



**Course Catalogue**  
**BBA Programme**  
**Incoming Exchange Students**  
**Sophia Antipolis Campus**  
**Spring 2025**

**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 **Sophia Antipolis BBA Course Catalogue Spring 2025**.

Please read these instructions carefully:

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

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**GLOBAL BBA SPRING SOPHIA**

**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.

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<b>Course Open to Exchange</b>	
<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>	

**APPLIED MECHANICS: DYNAMICS**

<b>Course Code</b>	BAC.EAINA.OTMAE.2082
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<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>	Applied Mechanics: Statics
<b>Course Description</b>	This course is designed to give the student an understanding of the principles and methods of dynamics and to develop in him / her the ability to analyze engineering problems, involving kinematics, kinetics of particles and rigid bodies, in a systematic manner.
<b>Course Open to Exchange</b>	
<b>Semester</b>	spring
<b>Campus</b>	Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	
<b>Websites</b>	

**BRAND MANAGEMENT**

<b>Course Code</b>	BAC.EAINA.MKBUS.3000
<b>ECTS Credits</b>	6
<b>Course Leader</b>	GRASELLI Yan
<b>Synchronous</b>	39
<b>Discipline</b>	Marketing
<b>Program</b>	Global BBA
<b>Prerequisites</b>	Intro to Business
<b>Course Description</b>	This course develops an appreciation amongst students of the importance of strategy in the development of successful brands. It explains how brand strategies and tactics align with the corporate vision and positioning strategy, and discuss strategic issues involved in creating, revitalising, sustaining, and extending brand equity. How to assess brand performance using brand audit and brand metrics is also discussed.
<b>Course Open to Exchange</b>	
<b>Semester</b>	spring
<b>Campus</b>	Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	

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<b>Websites</b>	
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**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
<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>	



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<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 LAW**

<b>Course Code</b>	BAC.EAINA.LTBUS.3703
<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>	

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**CALCULUS II**

<b>Course Code</b>	BAC.EAINA.OTMTH.1002
<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>	Calculus I
<b>Course Description</b>	This course is the second math course taken by all engineering and science majors. Geometric and Physics applications of the definite integral links this course to its predecessors MTH 1001, followed by the same geometric applications in polar coordinates or for parametric equations, New techniques of integration and an introduction to differential equations complete the topics of integral Calculus, Other topics like the infinite series, power series and conic sections cover the last part of the course.
<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>	

**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	0

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Assessment (%)	
Academic reference	
Websites	

**CIVILIZATION II**

<b>Course Code</b>	BAC.EAINA.OTHUM.2052
<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>	Academic Research & Writing I
<b>Course Description</b>	This course is designed to introduce students to some of the main themes and developments of Western Civilization from the early Renaissance to the present day. The social, intellectual, artistic and spiritual trends of the periods will be examined with particular attention to the transformation from an agrarian to an industrial society to the post-modern information society of our new millennium.
<b>Course Open to Exchange</b>	
<b>Semester</b>	spring
<b>Campus</b>	Lille, Sophia
<b>Evaluation</b>	
Final Examination (%)	40
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.

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<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 studies and examples which highlight creativity in various milieus. In addition we will practice and polish techniques which help one to hone creative confidence, to innovate and to manage better. As this is an energetic and vivacious discipline, students will be asked to participate and actively collaborate.
<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>	

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**DATA MODELING AND MINING**

<b>Course Code</b>	BAC.EAINA.FIBUS.3830
<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>	Financial Analysis & Decision Making Statistics for Business Decisions
<b>Course Description</b>	The course emphasizes skills on data management and computational modeling. Students will be able to run analysis on business and financial processes. They will deal with practical issues in banking, insurance, marketing, total quality management
<b>Course Open to Exchange</b>	
<b>Semester</b>	<b>spring</b>
<b>Campus</b>	Nanjing, Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	
<b>Websites</b>	

**DIFFERENTIAL EQUATION/LINEAR ALGEBRA**

<b>Course Code</b>	BAC.EAINA.OTMTH.2201
<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>	Calculus II
<b>Course Description</b>	This course is required in almost all engineering and science majors, It covers first order differential equations, higher order linear differential equations, numerical method, Laplace Transforms, series solutions and some topics in linear algebra for first order systems of linear differential equations,
<b>Course Open to Exchange</b>	
<b>Semester</b>	spring
<b>Campus</b>	Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60

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

**DIGITAL CULTURE AND MANAGEMENT**

<b>Course Code</b>	BAC.EAINA.ISBUS.3832
<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>	Management Communication
<b>Course Description</b>	As many have appropriately written, we are living in an era where we are able to communicate more things to more people, more rapidly than has ever been previously possible. Undoubtedly this radical change in our ability to communicate has changed social norms in the public and the private domain. The way we manage and are managed has subsequently been affected. Should an employees personal social media use be of relevance to the management of an organization either in a positive, or conversely, negative sense? This course will investigate key issues in technology and management today; in particular, the socio-cultural impact of this digitized culture in various domains. Students will gain an understanding of the impact of technology, social media and digital collaboration in a variety of organization settings.
<b>Course Open to Exchange</b>	
<b>Semester</b>	spring
<b>Campus</b>	Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	
<b>Websites</b>	

**DIGITAL MARKETING**

<b>Course Code</b>	BAC.EAINA.MKBUS.3835
<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>	Senior Year
<b>Course Description</b>	Students will learn about current digital technologies and platforms that form the backbone of digital marketing. A significant amount of time is dedicated on outcome of digital

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	marketing including effectiveness measurement methods and evaluation metrics. Additionally, the course explores digital marketings transformative impact on businesses and society.
<b>Course Open to Exchange</b>	
<b>Semester</b>	spring
<b>Campus</b>	Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	
<b>Websites</b>	

**ENTREPRENEURSHIP AND INNOVATION**

<b>Course Code</b>	BAC.EAINA.ECBUS.3750
<b>ECTS Credits</b>	6
<b>Course Leader</b>	SMITH Devin
<b>Synchronous</b>	39
<b>Discipline</b>	Stratégie, Innovation & Entrepreneuriat
<b>Program</b>	Global BBA
<b>Prerequisites</b>	junior year
<b>Course Description</b>	Entrepreneurship today has been too narrowly defined as meaning simply starting a new business. Little attention has been given to individuals who develop or have the mindset, skills and tools to create change to improve the world or make a difference in existing businesses, as well as those starting new businesses. Throughout the course students will be exposed to both theoretical and practical/experiential learning situations. Groups will develop a concept and investigate the concepts market size, prospects, channels, alliances, resources, activities, revenue streams, and expenses to introduce their product/service/process.
<b>Course Open to Exchange</b>	
<b>Semester</b>	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>	

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

**ENVIRONMENTAL ECONOMICS & POLICY**

<b>Course Code</b>	BAC.EAINA.ECEVM.3020
<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>	BAC.EAINA.FIBUS.2201/BAC.EAINA.FIBUS.2202
<b>Course Description</b>	<p>The purpose of this course is to understand the role of economics in environmental issues and, especially, in the formation of environmental policy. The course will emphasize applications to environmental problems in air, water, land use, and natural environments. This course aims at equipping students with economic methods and tools to analyze basic environmental issues. This course explores the proper role of government and economic</p>



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	agents involved in the regulation of the environment combining theoretical analysis with discussions on specific environmental policies as applied to water, air pollution, energy, climate change and human health issues.
<b>Course Open to Exchange</b>	
<b>Semester</b>	spring
<b>Campus</b>	Sophia
<b>Evaluation</b>	
Final Examination (%)	30
Continuous Assessment (%)	70
<b>Academic reference</b>	Lectures obligatoires / Required readings : Environmental Economics & Policy 6th Edition by Tom Tietenberg and Lynne Lewis Lectures Recommandées / Recommended readings :
<b>Websites</b>	

**ENVIRONMENTAL IMPACT ASSESSMENT**

<b>Course Code</b>	BAC.EAINA.OTEVM.3150
<b>ECTS Credits</b>	6
<b>Course Leader</b>	GRASELLI Yan
<b>Synchronous</b>	39
<b>Discipline</b>	Management des Opérations
<b>Program</b>	Global BBA
<b>Prerequisites</b>	junior year
<b>Course Description</b>	how to measure the impact on environment
<b>Course Open to Exchange</b>	
<b>Semester</b>	spring
<b>Campus</b>	Sophia
<b>Evaluation</b>	
Final Examination (%)	100
Continuous Assessment (%)	0
<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

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

**FINANCIAL ACCOUNTING**

<b>Course Code</b>	BAC.EAINA.FIBUS.2201
<b>ECTS Credits</b>	6

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<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 THERMODYNAMICS**

<b>Course Code</b>	BAC.EAINA.OTMAE.3191
<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>	Physics I
<b>Course Description</b>	1. Introductory concepts and definitions. 2. Energy and the first law of Thermodynamics. 3. Evaluating properties.

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	4. Control volume energy analysis. 5. The second law of thermodynamics & Using Entropy 6. Exergy (Availability) analysis 7. Vapor & Gas Power Systems; Refrigeration and Heat Pump Systems
<b>Course Open to Exchange</b>	
<b>Semester</b>	spring
<b>Campus</b>	Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	
<b>Websites</b>	

**GENERAL CHEMISTRY II**

<b>Course Code</b>	BAC.EAINA.OTCHM.1102
<b>ECTS Credits</b>	8
<b>Course Leader</b>	GRASELLI Yan
<b>Synchronous</b>	52,5
<b>Discipline</b>	Autre
<b>Program</b>	Global BBA
<b>Prerequisites</b>	general chemistry I
<b>Course Description</b>	This course covers fundamental principles of modern Chemistry including Chemical Kinetics, Chemical equilibria, Nuclear Chemistry and concepts of industrial Chemistry
<b>Course Open to Exchange</b>	
<b>Semester</b>	spring
<b>Campus</b>	Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	
<b>Websites</b>	

**GLOBALIZATION AND DEVELOPMENT**

<b>Course Code</b>	BAC.EAINA.ECBUS.3150
<b>ECTS Credits</b>	6
<b>Course Leader</b>	JOUSSEMET Caroline
<b>Synchronous</b>	39
<b>Discipline</b>	Economie

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<b>Program</b>	Global BBA
<b>Prerequisites</b>	junior year
<b>Course Description</b>	This course is studied from specific regional perspectives. Globalization is a multidimensional process that affects every single aspect of our societies, changes our daily lives and determines our future. No nation is unconcerned as new global issues arise, such as climate change or the consequences of the demographic explosion. This new world calls for new strategies and a new form of governance; theories and analysis must integrate new perspectives and promote a global mindset; the survival of our species (and other species) is at stake.
<b>Course Open to Exchange</b>	
<b>Semester</b>	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>	

**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

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

**IMMIGRATION, RACE & ETHNICITY IN CONTEMPORARY FRANCE**

<b>Course Code</b>	BAC.EAINA.OTHUM.2600
<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>	ARW1
<b>Course Description</b>	humanities class on immigration topics.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring
<b>Campus</b>	Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	
<b>Websites</b>	

**INTERNATIONAL BUSINESS**

<b>Course Code</b>	BAC.EAINA.STBUS.4401
<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>	BAC.EAINA.MKBUS.3601
<b>Course Description</b>	International Business (IB) is a very broad topic that integrates many scholarly disciplines. This course is divided in three main parts. First, students will be introduced to IB founding principles and concepts. Secondly, the focus will be on the details of business across borders, mainly through the study of Multinational Enterprises (MNEs), who they are and what they do. Finally, the course will end by a selective overview of global business activity, with a focus on strategy (foreign entry) and corporate social responsibility.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring
<b>Campus</b>	Sophia
<b>Evaluation</b>	
Final Examination	40

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(%)	
Continuous Assessment (%)	60
<b>Academic reference</b>	Lectures obligatoires / Required readings : Global - 2nd Edition by Micael Peng The Economist Harvard Business Review Wall Street Journal Lectures Recommandées / Recommended readings :
<b>Websites</b>	

**INTERNATIONAL LOGISTICS AND TRADE**

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

**INTERNATIONAL MANAGEMENT**

<b>Course Code</b>	BAC.EAINA.HRBUS.4502
<b>ECTS Credits</b>	6
<b>Course Leader</b>	JOUSSEMET Caroline



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<b>Synchronous</b>	39
<b>Discipline</b>	Autre
<b>Program</b>	Global BBA
<b>Prerequisites</b>	BAC.EAINA.HRBUS.3501 OR BAC.EAINA.HRBUS.3013
<b>Course Description</b>	This International Management course aims to train students to be aware of the variety of global management systems and requisite individual behaviors. Study areas will include the global managers environment (political, economic, legal, technological), the cultural context of global management (interpersonal communication, cultural differences), international global operations (alliances, strategy implementation, structures) and global human resource management (staffing). The approach will be broad to take into account special areas of interest of the student group allowing focus at specified times. A number of learning media will be used from among: lectures, case studies, group work, student-centred presentations and readings.
<b>Course Open to Exchange</b>	
<b>Semester</b>	spring
<b>Campus</b>	Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	Lectures obligatoires / Required readings : International Management, Deresky Helen, 7th Edition, Pearson, 2011, Lectures Recommandées / Recommended readings :
<b>Websites</b>	

**INTERNATIONAL MARKETING**

<b>Course Code</b>	BAC.EAINA.HRBUS.4407
<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>	marketing principles
<b>Course Description</b>	The course is about marketing in an international environment when the customer is a consumer. The course will be illustrated with practical examples and cases from real business situations.
<b>Course Open to Exchange</b>	
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte, Sophia

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<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	
<b>Websites</b>	

**INTRODUCTION TO ARTIFICIAL INTELLIGENCE**

<b>Course Code</b>	BAC.EAINA.ISCSE.1200
<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>	to introduce students to the world of AI
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring
<b>Campus</b>	Lille, Nanjing, Sophia
<b>Evaluation</b>	
Final Examination (%)	100
Continuous Assessment (%)	0
<b>Academic reference</b>	
<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</b>	

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<b>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>	

**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 DIGITAL TRANSFORMATION**

<b>Course Code</b>	BAC.EAINA.ISBUS.2010
<b>ECTS Credits</b>	6
<b>Course Leader</b>	DETOUT 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>	spring
<b>Campus</b>	Lille, Sophia
<b>Evaluation</b>	
Final Examination	100

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(%)	
Continuous Assessment (%)	0
<b>Academic reference</b>	
<b>Websites</b>	

**INTRODUCTION TO INTERNATIONAL RELATIONS**

<b>Course Code</b>	BAC.EAINA.OTPOS.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>	Acquainting students with the contemporary global geopolitical stakes through a multidimensional perspective including politics, diplomacy & war, economics & other related fields (and new stakes) such as climate change and resources.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring
<b>Campus</b>	Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	
<b>Websites</b>	

**INTRODUCTION TO LUXURY**

<b>Course Code</b>	BAC.EAINA.MKBUS.2040
<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>	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

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

**INTRODUCTION TO PSYCHOLOGY**

<b>Course Code</b>	BAC.EAINA.OTSOC.2411
<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>	An overall introduction to psychology as a social and natural science. This course aims at giving students an overview of how with think, feel and behave, and how as an evolving science it continually addresses the central questions about the relationship between psychological events and their neural underpinnings, cognition and emotion, cultural processes and human evolution, and between nature and nurture. The students are asked to make connections between the various topics, as well as to apply and discuss them with critical thinking.
<b>Course Open to Exchange</b>	
<b>Semester</b>	spring
<b>Campus</b>	Lille, 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>	

**INTRODUCTION TO RELATIONAL DATABASES**

<b>Course Code</b>	BAC.EAINA.ISCSE.2300
<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>	-
<b>Course Description</b>	-
<b>Course Open to Exchange</b>	
<b>Semester</b>	spring
<b>Campus</b>	Nanjing, Sophia
<b>Evaluation</b>	
Final Examination	100

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(%)	
Continuous Assessment (%)	0
<b>Academic reference</b>	
<b>Websites</b>	

**INTRODUCTION TO THEATER**

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

**LEGAL ISSUES**

<b>Course Code</b>	BAC.EAINA.ECBUS.3450
<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>	junior year
<b>Course Description</b>	The central goal of this course is to prepare students for potential legal issues they may face in their business careers. Students will understand how the legal system functions and how it can impact business decisions. Students will learn about legal process, the most important substantive business legal principles, and the government

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	regulatory process, thus enabling them to: (1) identify the complexities of the legal system and its processes, (2) recognize common legal problems facing businesses, (3) communicate effectively when discussing legal processes and issues, (4) analyze situations provided in case studies and defend their positions in an informed and structured manner, and (5) apply knowledge of legal norms in relation to employment situations. This course uses regionally-based case studies.
<b>Course Open to Exchange</b>	
<b>Semester</b>	spring
<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>	

**LUXURY BRAND MANAGEMENT**

<b>Course Code</b>	BAC.EAINA.MKBUS.3875
<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>	The luxury sector is not just a trade restricted to very expensive goods and services, but a different way of understanding the consumer and managing a business. Rather than driving sales at any price, marketing luxury goods requires specific principles to enhance and preserve the image of finest quality, exclusiveness, and hedonic value. This course will focus on the basic building blocks of growing and managing a luxury brand, as well as advanced strategy of brand management that will provide a well-rounded look at issues in integrating the brand into overall marketing and company activities.
<b>Course Open to Exchange</b>	
<b>Semester</b>	spring
<b>Campus</b>	Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	
<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>	

**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 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>	GRASELLI Yan
<b>Synchronous</b>	39
<b>Discipline</b>	Autre
<b>Program</b>	Global BBA

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<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>	

**MERGER AND ACQUISITION**

<b>Course Code</b>	BAC.EAINA.FIBUS.3850
<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>	Financial Analysis & Decision Making
<b>Course Description</b>	This course highlights firm's growth strategies. Processes of Mergers and Acquisitions are studied through the scope of accounting statements. The course focuses on benefits and costs of vertical/horizontal mergers and friendly versus hostile acquisitions. It includes tax implications and earning management as well as real case studies on firms' strategy.
<b>Course Open to Exchange</b>	
<b>Semester</b>	spring
<b>Campus</b>	Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	
<b>Websites</b>	

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**MICRO ECONOMICS**

<b>Course Code</b>	BAC.EAINA.ECBUS.2302
<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>	

**NATURAL RESOURCES MANAGEMENT**

<b>Course Code</b>	BAC.EAINA.OTEVM.3100
<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>	principles of modern management
<b>Course Description</b>	This course is an introduction of different natural resources we can find on the Earth and understand the processes linking natural resources and economic values in the order to a best Earth managing and in the respect of green challenges.
<b>Course Open to Exchange</b>	
<b>Semester</b>	spring
<b>Campus</b>	Sophia
<b>Evaluation</b>	
Final Examination (%)	100
Continuous Assessment (%)	0

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

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

**PROBABILITY AND STATISTICS FOR ARTIFICIAL INTELLIGENCE**

<b>Course Code</b>	BAC.EAINA.OTMTH.2100
<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>	-
<b>Course Description</b>	-
<b>Course Open to Exchange</b>	
<b>Semester</b>	spring
<b>Campus</b>	Sophia
<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

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(%)	
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.
<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 OCEANOGRAPHY**

<b>Course Code</b>	BAC.EAINA.OTEDS.1039
<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 is an introductory oceanography course that provides an overview of the basic geological, chemical, physical, and biological processes that occur in the world's oceans. Students will learn how science and technology are important in current oceanographic research. They should also develop a better understanding of the role that oceans play in the dynamic processes that shape the Earth and affect life on Earth.

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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 (%)	100

**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. 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>	

Continuous Assessment (%)	0
<b>Academic reference</b>	
<b>Websites</b>	