



Course Catalogue
BBA Programme
Incoming Exchange Students
Sophia Antipolis 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 **Sophia Antipolis 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 SOPHIA

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	

ACADEMIC RESEARCH & WRITING II

Course Code	BAC.EAINA.OTENG.1002
ECTS Credits	6
Course Leader	MAUCLAIR AUGUSTIN Brandon
Synchronous	39
Discipline	Droit & Humanités
Program	Global BBA
Prerequisites	BAC.EAINA.LGLNG.1001
Course Description	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.
Course Open to Exchange	

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Semester	fall, spring
Campus	Belo Horizonte, Lille, Sophia
Evaluation	
Final Examination (%)	0
Continuous Assessment (%)	100
Academic reference	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
Websites	

ADVANCED COMPUTER BUSINESS APPLICATION

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

APPLIED MECHANICS: STATICS

Course Code	BAC.EAINA.OTMAE.2081
ECTS Credits	6
Course Leader	GRASELLI Yan
Synchronous	39
Discipline	Autre

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Program	Global BBA
Prerequisites	Physics I
Course Description	Force and position vectors : spatial equilibrium Equivalent forces systems Center of gravity ; mass and area moment of inertia Equilibrium of rigid body Structural analysis : trusses, frames and machines Internal forces : shear and bending moment diagrams Friction ; Cables & Virtual Work
Course Open to Exchange	
Semester	fall
Campus	Sophia
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	
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	

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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
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

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Continuous Assessment (%)	0
Academic reference	

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	

CALCULUS I

Course Code	BAC.EAINA.OTMTH.1001
ECTS Credits	8
Course Leader	GRASSELLI Yan
Synchronous	52,5
Discipline	Business Analytics, Data Science & AI
Program	Global BBA
Prerequisites	none
Course Description	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

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	is made between anti-derivatives and definite integrals.
Course Open to Exchange	
Semester	fall, spring
Campus	Lille, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

CALCULUS II

Course Code	BAC.EAINA.OTMTH.1002
ECTS Credits	8
Course Leader	GRASSELLI Yan
Synchronous	52,5
Discipline	Business Analytics, Data Science & AI
Program	Global BBA
Prerequisites	Calculus I
Course Description	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.
Course Open to Exchange	
Semester	fall, spring
Campus	Lille, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

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CALCULUS III

Course Code	BAC.EAINA.OTMTH.2001
ECTS Credits	8
Course Leader	GRASELLI Yan
Synchronous	52,5
Discipline	Autre
Program	Global BBA
Prerequisites	Calculus II
Course Description	This multivariate calculus course is the last of the calculus series, This sophomore course is required in almost all engineering and science majors, It covers cylindrical and spherical coordinates, vectors, functions of several variables, partial derivatives, multiple integrals and vector integral calculus,
Course Open to Exchange	
Semester	fall
Campus	Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

CAPSTONE PROJECT I

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

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CIVILIZATION I

Course Code	BAC.EAINA.OTHUM.2051
ECTS Credits	6
Course Leader	MAUCLAIR AUGUSTIN Brandon
Synchronous	39
Discipline	Droit & Humanités
Program	Global BBA
Prerequisites	BAC.EAINA.LGENG.1001
Course Description	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.
Course Open to Exchange	
Semester	fall
Campus	Lille, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

CONSUMER COMPUTER APPLICATIONS

Course Code	BAC.EAINA.ISCSE.1301
ECTS Credits	6
Course Leader	MILLELIRI André
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	None
Course Description	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.
Course Open to Exchange	
Semester	fall, spring, summer
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	40

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Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings :
Websites	Getting started with Office 2010 http://office.microsoft.com/en-gb/getting-started-with-microsoft-office-2010-FX100996114.aspx?CTT=97

CONTROL AND AUDIT

Course Code	BAC.EAINA.LTBUS.3800
ECTS Credits	6
Course Leader	DALMASSO Audrey
Synchronous	39
Discipline	Finance
Program	Global BBA
Prerequisites	Financial Analysis & Decision Making
Course Description	The course focuses on auditing theory and process of auditing: internal control, audit techniques... Students will be able to estimate the robustness of business plan processes and the efficiency of Resource Management.
Course Open to Exchange	
Semester	fall
Campus	Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

CREATIVITY MANAGEMENT

Course Code	BAC.EAINA.OTCOM.1100
ECTS Credits	6
Course Leader	GRASELLI Yan
Synchronous	39
Discipline	Marketing
Program	Global BBA
Prerequisites	none
Course Description	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

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

ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

Course Code	BAC.EAINA.STBUS.2100
ECTS Credits	6
Course Leader	SMITH Devin
Synchronous	45
Discipline	Stratégie, Innovation & Entrepreneuriat
Program	Global BBA
Prerequisites	Introduction to Business
Course Description	<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>
Course Open to Exchange	
Semester	fall, spring
Campus	Belo Horizonte, Lille, Raleigh, Sophia

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

ENTREPRISE RESOURCE PLANNING AND DIGITAL CRM

Course Code	BAC.EAINA.ISBUS.3825
ECTS Credits	6
Course Leader	SMITH Devin
Synchronous	39
Discipline	Management & Organisation
Program	Global BBA
Prerequisites	Principles of Modern Management Marketing Principles
Course Description	This course has two distinct parts with the following objectives: To learn the basic features, benefits, and risks associated with the use of Enterprise Resource Planning systems To learn about different methods of acquiring customers via electronic media; evaluate different buying behaviors amongst online customers; describe techniques for retaining customers and cross- and up-selling using new media; learn how to use different CRM software applications
Course Open to Exchange	
Semester	fall
Campus	Nanjing, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

ESSENTIALS OF PROJECT MANAGEMENT

Course Code	BAC.EAINA.PMBUS.2250
ECTS Credits	6
Course Leader	JOUSSEMET Caroline
Synchronous	39
Discipline	Management des Opérations
Program	Global BBA
Prerequisites	principles of modern management
Course Description	Fundamentals of project Management

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	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.
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	

ETHICS

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

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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	

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	

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FINANCIAL MARKETS & INSTITUTIONS

Course Code	BAC.EAINA.FIBUS.3402
ECTS Credits	6
Course Leader	DALMASSO Audrey
Synchronous	39
Discipline	Finance
Program	Global BBA
Prerequisites	BAC.EAINA.ECBUS.2301 BAC.EAINA.ECBUS.2302 BAC.EAINA.FIBUS.2201
Course Description	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.
Course Open to Exchange	
Semester	fall, spring
Campus	Belo Horizonte, Lille, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : MADURA Financial institutions and markets 10th edition Lectures Recommandées / Recommended readings :
Websites	

FUNDAMENTALS OF E-BUSINESS MODELS

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

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Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

GENERAL CHEMISTRY I

Course Code	BAC.EAINA.OTCHM.1101
ECTS Credits	8
Course Leader	GRASSELLI Yan
Synchronous	52,5
Discipline	Autre
Program	Global BBA
Prerequisites	none
Course Description	This course covers fundamental principles of modern Chemistry including basic atomic theory, stoichiometry, properties of gases, thermochemistry, electronic structure of atoms and basic concepts of chemical bonding
Course Open to Exchange	
Semester	fall
Campus	Sophia
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

HISTORY AND CULTURE OF FRANCE

Course Code	BAC.EAINA.OTHUM.2650
ECTS Credits	6
Course Leader	MAUCLAIR AUGUSTIN Brandon
Synchronous	39
Discipline	Droit & Humanités
Program	Global BBA
Prerequisites	non French Citizenship
Course Description	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

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

HUMAN RESOURCE 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	

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INFORMATION SYSTEMS TOOLS

Course Code	BAC.EAINA.OTEVM.3110
ECTS Credits	6
Course Leader	GRASSELLI Yan
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	None
Course Description	This course introduces the concepts of a geographic information system (GIS). It teaches the essential skills of operating a functional GIS using an ESRI software package. Students will understand : 1) the operational processes of spatial data acquisition (by the Global Positioning System (GPS)), 2) the geodatabase concept, 3) the spatial query and display, spatial analysis and modeling, 4) cartographic mapping and dynamic visualization, 5) mapping exploitation. GIS technology has broad applications in natural and social sciences, humanities, environmental studies, engineering, and management. Examples include wildlife habitat study, urban and regional planning, contagious disease monitoring, agriculture and forestry, environmental quality assessment, emergency management, transportation planning, consumer and competitor analysis, and many more. This course will introduce a few selected cases of GIS application in different disciplines.
Course Open to Exchange	
Semester	fall
Campus	Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

INTELLECTUAL PROPERTY AND ETHICAL MARKETING

Course Code	BAC.EAINA.MKBUS.3810
ECTS Credits	6
Course Leader	GRASSELLI Yan
Synchronous	39
Discipline	Marketing
Program	Global BBA
Prerequisites	Business Law
Course Description	The course aims to inform students about the different rules on intellectual property for companies and private individuals who sell their products on the market or on the internet. Topics include: How global companies can develop core ethical business codes, intellectual property and copyright, patents, trademarks, designs and logos, Creative commons, advertising practices, IP infringements and intellectual property crime, fair use and fair

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	dealing a cultural perspective
Course Open to Exchange	
Semester	fall
Campus	Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

INTERCULTURAL COMMUNICATION

Course Code	BAC.EAINA.OTCOM.3002
ECTS Credits	6
Course Leader	MAUCLAIR AUGUSTIN Brandon
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	BAC.EAINA.LGENG.1001
Course Description	The global business environment demands that international firms and its employees be sensitive to intercultural communication. As students in an international milieu, the topic of the course could not be more pertinent. In fact, I think most of us would agree that through understanding others, a more peaceful, harmonious community is promoted. This course thus seeks to help students develop and hone their intercultural awareness and knowledge as it applies to communication in general, with a particular focus on various cultural attitudes to work, time, business, meetings, material possessions, and hierarchy. Students will be expected to actively partake in discussions and role plays. Intercultural dexterity will be introduced as a key to success in the international arena.
Course Open to Exchange	
Semester	fall
Campus	Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

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INTERNATIONAL BUSINESS

Course Code	BAC.EAINA.STBUS.4401
ECTS Credits	6
Course Leader	JOUSSEMET Caroline
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	BAC.EAINA.MKBUS.3601
Course Description	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.
Course Open to Exchange	
Semester	fall, spring
Campus	Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Global - 2nd Edition by Micael Peng The Economist Harvard Business Review Wall Street Journal Lectures Recommandées / Recommended readings :
Websites	

INTRODUCTION TO BUSINESS

Course Code	BAC.EAINA.OTBUS.1000
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

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	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	

INTRODUCTION TO INTERNATIONAL RELATIONS

Course Code	BAC.EAINA.OTPOS.2001
ECTS Credits	6
Course Leader	MAUCLAIR AUGUSTIN Brandon
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	None
Course Description	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.
Course Open to Exchange	
Semester	fall, spring
Campus	Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

INTRODUCTION TO LUXURY

Course Code	BAC.EAINA.MKBUS.2040
ECTS Credits	6
Course Leader	GRASSELLI Yan
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	Introduction to Business
Course Description	introduction to luxury
Course Open to	

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Exchange	
Semester	fall, spring
Campus	Lille, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

INTRODUCTION TO SOCIOLOGY

Course Code	BAC.EAINA.OTSOC.2001
ECTS Credits	6
Course Leader	MAUCLAIR AUGUSTIN Brandon
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	None
Course Description	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.
Course Open to Exchange	
Semester	fall
Campus	Lille, Sophia
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Lectures obligatoires / Required readings : Sociology: A Global Introduction by John J. Macionis and Ken Plummer (5th Edition) Lectures Recommandées / Recommended readings :
Websites	

LUXURY SERVICE STRATEGY AND PRODUCT MANAGEMENT

Course Code	BAC.EAINA.MKBUS.3855
ECTS Credits	6
Course Leader	GRASSELLI Yan
Synchronous	39

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Discipline	Autre
Program	Global BBA
Prerequisites	Junior year
Course Description	The Luxury service strategy and product management course explores the luxury business model and involves an integrated approach to management. This course is designed to provide students with an understanding of luxury services and the significance of marketing the services in the luxury industry. This course will study luxury service management from an holistic viewpoint. The material will integrate operations, marketing, strategy, information technology and organizational issues.
Course Open to Exchange	
Semester	fall
Campus	Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

MACRO ECONOMICS

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

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Websites	
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MANAGEMENT COMMUNICATION

Course Code	BAC.EAINA.OTCOM.1010
ECTS Credits	6
Course Leader	MAUCLAIR AUGUSTIN Brandon
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	Academic Research and Writing I
Course Description	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.
Course Open to Exchange	
Semester	fall, spring
Campus	Lille, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
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

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

MANAGERIAL ACCOUNTING

Course Code	BAC.EAINA.FIBUS.2202
ECTS Credits	6
Course Leader	CORDAHI Charbel
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	BAC.EAINA.FIBUS.2201
Course Description	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.
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 : Financial and Managerial Accounting, Williams/Haka/Bettner/Carcello Lectures Recommandées / Recommended readings :
Websites	

MARKETING PRINCIPLES

Course Code	BAC.EAINA.MKBUS.3601
ECTS Credits	6
Course Leader	GRASSELLI Yan
Synchronous	39

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Discipline	Autre
Program	Global BBA
Prerequisites	None
Course Description	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.
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 : Armstrong, G. & Kotler, Ph. "Marketing: An Introduction" (10th or 11th ed.). Prentice Hall Lectures Recommandées / Recommended readings :
Websites	

MARKETING STRATEGY

Course Code	BAC.EAINA.MKBUS.3350
ECTS Credits	6
Course Leader	GRASELLI 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

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Continuous Assessment (%)	60
Academic reference	
Websites	

MATHEMATICS FOR ARTIFICIAL INTELLIGENCE

Course Code	BAC.EAINA.OTMTH.1100
ECTS Credits	6
Course Leader	MILLELIRI André
Synchronous	39
Discipline	Business Analytics, Data Science & AI
Program	Global BBA
Prerequisites	Calculus II
Course Description	-
Course Open to Exchange	
Semester	fall
Campus	Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

MICRO ECONOMICS

Course Code	BAC.EAINA.ECBUS.2302
ECTS Credits	6
Course Leader	CORDAHI Charbel
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	None
Course Description	This is an introductory course in microeconomics. It provides students with the fundamental concepts and tools of economic analysis.
Course Open to Exchange	
Semester	fall, spring, summer
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60

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Academic reference	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
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
Campus	Belo Horizonte, Lille, Nanjing, 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	

PHYSICS I

Course Code	BAC.EAINA.OTPHY.2001
ECTS Credits	8
Course Leader	GRASELLI Yan
Synchronous	52,5
Discipline	Autre
Program	Global BBA
Prerequisites	none

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Course Description	Newton's laws of motion, Work, Kinetic and Potential energy and energy conservation Momentum, impulse and collisions, Rotation, dynamics of rotational motion Equilibrium and elasticity, Gravitation, Periodic motion, Fluid mechanics Mechanical waves, Sound and Hearing Temperature and heat, Thermal properties of matter First & Second law of thermodynamics
Course Open to Exchange	
Semester	fall
Campus	Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

PRICING AND COMMUNICATION IN LUXURY AND FASHION

Course Code	BAC.EAINA.MKBUS.3865
ECTS Credits	6
Course Leader	GRASSELLI Yan
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	Junior year
Course Description	<p>Value and pricing are just the tip of the iceberg when it comes to marketing upscale products and services. In fact, traditional marketing principles do not apply equally to luxury brands. 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. Therefore determining the price of a product or service in Luxury is one of the most important marketing decisions. It is also one of the most complex and least understood aspects of luxury marketing.</p> <p>This course is designed to sharpen your knowledge in marketing by contrasting traditional versus luxury-specific marketing principles and focuses on how to make effective pricing decisions.</p> <p>It will provide students with the right tools and concepts that will enable them to understand why pricing and communication is so strategic and what it takes to create, position, grow and extend a brand and how those brands should communicate using various tools (celebrities, products placement, events, digital) in order to share their values and educate their clients on their brand codes.</p>
Course Open to Exchange	
Semester	fall
Campus	Sophia
Evaluation	

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

PUBLIC SPEAKING AND PRESENTATIONS SKILLS

Course Code	BAC.EAINA.OTCOM.2370
ECTS Credits	6
Course Leader	MAUCLAIR AUGUSTIN Brandon
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	BAC.EAINA.LGENG.1001
Course Description	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

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	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.
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 : The Art of Public Speaking, Stephen E. Lucas, Mc Graw Hill, 11th Edition Lectures Recommandées / Recommended readings :
Websites	

QUALITY MANAGEMENT

Course Code	BAC.EAINA.PMBUS.4001
ECTS Credits	6
Course Leader	SMITH Devin
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	Principles of Modern Management
Course Description	An integrated approach to organizational performance management that results in : Delivery of ever-improving value to customers and stakeholders, contributing to organizational sustainability, Improvement of overall organizational effectiveness and capabilities and organizational and personal learning
Course Open to Exchange	
Semester	fall, spring
Campus	Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

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RETAIL MARKETING

Course Code	BAC.EAINA.LTBUS.3826
ECTS Credits	6
Course Leader	GRASELLI Yan
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	Senior Year
Course Description	The Retail Marketing course familiarizes students with the decisions involved in developing and running a retail firm. Attention is devoted to the institutions of retailing, retail strategy process, consumer retailing research, the retail organizational structure, communication with the customer, pricing, integrated communication, controlling the retailing strategy, and retailing trends.
Course Open to Exchange	
Semester	fall
Campus	Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

RISK MANAGEMENT AND INSURANCE PRINCIPLES

Course Code	BAC.EAINA.FIBUS.3820
ECTS Credits	6
Course Leader	DALMASSO Audrey
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	Financial Analysis & Decision Making
Course Description	This course introduces the main determinants of Enterprise Risk Management. Topics include the identification and analysis of risks, loss prevention, risk aversion versus speculative risk, private insurance industry, risk transfer, commercial property and liability risks as well as short and long Hedging with derivative contracts.
Course Open to Exchange	
Semester	fall
Campus	Nanjing, Sophia
Evaluation	
Final Examination (%)	40

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Continuous Assessment (%)	60
Academic reference	
Websites	

STATISTICS FOR BUSINESS DECISIONS

Course Code	BUS.EAINA.ECBUS.2702
ECTS Credits	6
Course Leader	DALMASSO Audrey
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	BAC.EAINA.OTMTH.1701
Course Description	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.
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 : Applied Business Statistics: Making Better Business Decisions (7th Ed.), Ken Black, Wiley Lectures Recommandées / Recommended readings :
Websites	

SURVEY OF SCIENCE OCEANOGRAPHY

Course Code	BAC.EAINA.OTEDS.1039
ECTS Credits	6
Course Leader	GRASSELLI Yan
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	NONE
Course Description	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.
Course Open to	

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Exchange	
Semester	fall, spring
Campus	Lille, Sophia
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

SUSTAINABLE TRANSITIONS

Course Code	BAC.EAINA.STEVM.1020
ECTS Credits	6
Course Leader	SMITH Devin
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	-
Course Description	-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.
Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Belo Horizonte, Lille, Raleigh, Sophia
Evaluation	
Final Examination (%)	65
Continuous Assessment (%)	35
Academic reference	
Websites	

TECHNOLOGY MANAGEMENT & LIFE CYCLE

Course Code	BAC.EAINA.OTEVM.3030
ECTS Credits	6
Course Leader	SMITH Devin
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	Senior Year

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Course Description	This course provides the students with an overview of impacts generated by products and services from cradle to grave. Methodology for products and services will be introduced. Focus will be on the re-thinking of products and services. Field of study also includes development of technology policy and strategy. Management and implementation of new technologies, economic and financial analysis of technology.
Course Open to Exchange	
Semester	fall
Campus	Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	