



**Course Catalogue**  
**BBA Programme**  
**Incoming Exchange Students**  
**Lille Campus**  
**Fall 2024**

**Catalogue 1<sup>ère</sup> version  
2024/2025**

Dear Exchange Students,

Welcome to SKEMA Business School!

Here are a few key instructions on how to consult properly the **Lille BBA Course Catalogue Fall 2024**.

Please read these instructions carefully:

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

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2024/2025**

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**GLOBAL BBA FALL LILLE**

**ACADEMIC RESEARCH & WRITING I**

<b>Course Code</b>	BAC.EAINA.OTENG.1001
<b>ECTS Credits</b>	6
<b>Course Leader</b>	MAUCLAIR AUGUSTIN Brandon
<b>Synchronous</b>	39
<b>Discipline</b>	Droit & Humanités
<b>Program</b>	Global BBA
<b>Prerequisites</b>	520 TOEFL score or equivalent
<b>Course Description</b>	This course introduces students to the principal elements of argumentative research writing. It focuses on writing persuasively, developing research skills and improving critical reading skills through reading writing and discussion. Students will learn how to formulate a coherent thesis and support it with evidence drawn from research. They will also learn how to work through the various stages of the writing process to produce a 3000 word research paper.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring, summer
<b>Campus</b>	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	0
Continuous Assessment (%)	100
<b>Academic reference</b>	Lectures obligatoires / Required readings : Writing in the Disciplines, A Reader and Rhetoric for Academic Writers by Mary Lynch Kennedy and William J Kennedy (Pearson) Guidelines for Academic Writing (SKEMA) Lectures Recommandées / Recommended readings :
<b>Websites</b>	

**ACADEMIC RESEARCH & WRITING II**

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

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<b>Semester</b>	fall, spring
<b>Campus</b>	Belo Horizonte, Lille, Sophia
<b>Evaluation</b>	
Final Examination (%)	0
Continuous Assessment (%)	100
<b>Academic reference</b>	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings : The Norton Introduction to Literature (Booth, Hunter and Mays) Shorter 9th ISBN 0-393-92615-X or 10th edition ISBN 978-0-393-93514-1
<b>Websites</b>	

**ADVANCED COMPUTER BUSINESS APPLICATION**

<b>Course Code</b>	BAC.EAINA.ISCSE.2301
<b>ECTS Credits</b>	6
<b>Course Leader</b>	MILLELIRI André
<b>Synchronous</b>	39
<b>Discipline</b>	Business Analytics, Data Science & AI
<b>Program</b>	Global BBA
<b>Prerequisites</b>	Consumer Computer Applications
<b>Course Description</b>	This course introduce the basis of VBA programming of macros applied in Excel as well as general algorithms used in programming. Students will learn the general objects used in Excel programming as well as the basic keywords. Applications will be reviewed along labs and the final project.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring
<b>Campus</b>	Barcelone, Lille, Nanjing, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	
<b>Websites</b>	

**ADVANCED MATHEMATICS FOR BUSINESS**

<b>Course Code</b>	BAC.EAINA.OTMTH.1900
<b>ECTS Credits</b>	6
<b>Course Leader</b>	DALMASSO Audrey
<b>Synchronous</b>	39
<b>Discipline</b>	Business Analytics, Data Science & AI
<b>Program</b>	Global BBA
<b>Prerequisites</b>	-

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<b>Course Description</b>	-
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall
<b>Campus</b>	Lille, Sophia
<b>Evaluation</b>	
Final Examination (%)	100
Continuous Assessment (%)	0
<b>Academic reference</b>	
<b>Websites</b>	

**BUSINESS AND ECONOMICS CALCULUS**

<b>Course Code</b>	BAC.EAINA.ECMTH.1702
<b>ECTS Credits</b>	6
<b>Course Leader</b>	DALMASSO Audrey
<b>Synchronous</b>	39
<b>Discipline</b>	Economie
<b>Program</b>	Global BBA
<b>Prerequisites</b>	BAC.EAINA.OTMTH.1701
<b>Course Description</b>	To provide the students with the basic concepts and techniques of differential and integral calculus, as well as an elementary knowledge of matrix algebra, applied to business, economics, management and the social sciences, There will be a strong emphasis on methodology.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring, summer
<b>Campus</b>	Barcelone, Belo Horizonte, Lille, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	Lectures obligatoires / Required readings : Brief Calculus, an Applied Approach, Larson & Edwards, Houghton Mifflin Company, 9th edition Lectures Recommandées / Recommended readings :
<b>Websites</b>	

**BUSINESS AND PROFESSIONAL WRITING**

<b>Course Code</b>	BAC.EAINA.OTCOM.3224
<b>ECTS Credits</b>	6
<b>Course Leader</b>	MAUCLAIR AUGUSTIN Brandon
<b>Synchronous</b>	39
<b>Discipline</b>	Autre
<b>Program</b>	Global BBA

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<b>Prerequisites</b>	BAC.EAINA.LGENG.1001
<b>Course Description</b>	Designed for the future business professional, this course includes business research methods, report writing, business correspondence, and communication in the workplace. Analytical, informational, routine, and special reports are covered, as well as readings and 6000 words of writing in business correspondence, reports, and short answers.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring, summer
<b>Campus</b>	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	30
Continuous Assessment (%)	70
<b>Academic reference</b>	Lectures obligatoires / Required readings : Booklet provided by instructor Lectures Recommandées / Recommended readings :
<b>Websites</b>	

**BUSINESS DEVELOPMENT**

<b>Course Code</b>	BAC.EAINA.ECBUS.3550
<b>ECTS Credits</b>	6
<b>Course Leader</b>	SMITH Devin
<b>Synchronous</b>	39
<b>Discipline</b>	Economie
<b>Program</b>	Global BBA
<b>Prerequisites</b>	junior year
<b>Course Description</b>	The purpose of this course is to give students a comprehensive understanding of the regional business environment at present and in the future. The course will cover an overview of the general regional environment; to highlight certain facts and analytical framework for strategic management, marketing and operation management; to develop insights into business opportunities and threats in the regional context.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall
<b>Campus</b>	Barcelone, Belo Horizonte, Dubaï, Lille, Raleigh, Sophia, Stellenbosch-Le Cap
<b>Evaluation</b>	
Final Examination (%)	100
Continuous Assessment (%)	0
<b>Academic reference</b>	
<b>Websites</b>	

**BUSINESS LAW**

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

**CALCULUS I**

<b>Course Code</b>	BAC.EAINA.OTMTH.1001
<b>ECTS Credits</b>	8
<b>Course Leader</b>	GRASELLI Yan
<b>Synchronous</b>	52,5
<b>Discipline</b>	Business Analytics, Data Science & AI
<b>Program</b>	Global BBA
<b>Prerequisites</b>	none
<b>Course Description</b>	This course is the first math course taken by all engineering and science major. A quick review of algebra, trigonometry and the idea of limits lead to study of derivatives and its applications. A final link is made between anti-derivatives and definite integrals.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring
<b>Campus</b>	Lille, Sophia
<b>Evaluation</b>	
Final Examination (%)	40



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Continuous Assessment (%)	60
<b>Academic reference</b>	
<b>Websites</b>	

**CAPSTONE PROJECT I**

<b>Course Code</b>	BAC.EAINA.STBUS.4800
<b>ECTS Credits</b>	6
<b>Course Leader</b>	LUCIO Alessio
<b>Synchronous</b>	39
<b>Discipline</b>	Stratégie, Innovation & Entrepreneuriat
<b>Program</b>	Global BBA
<b>Prerequisites</b>	Senior Year
<b>Course Description</b>	Complete BBA track
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring
<b>Campus</b>	Barcelone, Belo Horizonte, Dubaï, Lille, Nanjing, Raleigh, Sophia, Stellenbosch-Le Cap
<b>Evaluation</b>	
Final Examination (%)	100
Continuous Assessment (%)	0
<b>Academic reference</b>	
<b>Websites</b>	

**CIVILIZATION I**

<b>Course Code</b>	BAC.EAINA.OTHUM.2051
<b>ECTS Credits</b>	6
<b>Course Leader</b>	MAUCLAIR AUGUSTIN Brandon
<b>Synchronous</b>	39
<b>Discipline</b>	Droit & Humanités
<b>Program</b>	Global BBA
<b>Prerequisites</b>	BAC.EAINA.LGENG.1001
<b>Course Description</b>	The course is designed to introduce students to some of the main themes and developments of Western Civilization from its rise in the Near East through the Early Medieval Period. The social, intellectual, artistic and literary trends will be examined with particular attention to the contributions of Egypt, Greece and Rome as well as a comparative study of the origins and development of Judaism, early Christianity and Islam.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall
<b>Campus</b>	Lille, Sophia
<b>Evaluation</b>	
Final Examination	40

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(%)	
Continuous Assessment (%)	60
<b>Academic reference</b>	
<b>Websites</b>	

**CONSUMER COMPUTER APPLICATIONS**

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

**CREATIVITY MANAGEMENT**

<b>Course Code</b>	BAC.EAINA.OTCOM.1100
<b>ECTS Credits</b>	6
<b>Course Leader</b>	GRASSELLI Yan
<b>Synchronous</b>	39
<b>Discipline</b>	Marketing
<b>Program</b>	Global BBA
<b>Prerequisites</b>	none
<b>Course Description</b>	This course explores creativity as a mindset, a tool that may include, but goes beyond artistic creation. During the course of the semester, we establish a foundational base of creativity and examine key concepts regarding how creativity is fostered in various contexts. We draw on case

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	studies and examples which highlight creativity in various milieus. In addition we will practice and polish techniques which help one to hone creative confidence, to innovate and to manage better. As this is an energetic and vivacious discipline, students will be asked to participate and actively colloborate.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring
<b>Campus</b>	Barcelone, Belo Horizonte, Lille, Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	
<b>Websites</b>	

**ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT**

<b>Course Code</b>	BAC.EAINA.STBUS.2100
<b>ECTS Credits</b>	6
<b>Course Leader</b>	SMITH Devin
<b>Synchronous</b>	45
<b>Discipline</b>	Stratégie, Innovation & Entrepreneuriat
<b>Program</b>	Global BBA
<b>Prerequisites</b>	Introduction to Business
<b>Course Description</b>	<p>This course is designed to integrate the core concepts of entrepreneurship with managing a small business. Managing a small business is very different from managing a large one primarily due to the limited resources available to small businesses. These limitations can result in budget constraints, staffing issues, and market boundaries. Small business management requires creativity, innovation, and significant customer, financial, and market insights in order to survive in a volatile, business environment.</p> <p>This course aims to provide students with the skills, not just to found a small business but also to manage one.</p> <p>It covers starting up a new business, purchasing a franchise and purchasing an existing business. The course also covers the fundamental financial statements, with a particular focus on cash flow management, that a small business owner must understand.</p>
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring
<b>Campus</b>	Belo Horizonte, Lille, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60

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<b>Academic reference</b>	
<b>Websites</b>	

**ESSENTIALS OF PROJECT MANAGEMENT**

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

**ETHICS**

<b>Course Code</b>	BAC.EAINA.OTHUM.2540
<b>ECTS Credits</b>	6
<b>Course Leader</b>	MAUCLAIR AUGUSTIN Brandon
<b>Synchronous</b>	39
<b>Discipline</b>	Droit & Humanités
<b>Program</b>	Global BBA
<b>Prerequisites</b>	ENG1001
<b>Course Description</b>	This course is an introduction to the fundamental problems of Ethics. This course introduces key ethical theories and debates, but beyond that, the real concern is to help students improve their ethical decision-making skills by learning to identify, diagnose and analyze ethical problems and dilemmas that they may be confronted with in life and in their careers.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring
<b>Campus</b>	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	40

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Continuous Assessment (%)	60
<b>Academic reference</b>	
<b>Websites</b>	

**E-BUSINESS & SOCIAL NETWORKS**

<b>Course Code</b>	BAC.EAINA.ISBUS.3050
<b>ECTS Credits</b>	6
<b>Course Leader</b>	DETOU Jean-Francois
<b>Synchronous</b>	39
<b>Discipline</b>	Autre
<b>Program</b>	Global BBA
<b>Prerequisites</b>	-
<b>Course Description</b>	-
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall
<b>Campus</b>	Lille
<b>Evaluation</b>	
Final Examination (%)	100
Continuous Assessment (%)	0
<b>Academic reference</b>	
<b>Websites</b>	

**E-COMMERCE & OMNICHANNELS**

<b>Course Code</b>	BAC.EAINA.ISBUS.3000
<b>ECTS Credits</b>	6
<b>Course Leader</b>	DETOU Jean-Francois
<b>Synchronous</b>	39
<b>Discipline</b>	Management des Opérations
<b>Program</b>	Global BBA
<b>Prerequisites</b>	-
<b>Course Description</b>	-
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall
<b>Campus</b>	Lille
<b>Evaluation</b>	
Final Examination (%)	100
Continuous Assessment (%)	0
<b>Academic reference</b>	
<b>Websites</b>	

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**FINANCIAL ACCOUNTING**

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

**FINANCIAL ANALYSIS & DECISION MAKING**

<b>Course Code</b>	BAC.EAINA.FIBUS.3410
<b>ECTS Credits</b>	6
<b>Course Leader</b>	DALMASSO Audrey
<b>Synchronous</b>	39
<b>Discipline</b>	Finance
<b>Program</b>	Global BBA
<b>Prerequisites</b>	BAC.EAINA.FIBUS.2202
<b>Course Description</b>	The course will give students basic knowledge and an understanding of corporate finance
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring
<b>Campus</b>	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	Lectures obligatoires / Required readings : Corporate Finance by Jonathan Berk and Peter DeMarzo Lectures Recommandées / Recommended readings :
<b>Websites</b>	

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**FINANCIAL MARKETS & INSTITUTIONS**

<b>Course Code</b>	BAC.EAINA.FIBUS.3402
<b>ECTS Credits</b>	6
<b>Course Leader</b>	DALMASSO Audrey
<b>Synchronous</b>	39
<b>Discipline</b>	Finance
<b>Program</b>	Global BBA
<b>Prerequisites</b>	BAC.EAINA.ECBUS.2301 BAC.EAINA.ECBUS.2302 BAC.EAINA.FIBUS.2201
<b>Course Description</b>	To help students gain a basic yet thorough knowledge of the major financial instruments and the way they are traded in financial markets as well as the functioning, strategies, influence and goals of the financial institutions that use these instruments in order to maximize their profits or carry out their mission (the FED). The course will also cover the variable economic elements (interest rates, inflation, money supply) and situations that affect them both on a national and international level.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring
<b>Campus</b>	Belo Horizonte, Lille, Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	Lectures obligatoires / Required readings : MADURA Financial institutions and markets 10th edition Lectures Recommandées / Recommended readings :
<b>Websites</b>	

**FUNDAMENTALS OF E-BUSINESS MODELS**

<b>Course Code</b>	BAC.EAINA.ECBUS.2000
<b>ECTS Credits</b>	6
<b>Course Leader</b>	DETOUT Jean-Francois
<b>Synchronous</b>	39
<b>Discipline</b>	Management & Organisation
<b>Program</b>	Global BBA
<b>Prerequisites</b>	-
<b>Course Description</b>	-
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall
<b>Campus</b>	Lille, Sophia

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<b>Evaluation</b>	
Final Examination (%)	100
Continuous Assessment (%)	0
<b>Academic reference</b>	
<b>Websites</b>	

**HISTORY AND CULTURE OF FRANCE**

<b>Course Code</b>	BAC.EAINA.OTHUM.2650
<b>ECTS Credits</b>	6
<b>Course Leader</b>	MAUCLAIR AUGUSTIN Brandon
<b>Synchronous</b>	39
<b>Discipline</b>	Droit & Humanités
<b>Program</b>	Global BBA
<b>Prerequisites</b>	non French Citizenship
<b>Course Description</b>	Contemporary French Culture is aimed at offering students a better understanding of the French and their culture and at helping them understand other people of different cultures and how they get along together by providing insight into how the past has shaped the present, by exploring the historical roots of French behavior and institutions, and by considering how the sweeping changes in French society over the past few decades have influenced the present. The course concentrates on the elements that make the French "French"; the social, political, and economic structures that shape France; and the symbols that represent France.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring
<b>Campus</b>	Lille, Nanjing, Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	
<b>Websites</b>	

**HUMAN RESOURCE MANAGEMENT**

<b>Course Code</b>	BAC.EAINA.HRBUS.3503
<b>ECTS Credits</b>	6
<b>Course Leader</b>	JOUSSEMET Caroline
<b>Synchronous</b>	39
<b>Discipline</b>	Management & Organisation
<b>Program</b>	Global BBA
<b>Prerequisites</b>	BAC.EAINA.HRBUS.3501



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<b>Course Description</b>	The course aims to help students understand what human resource management (HRM) is. The course investigates both the strategic nature and the functional importance of HRM as well as some technical aspects of managing people such as job analysis, recruitment, law and training and development.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall
<b>Campus</b>	Barcelone, Belo Horizonte, Dubaï, Lille, Nanjing, Raleigh, Sophia, Stellenbosch-Le Cap
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	Lectures obligatoires / Required readings : Human Resource Management, Dessler Gary, 13th Edition, Pearson, 2013, ISBN 10: 0-273-76602-3 Lectures Recommandées / Recommended readings :
<b>Websites</b>	

**INTRODUCTION TO BUSINESS**

<b>Course Code</b>	BAC.EAINA.OTBUS.1000
<b>ECTS Credits</b>	6
<b>Course Leader</b>	MILLELIRI André
<b>Synchronous</b>	39
<b>Discipline</b>	Autre
<b>Program</b>	Global BBA
<b>Prerequisites</b>	none
<b>Course Description</b>	A broad and general knowledge of the world of business is essential in today's world. This introductory course will acquaint students with the general knowledge necessary to function in a business environment. Students will acquire and employ crucial vocabulary and key concepts which are pertinent in the business domain. The course is taught by experts in various fields such as: finance, marketing, global business, event management, e-business and entrepreneurship. Throughout the course of the semester, students will have the opportunity to explore and examine various career options.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring
<b>Campus</b>	Barcelone, Belo Horizonte, Lille, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	
<b>Websites</b>	

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**INTRODUCTION TO BUSINESS RESEARCH**

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

**INTRODUCTION TO BUSINESS INTELLIGENCE**

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

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**INTRODUCTION TO LUXURY**

<b>Course Code</b>	BAC.EAINA.MKBUS.2040
<b>ECTS Credits</b>	6
<b>Course Leader</b>	GRASSELLI Yan
<b>Synchronous</b>	39
<b>Discipline</b>	Autre
<b>Program</b>	Global BBA
<b>Prerequisites</b>	Introduction to Business
<b>Course Description</b>	introduction to luxury
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring
<b>Campus</b>	Lille, Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	
<b>Websites</b>	

**INTRODUCTION TO SOCIOLOGY**

<b>Course Code</b>	BAC.EAINA.OTSOC.2001
<b>ECTS Credits</b>	6
<b>Course Leader</b>	MAUCLAIR AUGUSTIN Brandon
<b>Synchronous</b>	39
<b>Discipline</b>	Autre
<b>Program</b>	Global BBA
<b>Prerequisites</b>	None
<b>Course Description</b>	To introduce students to some of the main themes and theoretical perspectives in Sociology as well as the methodology of simple sociological research. The emphasis on group functioning as well as on how social institutions work will help the students develop the people skills necessary in their future professional careers. The course will also focus on developing students' critical thinking skills in order to better understand interactions in the modern world.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall
<b>Campus</b>	Lille, Sophia
<b>Evaluation</b>	
Final Examination (%)	30
Continuous Assessment (%)	70
<b>Academic reference</b>	Lectures obligatoires / Required readings : Sociology: A Global Introduction by John J. Macionis and Ken Plummer (5th Edition) Lectures Recommandées / Recommended readings :

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<b>Websites</b>	
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**MACRO ECONOMICS**

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

**MANAGEMENT COMMUNICATION**

<b>Course Code</b>	BAC.EAINA.OTCOM.1010
<b>ECTS Credits</b>	6
<b>Course Leader</b>	MAUCLAIR AUGUSTIN Brandon
<b>Synchronous</b>	39
<b>Discipline</b>	Autre
<b>Program</b>	Global BBA
<b>Prerequisites</b>	Academic Research and Writing I
<b>Course Description</b>	Communication is key. Its a simple but true statement, as communication is at the core of everything we do. In this course, emphasis is put on the acquisition of managerial communications skills for a professional work environment. Students research current business trends, analyse videos, refine their written business communication, and prepare and deliver oral presentations using various formats. Students are expected to exercise strategic managerial communication practices and to think critically. They produce both long and short assignments and are expected to participate enthusiastically and professionally in classroom activities. In order to accomplish these goals, the course encompasses an interactive approach.

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<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring
<b>Campus</b>	Lille, Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	
<b>Websites</b>	

**MANAGEMENT INFORMATION SYSTEMS**

<b>Course Code</b>	BAC.EAINA.ISBUS.3504
<b>ECTS Credits</b>	6
<b>Course Leader</b>	SMITH Devin
<b>Synchronous</b>	39
<b>Discipline</b>	Autre
<b>Program</b>	Global BBA
<b>Prerequisites</b>	BAC.EAINA.MKBUS.3601
<b>Course Description</b>	An examination of information systems used in business organizations. Included are discussions of system design, implementation and control of computer-based systems for managerial planning, decision making, and control of a company
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring
<b>Campus</b>	Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	Lectures obligatoires / Required readings : V. Sambamurthy & R.W. Zmud, Guiding the Digital Transformation of Organizations, Legerity Digital Press Lectures Recommandées / Recommended readings :
<b>Websites</b>	

**MANAGERIAL ACCOUNTING**

<b>Course Code</b>	BAC.EAINA.FIBUS.2202
<b>ECTS Credits</b>	6
<b>Course Leader</b>	CORDAHI Charbel
<b>Synchronous</b>	39
<b>Discipline</b>	Autre
<b>Program</b>	Global BBA
<b>Prerequisites</b>	BAC.EAINA.FIBUS.2201
<b>Course Description</b>	The course will give students a basic knowledge of how to use managerial accounting tools

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	and techniques that will assist management to achieve their stated goals and objectives.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring
<b>Campus</b>	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	Lectures obligatoires / Required readings : Financial and Managerial Accounting, Williams/Haka/Bettner/Carcello Lectures Recommandées / Recommended readings :
<b>Websites</b>	

**MARKETING PRINCIPLES**

<b>Course Code</b>	BAC.EAINA.MKBUS.3601
<b>ECTS Credits</b>	6
<b>Course Leader</b>	GRASSELLI Yan
<b>Synchronous</b>	39
<b>Discipline</b>	Autre
<b>Program</b>	Global BBA
<b>Prerequisites</b>	None
<b>Course Description</b>	This course is designed as an introduction to the principles of marketing and the marketing function in product and service-oriented organisations. The course will focus on the understanding of key concepts in marketing and their application through case studies. Students will be exposed to marketing analysis, planning, implementation and control, while learning how to write a marketing plan through the marketing project, which is an important component of this course.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring
<b>Campus</b>	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	Lectures obligatoires / Required readings : Armstrong, G. & Kotler, Ph. "Marketing: An Introduction" (10th or 11th ed.). Prentice Hall Lectures Recommandées / Recommended readings :
<b>Websites</b>	

**MARKETING STRATEGY**

<b>Course Code</b>	BAC.EAINA.MKBUS.3350
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<b>ECTS Credits</b>	6
<b>Course Leader</b>	GRASSELLI Yan
<b>Synchronous</b>	39
<b>Discipline</b>	Autre
<b>Program</b>	Global BBA
<b>Prerequisites</b>	junior year
<b>Course Description</b>	This course is studied from specific regional perspectives. It addresses marketing in an international environment when the customer is a consumer. Students learn the main steps in identifying a market and adapting the four principles of marketing to a particular political economic, technological and ethical environment; they will also learn how to coordinate distribution networks and communication campaigns.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall
<b>Campus</b>	Barcelone, Belo Horizonte, Dubaï, Lille, Nanjing, Raleigh, Sophia, Stellenbosch-Le Cap
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	
<b>Websites</b>	

**MATHEMATICS FOR BUSINESS AND MANAGEMENT**

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

**MICRO ECONOMICS**

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

**ORGANIZATIONAL BEHAVIOR**

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



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	Robbins, S. 'Organizational Behavior', Pearson Education Lectures Recommandées / Recommended readings :
<b>Websites</b>	

**PRINCIPLES OF ENVIRONMENTAL SCIENCE**

<b>Course Code</b>	BAC.EAINA.OTENS.1020
<b>ECTS Credits</b>	6
<b>Course Leader</b>	GRASSELLI Yan
<b>Synchronous</b>	39
<b>Discipline</b>	Autre
<b>Program</b>	Global BBA
<b>Prerequisites</b>	none
<b>Course Description</b>	The course introduces the interactions of the components of « the Earth System »: the cosmosphere, the lithosphere, the hydrosphere, the atmosphere, the biosphere and the anthroposphere. It is now possible to quantify these very complex interactions and develop a holistic view of the earth: Earth System Science. This course will present the basics of environmental science.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring
<b>Campus</b>	Lille, Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	
<b>Websites</b>	

**PRINCIPLES OF MODERN MANAGEMENT**

<b>Course Code</b>	BAC.EAINA.HRBUS.3501
<b>ECTS Credits</b>	6
<b>Course Leader</b>	JOUSSEMET Caroline
<b>Synchronous</b>	39
<b>Discipline</b>	Autre
<b>Program</b>	Global BBA
<b>Prerequisites</b>	None
<b>Course Description</b>	This course should help students to acquire management knowledge and to develop management skills It enables the students to understand management as it relates to both the employer and employee and to acquaint the student with the various schools of management and the philosophy of management.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring
<b>Campus</b>	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia

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<b>Evaluation</b>	
Final Examination (%)	100
Continuous Assessment (%)	0
<b>Academic reference</b>	
<b>Websites</b>	

**PUBLIC SPEAKING AND PRESENTATIONS SKILLS**

<b>Course Code</b>	BAC.EAINA.OTCOM.2370
<b>ECTS Credits</b>	6
<b>Course Leader</b>	MAUCLAIR AUGUSTIN Brandon
<b>Synchronous</b>	39
<b>Discipline</b>	Autre
<b>Program</b>	Global BBA
<b>Prerequisites</b>	BAC.EAINA.LGENG.1001
<b>Course Description</b>	This course combines theory with practice. Students will develop their public speaking skills and learn to contribute well to the assessment of their peers. The course also focuses on methods and strategies of speech writing to persuade and inform the audience. Students will learn how to produce effective PowerPoint presentations, and how to perform business presentations both individually and in groups.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring, summer
<b>Campus</b>	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	Lectures obligatoires / Required readings : The Art of Public Speaking, Stephen E. Lucas, Mc Graw Hill, 11th Edition Lectures Recommandées / Recommended readings :
<b>Websites</b>	

**STATISTICS FOR BUSINESS DECISIONS**

<b>Course Code</b>	BUS.EAINA.ECBUS.2702
<b>ECTS Credits</b>	6
<b>Course Leader</b>	DALMASSO Audrey
<b>Synchronous</b>	39
<b>Discipline</b>	Autre
<b>Program</b>	Global BBA
<b>Prerequisites</b>	BAC.EAINA.OTMTH.1701
<b>Course Description</b>	The objective of this course is to acquaint students with the terminology and the methodology used in statistical methods to solve problems in disciplines such as economics, marketing, finance, manufacturing. It introduces methods of collection, analysis, and interpretation of data.

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<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring
<b>Campus</b>	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	Lectures obligatoires / Required readings : Applied Business Statistics: Making Better Business Decisions (7th Ed.), Ken Black, Wiley Lectures Recommandées / Recommended readings :
<b>Websites</b>	

**SURVEY OF SCIENCE - CHEMISTRY**

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

**SUSTAINABLE TRANSITIONS**

<b>Course Code</b>	BAC.EAINA.STEVM.1020
<b>ECTS Credits</b>	6
<b>Course Leader</b>	SMITH Devin
<b>Synchronous</b>	39
<b>Discipline</b>	Autre
<b>Program</b>	Global BBA
<b>Prerequisites</b>	-
<b>Course Description</b>	-This course introduces the different dimensions of sustainable development and social responsibility challenges that students will face when they work in a company. The goal is to give them the tools that will allow them to transform the world of tomorrow to make it sustainable.

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	Students will acquire a common base of knowledge and skills and give them the keys to act on the transformations of organizations and will invite them to invent solutions to the challenges and constraints of their environment.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring
<b>Campus</b>	Barcelone, Belo Horizonte, Lille, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	65
Continuous Assessment (%)	35
<b>Academic reference</b>	
<b>Websites</b>	