



Course Catalogue
BBA Programme
Incoming Exchange Students
Raleigh Campus
Fall 2024

**Catalogue 1^{ère} version
2024/2025**

Dear Exchange Students,

Welcome to SKEMA Business School!

Here are a few key instructions on how to consult properly the **Raleigh 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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GLOBAL BBA FALL RALEIGH

ACADEMIC RESEARCH & WRITING I

Course Code	BAC.EAINA.OTENG.1001
ECTS Credits	6
Course Leader	MAUCLAIR AUGUSTIN Brandon
Synchronous	39
Discipline	Droit & Humanités
Program	Global BBA
Prerequisites	520 TOEFL score or equivalent
Course Description	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.
Course Open to Exchange	
Semester	fall, spring, summer
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	0
Continuous Assessment (%)	100
Academic reference	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 :
Websites	

ADVANCED COMPUTER BUSINESS APPLICATIONS

Course Code	BAC.EAINA.ISCSE.2301
ECTS Credits	6
Course Leader	MILLELIRI André
Synchronous	39
Discipline	Business Analytics, Data Science & AI
Program	Global BBA
Prerequisites	Consumer Computer Applications
Course Description	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.

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Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

ARTIFICIAL INTELLIGENCE FOR BUSINESS AND SOCIETY

Course Code	BAC.EAINA.OTHUM.4001
ECTS Credits	6
Course Leader	MILLELIRI André
Synchronous	39
Discipline	Droit & Humanités
Program	Global BBA
Prerequisites	-
Course Description	-
Course Open to Exchange	
Semester	fall
Campus	Raleigh
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

BUSINESS AND ECONOMICS CALCULUS

Course Code	BAC.EAINA.ECMTH.1702
ECTS Credits	6
Course Leader	DALMASSO Audrey
Synchronous	39
Discipline	Economie
Program	Global BBA
Prerequisites	BAC.EAINA.OTMTH.1701
Course Description	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.
Course Open to Exchange	

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Semester	fall, spring, summer
Campus	Barcelone, Belo Horizonte, Lille, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Brief Calculus, an Applied Approach, Larson & Edwards, Houghton Mifflin Company, 9th edition Lectures Recommandées / Recommended readings :
Websites	

BUSINESS AND PROFESSIONAL WRITING

Course Code	BAC.EAINA.OTCOM.3224
ECTS Credits	6
Course Leader	MAUCLAIR AUGUSTIN Brandon
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	BAC.EAINA.LGENG.1001
Course Description	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.
Course Open to Exchange	
Semester	fall, spring, summer
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Lectures obligatoires / Required readings : Booklet provided by instructor Lectures Recommandées / Recommended readings :
Websites	

BUSINESS DEVELOPMENT

Course Code	BAC.EAINA.ECBUS.3550
ECTS Credits	6
Course Leader	SMITH Devin
Synchronous	39
Discipline	Economie
Program	Global BBA
Prerequisites	junior year

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Course Description	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.
Course Open to Exchange	
Semester	fall
Campus	Barcelone, Belo Horizonte, Dubaï, Lille, Raleigh, Sophia, Stellenbosch-Le Cap
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

BUSINESS LAW

Course Code	BAC.EAINA.LTBUS.3703
ECTS Credits	6
Course Leader	SMITH Devin
Synchronous	39
Discipline	Droit & Humanités
Program	Global BBA
Prerequisites	None
Course Description	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.
Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings :
Websites	

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DATA SCIENCE

Course Code	BAC.EAINA.ISCSE.3050
ECTS Credits	6
Course Leader	MILLELIRI André
Synchronous	39
Discipline	Business Analytics, Data Science & AI
Program	Global BBA
Prerequisites	-
Course Description	-
Course Open to Exchange	
Semester	fall
Campus	Raleigh
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

DEEP LEARNING

Course Code	BAC.EAINA.ISCSE.3100
ECTS Credits	6
Course Leader	MILLELIRI André
Synchronous	39
Discipline	Business Analytics, Data Science & AI
Program	Global BBA
Prerequisites	-
Course Description	-
Course Open to Exchange	
Semester	fall, spring
Campus	Nanjing, Raleigh
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

ETHICS

Course Code	BAC.EAINA.OTHUM.2540
ECTS Credits	6

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Course Leader	MAUCLAIR AUGUSTIN Brandon
Synchronous	39
Discipline	Droit & Humanités
Program	Global BBA
Prerequisites	ENG1001
Course Description	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.
Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

FINANCIAL ACCOUNTING

Course Code	BAC.EAINA.FIBUS.2201
ECTS Credits	6
Course Leader	CORDAHI Charbel
Synchronous	39
Discipline	Comptabilité
Program	Global BBA
Prerequisites	None
Course Description	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.
Course Open to Exchange	
Semester	fall, spring, summer
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Williams, Haka, Bettner. 14TH EDITION Mc Graw Hill Lectures Recommandées / Recommended readings :
Websites	

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FINANCIAL ANALYSIS & DECISION MAKING

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

FOREIGN LANGUAGE – CHINESE BEGINNER

Course Code	BAC.EAINA.LGLNG.1700
ECTS Credits	6
Course Leader	LIMA Tiago
Synchronous	39
Discipline	Langues
Program	Global BBA
Prerequisites	none
Course Description	This course provides the basics of Chinese in order to guide students towards a practical use of the language and provide a sufficient level to pass the Chinese HSK Level 1. The course will include the basics of grammar, functional vocabulary, basic conversation, some general Chinese culture and a look at how to behave in Chinese business environment compared to Europe. HSK (Level I) assesses test takers abilities in the application of everyday Chinese (Mandarin). It is the counterpart of the Level I of the Chinese Language Proficiency Scales for Speakers of Other Languages and the A1 Level of the Common European Framework of Reference (CEF).
Course Open to Exchange	
Semester	fall
Campus	Belo Horizonte, Dubaï, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination	40

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(%)	
Continuous Assessment (%)	60
Academic reference	
Websites	

FOREIGN LANGUAGE – CHINESE ELEMENTARY

Course Code	BAC.EAINA.LGLNG.1710
ECTS Credits	6
Course Leader	LIMA Tiago
Synchronous	39
Discipline	Langues
Program	Global BBA
Prerequisites	Beginner Chinese
Course Description	This course provides the basics of Chinese in order to guide students towards a practical use of the language. The course will include the basics of grammar, functional vocabulary, basic conversation, some general Chinese culture and a look at how to behave in Chinese business environment compared to Europe.
Course Open to Exchange	
Semester	fall, spring
Campus	Belo Horizonte, Dubaï, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

FOREIGN LANGUAGE – PORTUGUESE BEGINNER

Course Code	BAC.EAINA.LGLNG.1103
ECTS Credits	6
Course Leader	LIMA Tiago
Synchronous	39
Discipline	Langues
Program	Global BBA
Prerequisites	Beginner course - no prerequisite
Course Description	The course gives the students a thorough grammatical and structural introduction in a communicative context, as well as cultural information about Portuguese-speaking countries. The students will be expected to demonstrate the skills of listening, speaking, reading and writing in everyday situations.
Course Open to Exchange	
Semester	fall
Campus	Belo Horizonte, Dubaï, Lille, Raleigh, Sophia

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Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

FOREIGN LANGUAGE – PORTUGUESE ELEMENTARY

Course Code	BAC.EAINA.LGLNG.2115
ECTS Credits	6
Course Leader	LIMA Tiago
Synchronous	39
Discipline	Langues
Program	Global BBA
Prerequisites	Beginner Portuguese
Course Description	This course is a follow-on course from Beginner Portuguese. Students will further develop their communicative capacities and knowledge of Portuguese and Portuguese-speaking cultures.
Course Open to Exchange	
Semester	fall
Campus	Belo Horizonte, Dubaï, Lille, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

HISTORY AND CULTURE OF THE US

Course Code	BAC.EAINA.OTHUM.3000
ECTS Credits	6
Course Leader	MAUCLAIR AUGUSTIN Brandon
Synchronous	39
Discipline	Droit & Humanités
Program	Global BBA
Prerequisites	Junior Year
Course Description	This course will provide students with a complete vision of the rise of the American culture throughout the history of the country. Emphasis will be given to the common features that lead to the merging of the states that constitute the United States of America, while acknowledging the distinctive features of culture that still remain throughout the country.
Course Open to Exchange	
Semester	fall
Campus	Raleigh

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Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

HUMAN RESOURCES MANAGEMENT

Course Code	BAC.EAINA.HRBUS.3503
ECTS Credits	6
Course Leader	JOUSSEMET Caroline
Synchronous	39
Discipline	Management & Organisation
Program	Global BBA
Prerequisites	BAC.EAINA.HRBUS.3501
Course Description	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.
Course Open to Exchange	
Semester	fall
Campus	Barcelone, Belo Horizonte, Dubaï, Lille, Nanjing, Raleigh, Sophia, Stellenbosch-Le Cap
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Human Resource Management, Dessler Gary, 13th Edition, Pearson, 2013, ISBN 10: 0-273-76602-3 Lectures Recommandées / Recommended readings :
Websites	

INTERNATIONAL FINANCIAL MANAGEMENT

Course Code	BAC.EAINA.FIBUS.3860
ECTS Credits	6
Course Leader	DALMASSO Audrey
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	Financial Analysis & Decision Making / Advanced Computer Business Applications
Course Description	This course targets the financial management of companies operating in a globalized world. This course focuses on a concise introduction to international finance and provides a clear, conceptual framework for analyzing key financial decisions

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	in multinational firms.
Course Open to Exchange	
Semester	fall
Campus	Nanjing, Raleigh
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

INTERNATIONAL NEGOTIATIONS

Course Code	BAC.EAINA.STBUS.3760
ECTS Credits	6
Course Leader	SMITH Devin
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	junior/senior year
Course Description	<p>Negotiating is the first step of most business activities. It is also ever-present in most company activities, whether negotiating with customers, vendors, suppliers, partners, investors, employees, or government regulators. A company's level of negotiating ability directly impacts its success in all facets of its business. What is negotiating? How does one effectively negotiate? This course analyzes and answers these essential topics.</p> <p>The way negotiating is conducted varies in markets around the world. What are the major methods of negotiating in international business? How do negotiating approaches and tactics vary in different countries and regions? How can you best prepare for and engage in international negotiations? What skills must you have in order to be a successful negotiator? This course answers these questions and prepares you to be successful in international negotiations..</p>
Course Open to Exchange	
Semester	fall
Campus	Raleigh
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

INTRODUCTION TO BUSINESS

Course Code	BAC.EAINA.OTBUS.1000
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ECTS Credits	6
Course Leader	MILLELIRI André
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	none
Course Description	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.
Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Belo Horizonte, Lille, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

MACHINE LEARNING FUNDAMENTALS

Course Code	BAC.EAINA.ISCSE.3000
ECTS Credits	6
Course Leader	MILLELIRI André
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	-
Course Description	-
Course Open to Exchange	
Semester	fall
Campus	Raleigh
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

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MACROECONOMICS

Course Code	BAC.EAINA.ECBUS.2301
ECTS Credits	6
Course Leader	CORDAHI Charbel
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	None
Course Description	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
Course Open to Exchange	
Semester	fall, spring, summer
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	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
Websites	

MANAGEMENT INFORMATION SYSTEMS

Course Code	BAC.EAINA.ISBUS.3504
ECTS Credits	6
Course Leader	SMITH Devin
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	BAC.EAINA.MKBUS.3601
Course Description	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
Course Open to Exchange	
Semester	fall, spring
Campus	Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings :

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	V. Sambamurthy & R.W. Zmud, Guiding the Digital Transformation of Organizations, Legerity Digital Press Lectures Recommandées / Recommended readings :
Websites	

MARKETING STRATEGY

Course Code	BAC.EAINA.MKBUS.3350
ECTS Credits	6
Course Leader	GRASSELLI Yan
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	junior year
Course Description	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.
Course Open to Exchange	
Semester	fall
Campus	Barcelone, Belo Horizonte, Dubaï, Lille, Nanjing, Raleigh, Sophia, Stellenbosch-Le Cap
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

ORGANIZATIONAL BEHAVIOR

Course Code	BAC.EAINA.HRBUS.3013
ECTS Credits	6
Course Leader	JOUSSEMET Caroline
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	None
Course Description	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.
Course Open to Exchange	
Semester	fall, spring

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Campus	Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	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 :
Websites	

PRINCIPLES OF MODERN MANAGEMENT

Course Code	BAC.EAINA.HRBUS.3501
ECTS Credits	6
Course Leader	JOUSSEMET Caroline
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	None
Course Description	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.
Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	