

#### Séance 5

##### Lecture 4/4

The negotiation process, negotiation as a “system”

#### Séance 6

##### Tutorial 2

##### Case study n°1 Submission of written report

Presentation in class

#### Séance 7

##### Lecture 5

Negotiation strategies, techniques and tactics

#### Séance 8

##### Tutorial 3/4

Negotiation simulation 1

#### Séance 9

##### Tutorial 4/4

Negotiation simulation 1

#### Séance 10

##### Lecture 6

The influence of culture, Cultural mechanisms

Negotiation intercultural variables

Preparation, strategy and practices in an intercultural context.

#### Séance 11

##### Tutorial 5/6

Negotiation simulation 2

#### Séance 12

##### Tutorial 6/6

Negotiation simulation 2



**Department :** Marketing, Sales and Communication

**Expert-Pole-Unit :** Marketing and Communication

**Level :** Undergraduate

**ECTS :** 3

**Tutoring Hours :** 24 h

**Personal Investment :** 51 h

**Tutoring Language :** English

**Program & Year of studies :**

- Bachelor of Business Administration - 2ème année - Fall
- Bachelor of Business Administration - 2ème année - Spring

**Learning Semestre :**

- BBA : Semestre 04

## COURSE LEADER

Clément DUBREUIL

Paris

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## COURSE DESCRIPTION

This course is an introduction to innovation and digital marketing. Innovation is a critical activity that allows companies' survival in the long term. Students will learn the importance to innovate, will identify the obstacles to innovation and techniques for improving the flexibility and originality of their thinking. Students will explore approaches used by managers and organizations to create and sustain high levels of innovation, such as Design Thinking.

Besides recent technological innovations have dramatically changed the way of doing business and marketing practices and new marketing trends have emerged to improve company's effectiveness. Students will investigate the digital tools to implement an effective marketing strategy in the digital era.

## PROGRAM OBJECTIVES

Learning objectives BBA :

- 22\_LO\_BBA\_MULTI1 - Students will demonstrate an awareness of cultural differences and management issues within a global context.
- 22\_LO\_BBA\_SOLV2 - Students will be able to provide managerial recommendations to business issues.
- 22\_LO\_BBA\_TEAM1 - Students will demonstrate the ability to write in a correct business style and academic style using a coherent and logical manner.
- 22\_LO\_BBA\_TEAM2 - Students will be able to work effectively in teams.

## COURSE OBJECTIVES

### Knowledge

- 1 - Identify the different sources and barriers to innovate.
- 2 - Memorize the different steps of New Product Development (NPD) and the main techniques used.
- 3 - Identify the main levers of digital marketing with their role and uses (Display, SEO, SEA, Social Media, Emailing).
- 4 - Understand the main steps for digital marketing strategy building and know the main indicators (KPI's) to measure digital effectiveness.
5. Understand how to use emerging digital channels and technologies (AI, blockchain, chatbots...)

### **Skills**

- 6 - Develop a successful marketing plan for innovation.
- 7 - Recommend simple but consistent digital communication campaigns.
- 8 - Apply “test and learn” approaches

### **TEACHING METHODS**

Book reviews, Case study, Exercises, Group presentation, Group works, Lectures



**ASSESSMENT**

Learning objectives evaluated	Type of assesment	Percentage	Description
1, 2, 3, 4, 5, 6, 7, 8	Final written exam	50 %	The final exam consists of short practical cases and reflection questions. Students will have to know the content of the course. Individual exam.
1, 2, 3, 4, 5, 6, 7, 8	Project	30 %	Students will work in groups on a long-term practical case. 3 different steps will be evaluated.
3, 4, 5, 6, 7, 8	Project	20 %	Students will work in groups on a digital plan for an innovative product.

### BIBLIOGRAPHY

#### Compulsory Reading

Kotler, P., & Armstrong, G. (2018). Principles of Marketing (17th edition). Pearson Education.

#### Recommended Reading

Technology and Innovation for Marketing, Eleonora Pantano, Clara Bassano, Constantinos-Vasilios Priporas, Routledge, 2018

### COURSE SYLLABUS

#### Séance 1

##### Lecture 1

What is (and what is not) innovation?

Why is it crucial to innovate?

Innovation and strategy.

The problem is where innovation starts.

Handbook, part 1, p26-89.

#### Séance 2

##### Tutorial 1

SWOT analysis applied to the long term case

Handbook, part 2, p90-209.

#### Séance 3

##### Lecture 2

How to make innovation happen?

Organization systems, processes, state of mind...

Handbook, part 3, p278-305.

#### Séance 4

##### Tutorial 2

How to generate innovative ideas? World Café Methodology applied to the long term case.

#### Séance 5

##### Tutorial 3

How to make great innovation launch plans?

Marketing mix models for innovation

Handbook, part 3, p242-277.

#### Séance 6

##### Tutorial 4

Build up the marketing mix for an innovation (4P's + 5 A's) applied to the long term case.

Handbook, part 3, p306-477.

#### Séance 7

##### Lecture 3

Consumer experience and value creation, what's at stake with innovation in the digital era?

Handbook, p540-626.

Séance 8

Tutorial 5

How to make the “pitch” of an innovation and sell the project!

Séance 9

Lecture 4

Learn how to develop a presence online

Digital advertising principles

Handbook, p478-539.

Séance 10

Tutorial 6

Case study on digital communication - Part 1

Séance 11

Tutorial 7

An introduction to Big data

Mobile marketing tools

Séance 12

Tutorial 8

Case study on digital communication - Part 2

**Department :** Marketing, Sales and Communication

**Expert-Pole-Unit :** Marketing and Communication

**Level :** Undergraduate

**ECTS :** 3

**Tutoring Hours :** 24 h

**Personal Investment :** 51 h

**Tutoring Language :** English

**Program & Year of studies :**

- Bachelor of Business Administration - 2ème année - Fall
- Bachelor of Business Administration - 2ème année - Spring

**Learning Semestre :**

- BBA : Semestre 04

## COURSE LEADER

Léa KIWAN

Paris

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## COURSE DESCRIPTION

This course aims to provide a overview on Social Media and give students a better understanding of which applications are the most appropriate to use as a marketing communication channels in order to maximise presence on Social Media. Through group discussion, case study and role-play, it covers different subjects: Running successful campaigns using: Facebook, Twitter, Google+, Pinterest, LinkedIn, Instagram, Tumblr, YouTube and Blogs, converting site traffic into Business leads, building your brand through Social Media, business Strategies, budgeting for Social Media activities, measuring success, Risk assessment and management, the future for Social Media.

## PROGRAM OBJECTIVES

Learning objectives BBA :

- 22\_LO\_BBA\_MULT11 - Students will demonstrate an awareness of cultural differences and management issues within a global context.
- 22\_LO\_BBA\_MULT12 - Students will apply practices of major business disciplines in an international business context.
- 22\_LO\_BBA\_SOLV2 - Students will be able to provide managerial recommendations to business issues.
- 22\_LO\_BBA\_TEAM2 - Students will be able to work effectively in teams.

## COURSE OBJECTIVES

### Knowledge

- 1 - Distinguish the specificities and role of the different Social Media (Facebook, Twitter, Instagram?).
- 2 - Understand how to engage customers and keep them interested using Social Media.
- 3 - Understand the legal and ethical issues of using Social Media for business purposes.

### Skills

- 4 - Identify which applications are the most appropriate to use and propose a Social Media strategy.
- 5 - Create meaningful content for Social Media applications.
- 6 - Measure engagement and reactivity.

## TEACHING METHODS

Case study, Field study, Group presentation, Group works, Lectures, Practical, Tutorial, Videos

## ASSESSMENT

Learning objectives evaluated	Type of assesment	Percentage	Description
2, 3, 5	Class presentation	25 %	Each group will choose a brand that needs the professor's approval. The project will be a group project with groups made of 4 students maximum to audit and optimize that brand's Social Media strategy.
2, 4, 5, 6	Presentation	25 %	As part of a team of no more than four, the students will present a study of two similar brand's approach to Social Media, Highlighting what they consider to be the successful and unsuccessful elements of the campaigns. A PowerPoint presentation accompanied by a printed report.
1, 2, 3, 4, 5, 6	Final written exam	50 %	A final written exam which will ask the student to demonstrate their understanding of the core elements of the module by analyzing a current social media campaign and present its strengths , weaknesses and any recommendations the student feels would benefit the Brand.

### BIBLIOGRAPHY

#### Compulsory Reading

KOTLER Philip, KELLER, Kevin, Marketing Management, Global Edition (15th edition) by Pearson  
GAVIN TURNER, Social Media Marketing 2019

#### Recommended Reading

S. GIRARD, #INSTAGRAMMING, L'Art de Développer Une Marque Avec Instagram  
J.N. KAPFERER / V. BASTIEN, The Luxury Strategy

For their coursework students need to be able to integrate in their project academic papers from the main academic journals in the field including:

- Journal of Marketing
- Marketing Science
- Journal of Marketing Research
- Journal of Business Research
- Journal of Business Ethics
- International Journal of Research in Marketing
- Journal of Retailing
- Journal of Consumer Research
- Journal of the Academy of Marketing Science
- European Journal of Marketing
- International Marketing Review
- Journal of International Marketing
- Industrial Marketing Management
- Psychology and Marketing
- Harvard Business Review and many more.

### COURSE SYLLABUS

#### Séance 1

##### CM

Social Media and Brand Identity

Brand Identity levers explanation & applications in social media

Complementary activities:

Readings (GAVIN TURNER, Social Media Marketing 2019)

Group project briefing

#### Séance 2

##### TP

Reinforce Brand Identity in Social Media including key products

Optimise some Instagram #ICONOSTORIES (@sebastienxiconicon)

Review group project deliverables

Complementary activities:

Group project briefing

#### Séance 3

##### CM

Social Media levers review lecture on Instagram and Facebook

Types and forms of social contents

Review group project deliverables

Complementary activities:

Readings (GAVIN TURNER, Social Media Marketing 2019)

Group project briefing

#### Séance 4

##### TP

Reinforce Marketing Mix PRODUCT/PRICE in Social Media

Review group project deliverables

Complementary activities:

Group project briefing

Séance 5

CM

Product (New/Reinvented) Story Telling in Social Media

Review group project deliverables

Complementary activities:

Readings (GAVIN TURNER, Social Media Marketing 2019)

Group project briefing

Séance 6

TP

Reinforce Marketing Mix PROMOTION in Social Media

Review group project deliverables

Complementary activities:

Group project briefing

Séance 7

CM

Develop communication tools for social media

Review group project deliverables

Complementary activities:

Readings (GAVIN TURNER, Social Media Marketing 2019)

Group project briefing

Séance 8

TP

Working & selecting influencers

Review group project deliverables

Complementary activities::

Group project briefing

Séance 9

CM

Advertising solutions in social media

Review group project deliverables

Complementary activities:

Readings (GAVIN TURNER, Social Media Marketing 2019)

Group project briefing

Séance 10

TP

Developing Digital Content for

Social Media

Complementary activities:

Group project briefing

Séance 11

CM

Optimize Digital Content Strategy

Review group project deliverables

Complementary activities:

Readings (#Instagramming, The Art of Developing a Luxury Brand on Instagram)

Séance 12

TP

Final Presentations



**Department :** Law, Economy and Quantitative techniques

**Expert-Pole-Unit :** Economy, Methods and quantitative techniques

**Level :** Undergraduate

**ECTS :** 3

**Tutoring Hours :** 24 h

**Personal Investment :** 51 h

**Tutoring Language :** English

**Program & Year of studies :**

- Bachelor of Business Administration - 2ème année - Fall
- Bachelor of Business Administration - 2ème année - Spring

**Learning Semestre :**

- BBA : Semestre 04

## COURSE LEADER

Linda PRINCE

Nice

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## COURSE DESCRIPTION

The module aims to give students the skills required to be efficient researchers in order to be able to attempt an extended research project with an international focus.

Organisation and methodology of review of relevant literature in a secondary data search, leading to the development of a complete research proposal incorporating a literature review and a research strategy.

Undertake primary research and incorporate the findings and data analysis in the research report.

This course builds on the research project undertaken in semester 1

## PROGRAM OBJECTIVES

Learning objectives BBA :

- 22\_LO\_BBA\_ETHIC1 - Students will be able to recognize ethical and sustainability issues within the field of international business and management.
- 22\_LO\_BBA\_MULTI1 - Students will demonstrate an awareness of cultural differences and management issues within a global context.
- 22\_LO\_BBA\_MULTI2 - Students will apply practices of major business disciplines in an international business context.
- 22\_LO\_BBA\_MULTI3 - Students will be able to work effectively with other nationalities.
- 22\_LO\_BBA\_SOLV2 - Students will be able to provide managerial recommendations to business issues.
- 22\_LO\_BBA\_TEAM1 - Students will demonstrate the ability to write in a correct business style and academic style using a coherent and logical manner.
- 22\_LO\_BBA\_TEAM2 - Students will be able to work effectively in teams.

### COURSE OBJECTIVES

#### Knowledge

1. Understand the key components of a research proposal
2. Understand the basic issues involved in developing a research project from initial ideas to data analysis.
3. Understand why you need a clear research topic.
4. Understand what a literature review should contain.
5. Understand which methodology to adopt to elicit the data required.

#### Skills

6. Be able to organise a research project effectively
7. Be able to systemize and analyse field notes.
8. Recognise what is involved in writing a methodology chapter documenting the research process
9. Be able to present data effectively.
10. Be able to produce a complete research document following given guidelines

### TEACHING METHODS

Book reviews, Field study, Practical, Professional meetings, Tutorial

**ASSESSMENT**

Learning objectives evaluated	Type of assesment	Percentage	Description
1 to 10	Project	100 %	Continuous assessment  An individual research project of approx. 4000 words including a basic literature review building on work produced in semester 1 and primary research data analysis and reporting.

### BIBLIOGRAPHY

#### Compulsory Reading

Sanders, Lewis and Thornhill, Research Methods for Business Students, 7th Ed Pearson Education 2015

#### Recommended Reading

Blaxter, Hughes and Tight, How to Research, 2 Open University Press, Buckingham, 2001

Bryman and Bell, Business Research Methods, 3rd Ed Oxford University Press  
Doing Qualitative Research 2nd Ed. (2005)

### COURSE SYLLABUS

#### Séance 1

Individual review of feedback sheet from semester 1 and confirmation of methodology

#### Séance 2

Individual review of feedback sheet from semester 1 and confirmation of methodology

#### Séance 3

Review of sections of research project  
Sampling and sampling frames

#### Séance 4

Questionnaire design: structured and semi-structured.  
Google Forms

#### Séance 5

Questionnaire design: scales and ranking and rating and quantitative analysis

#### Séance 6

Writing up Methodology

#### Séance 7

Qualitative analysis

#### Séance 8

Presenting the findings (quantitative and qualitative).  
Interpretation of data

#### Séance 9

Individual review of data collection progress

#### Séance 10

Individual review of data collection progress

#### Séance 11

Final structure overview - General introduction, abstract and appendices

#### Séance 12

Feedback session (individual)



**Department :** Management and Strategy

**Expert-Pole-Unit :** Supply chain, International trade and IT

**Level :** Undergraduate

**ECTS :** 3

**Tutoring Hours :** 24 h

**Personal Investment :** 51 h

**Tutoring Language :** English

**Program & Year of studies :**

- Bachelor of Business Administration - 2ème année - Fall
- Bachelor of Business Administration - 2ème année - Spring

### COURSE LEADER

Marco NOWINSKI

Nice

marco.nowinski@ipag.fr

### COURSE DESCRIPTION

Business Operations is a set of concepts and tools that can be useful in the management of the operations which are at the core of any business or organisation. The course aims to help the student understand the importance of the operations management function, to be able to successfully compete in today's global business environment. Students will acquire an understanding of the strategic issues involved in business operations as well as the tools and techniques used to solve operations management issues.

### PROGRAM OBJECTIVES

Learning objectives BBA :

- 22\_LO\_BBA\_ETHIC1 - Students will be able to recognize ethical and sustainability issues within the field of international business and management.
- 22\_LO\_BBA\_MULTI1 - Students will demonstrate an awareness of cultural differences and management issues within a global context.
- 22\_LO\_BBA\_MULTI2 - Students will apply practices of major business disciplines in an international business context.
- 22\_LO\_BBA\_MULTI3 - Students will be able to work effectively with other nationalities.
- 22\_LO\_BBA\_SOLV2 - Students will be able to provide managerial recommendations to business issues.
- 22\_LO\_BBA\_TEAM1 - Students will demonstrate the ability to write in a correct business style and academic style using a coherent and logical manner.
- 22\_LO\_BBA\_TEAM2 - Students will be able to work effectively in teams.

### COURSE OBJECTIVES

#### Knowledge

1. Understand the importance of the operations function in any organisation.
2. Identify the different processes in service and manufacturing operations.
3. Explain how product design and innovation impacts on business operations.
4. Discuss how sustainability issues should be considered in operations management.

#### Skills

5. Analyse workflows in an organisation and build a business process map.
6. Evaluate the use of various technologies to support business operations.
7. Use quality management and improvement methods to optimise process flows.
8. Identify the impact of changes in the business environment to the operation of organisations.

### TEACHING METHODS

Case study, Exercises, Individual presentation, Lectures, Tutorial, Videos

**ASSESSMENT**

Learning objectives evaluated	Type of assesment	Percentage	Description
1,2	Multiple choices	15 %	Multiple choice test with 20 questions to be answered in 30 minutes. Discussion of the answers after the test.
3,4,6,8	Report	35 %	Two individual short essays (200 - 300 words), one of them presented to the class (3-4 minutes). Active question and answer participation. Completion of various quizzes for individual and team exercises.
4,5,6,7,8	Final written exam	50 %	Five questions to be answered in short essays. Exam duration is two hours.



### BIBLIOGRAPHY

#### Compulsory Reading

SLACK, Nigel (2019), Operations Management (9th), Pearson Education. ISBN: 978-1292253961

#### Recommended Reading

SIMCHI-LEVI, David (2013), Operations Rules – Delivering Customer Value through Flexible Operations, MIT Press, ISBN: 978-0262525152

BURTONSHAW-GUNN, Simon (2013), Essential Tools for Operations Management, Wiley, ISBN: 978-0470745922

### COURSE SYLLABUS

#### Séance 1

Lecture 1: The concept of Operations Management

What are business operations. Impact of changes in the business environment. Defining process characteristics. Analysing the competitive objectives and dealing with trade-off's.

#### Séance 2

Tutorial 1: Case study

Analysing various operational aspects of a multinational company.

#### Séance 3

Lecture 2: Product Design and Quality Management

The impact of innovation, product and process design on business operations. Characteristics of various manufacturing and service type processes. Defining quality and managing processes to ensure quality output's. Understanding total quality management and statistical process control.

#### Séance 4

Tutorial 2: Case study

Examining a real-world example regarding operations performance, production management, product design, use of technology and other aspects.

#### Séance 5

Lecture 3: Location and Capacity Strategies

The structure and scope of the operation's supply network. The location of operations in a network. Pull and push philosophies of planning and control. Vertical integration and outsourcing.

#### Séance 6

Tutorial 3 Case study

Focus on location strategy and managing capacity in service operations.

#### Séance 7

Lecture 4: Layout Strategies and Lean Management

The disposition and flow of resources in an operation. Relation between basic layout types and process types. The principles of lean management and the reduction of waste. Using various techniques for process improvement.

#### Séance 8

Tutorial 4: Mid-term exam followed by a case study

Test of knowledge acquired in lectures 1-3. Discussion of results after the test.

Case study with focus on lean operation.

#### Séance 9

Lecture 5: Supply Chain Management and Procurement

Understanding the interconnected operations in a supply network. Differentiation between efficient and responsive supply chains. Transactional and partnership relations. The procurement process, supplier selection and development. The role of communication throughout the supply chain and the impact of inventory.

#### Séance 10

Tutorial 5: Case study

Examine the challenges of supply chain management.

#### Séance 11

### Lecture 6: Business Operations and Technology

Understanding, evaluation and implementation of process technology. The impact of new technologies on operations performance. Discovering key ideas of ERP and CRM systems.

### Séance 12

Tutorial 6: Review and Discussion

**Department :** Foreign languages

**Expert-Pole-Unit :** Foreign languages

**Level :** Langues

**ECTS :** 2

**Tutoring Hours :** 24 h

**Personal Investment :** 26 h

**Tutoring Language :** English

**Program & Year of studies :**

- Bachelor of Business Administration - 2ème année - Fall
- Bachelor of Business Administration - 2ème année - Spring

**Learning Semestre :**

- BBA : Semestre 04

## COURSE LEADER

Sarah WILLIS

Nice

s.willis@ipag.fr

## COURSE DESCRIPTION

This course focuses on the continuing consolidation of students' existing linguistic skills. Their knowledge of both every-day English and English language for the business world will be consolidated and developed in order to enable more fluent and efficient communication in the English language. The two input skills (listening and reading) and the two output skills (speaking and writing) will continue to be developed throughout the semester.

## PROGRAM OBJECTIVES

Learning objectives BBA :

- 22\_LO\_BBA\_MULT11 - Students will demonstrate an awareness of cultural differences and management issues within a global context.
- 22\_LO\_BBA\_TEAM1 - Students will demonstrate the ability to write in a correct business style and academic style using a coherent and logical manner.
- 22\_LO\_BBA\_TEAM2 - Students will be able to work effectively in teams.

## COURSE OBJECTIVES

### Knowledge

1. Extend every-day and business vocabulary
2. Memorize new lexis and more complex grammar structures
3. Identify needs for further improvement

### Skills

4. Illustrate improved listening and reading comprehension
5. Demonstrate improved oral and written expression skills
6. Practice fluent and effective communication in an international and multi-cultural environment

## TEACHING METHODS

Exercises, Group works, Individual presentation, Tutorial

### ASSESSMENT

Learning objectives evaluated	Type of assesment	Percentage	Description
1, 2, 4, 5, 6	Mid-term exam	50 %	mid-term in-class written test (1h) individual presentation (15 minutes)
1, 2, 4, 5, 6	Final written exam	50 %	written test (2 hours)

### BIBLIOGRAPHY

#### Compulsory Reading

Duckworth, M. (2003) Business Grammar and Practice Oxford University Press ISBN 978-0194570794  
Emmerson, P. (2010) Business Grammar Builder (second edition) Macmillan ISBN 978-0230732544  
Emmerson, P. (2009) Business Vocabulary Builder Macmillan ISBN 978-0230716841  
Mascull, B. (2010) Business Vocabulary in Use Cambridge University Press ISBN 978-0521128285  
Murphy, R. (2012) English Grammar in Use (fourth edition) Cambridge University Press ISBN 978-0521189064

#### Recommended Reading

British press  
American press

### COURSE SYLLABUS

#### Séance 1

Review of grades from last semester and performance in final test.  
Description of course content and theme for this semester.  
Guidelines concerning personal work required.

#### Séance 2

Vocabulary development every-day English (1)

#### Séance 3

Vocabulary development every-day English (2)

#### Séance 4

Revision of basic structures and tenses.  
Passive voice.

#### Séance 5

More complex structures and tenses.  
Review of Conditionals.

#### Séance 6

Mid-term test  
Presentation skills and tips  
Progress on pronunciation and intonation

#### Séance 7

Presentations  
Review of mid-term test  
Tips for further improvement

#### Séance 8

Presentations  
Vocabulary development Business English (1)  
Useful telephone expressions

#### Séance 9

Presentations  
Vocabulary development Business English (2)  
Language for emails and business correspondence  
Formal & informal registers

#### Séance 10

Presentations  
Phrasal verbs (1)  
Business idioms (1)

#### Séance 11

Presentations

Phrasal verbs (2)  
Business idioms (2)

Séance 12  
Presentations  
Revision tactics  
Evaluate progress

**Department :** General knowledge

**Expert-Pole-Unit :** General Knowledge

**Level :** Undergraduate

**ECTS :** 3

**Tutoring Hours :** 24 h

**Personal Investment :** 51 h

**Tutoring Language :** English

**Program & Year of studies :**

- Bachelor of Business Administration - 2ème année - Fall
- Bachelor of Business Administration - 2ème année - Rentrée Spring

**Learning Semestre :**

- BBA : Semestre 02

## COURSE LEADER

## COURSE DESCRIPTION

This course presents the basics of effective oral communication in English for an academic or business context. It draws on styles of speeches, basic rhetorical strategies, and public speaking practices, as well as rules and standards for academic and business communication. Students will review some of what they learned in their previous coursework on academic writing, extrapolating the material to an oral communication context.

## PROGRAM OBJECTIVES

Learning objectives BBA :

- 20\_LO\_BBA\_COM1 - Students will demonstrate the ability to write in a correct business style using a coherent and logical manner.
- 20\_LO\_BBA\_COM2 - Students will be able to work effectively in teams.
- 20\_LO\_BBA\_SOLV2 - Students will demonstrate the ability to make an immediate contribution to an employer's activities.

## COURSE OBJECTIVES

### Knowledge

Be familiar with:

- the rules and standards of public speaking
- rhetorical and persuasive speaking techniques
- confidence building techniques, and
- expectations for oral expression before an Anglophone public in an academic or business context

### Skills

2. Identify and evaluate several types of public speech
3. Identify and use effectively basic rhetorical strategies
4. Evaluate and use effectively reliable academic sources for oral presentations
5. Form, deliver, and evaluate oral arguments
6. Present original ideas according to the standards of Anglophone academia and business

### TEACHING METHODS

E-learning, Exercises, Individual presentation, Lectures



## ASSESSMENT

Learning objectives evaluated	Type of assesment	Percentage	Description
1 to 5	Written assignment/ Essay	25 %	Student comes with prepared research question and first draft of abstract and discusses with the professor. The goal is to evaluate the quality of their work and to help them produce a viable research question and abstract in preparation for their final presentation.
1 to 5	Presentation	25 %	Oral presentation of thesis/argument borne out by research on a research question.
1 to 5	Final written exam	50 %	Written exam

### BIBLIOGRAPHY

### COURSE SYLLABUS

#### Séance 1

Intro to Academic Presentations

#### Séance 2

Public speaking basics/review of research questions

#### Séance 3

Types of speeches and review of abstracts

#### Séance 4

Rhetorical strategies

#### Séance 5

Workshop and feedback session

#### Séance 6

Techniques for building confidence and enhancing speaking manner

#### Séance 7

Forming arguments

#### Séance 8

Forming arguments

#### Séance 9

Citation rules for public speaking/avoiding plagiarism

#### Séance 10

Student presentations

#### Séance 11

Student presentations

#### Séance 12

Student presentations/Conclusion / Wrap-up / Review