

## Course Catalog for Exchange Students – Courses in English (Créteil Campus)

Courses in English are very popular and places are limited.

### Prerequisites for Courses in English

In order to follow courses in English, you need to:

1. Be nominated to our school as an exchange student (this does not apply for MICEFA students).
2. Have a level of French below B2 level – if you level is **B2 or above, you must follow French courses.**
3. Have at least B2 level in English.
4. Follow one path, Bachelor or Master.
  - As a general rule, students from the Bachelor's level cannot take courses at the Master's level.
  - Take 6 courses maximum in each path (you may include a language course).

Most courses in English are in 2 degrees and are worth 5 ECTS each:

- 3<sup>rd</sup> Year Bachelor International Management
- Master 1 International MBA
- Master 2 International MBA.

## Academic Calendar

Courses and degrees are organized as such:

- Semester 1/ Fall Semester: from mid-September to end of December (Christmas Break)
- Semester 2 / Spring Semester: from early January to end of April.

**You may NOT arrive later than a week after the start of the semester. If you do so, you may fail all your academic exchange. Please note that 3<sup>rd</sup> year Bachelor start in late January and Master 2 International MBA courses end in late February.**

## Teaching Philosophy

Most courses are taught in a quasi-seminar style in small groups (from 15 to 35 students) with a case study approach.

Courses are usually from 9 to 5 PM from Monday to Friday.

Lectures usually last from 3 to 4 hours and it is not unusual to have full days sessions (7h) with business practitioners. Attendance and student's engagement is mandatory (you may only miss 2 lectures)

## Evaluation

Most courses are in continuous assessment with readings, presentations, case study, quiz, applied projects but some courses organize a final exam.

If you have at least 06/20, we apply a compensation between evaluation, but you mustn't have below 10/20.

If you do not validate your course, you will have to take a makeover exam session on site in June along with other degree-seeking students.

Average or grade	Degree-seeking students: Distinctions « <i>Mentions</i> »	Exchange students
$16 \leq \text{Grade} \leq 20$	«Très bien» A	Pass
$14 \leq \text{Grade} < 16$	«Bien» B	Pass
$12 \leq \text{Grade} < 14$	«Assez Bien» C	Pass
$10 \leq \text{Grade} < 12$	«Passable» D	Pass
$0 \leq \text{Grade} < 10$	«Ajourné» F	Fail

**SEMESTER 1 - FALL SEMESTER**  
**(From mid-September to end of December)**

<b>UNDERGRADUATE/ BACHELOR LEVEL</b>					
<b>Degree</b>	<b>Credits (ECTS)</b>	<b>Course Level</b>	<b>Course code</b>	<b>Course's name</b>	<b>Brief Description of the Course in English</b>
L2 Bachelor in International Management	5	L2 Undergraduate	L2 MI	<b>Introduction to Sociology</b>	This introduction aims at tackling the fundamentals of sociology, through an active and dynamic exploration of the classic literature on the matter. Serious reading and participation are expected. Through vivid examples, we will emphasize the insight one can draw from adopting a sociological outlook. Not only a requirement to complete a proper path to your undergraduate degree, it constitutes a powerful tool to assess your own social situation and get a better grasp at your environment.
L2 Bachelor in International Management	5	L2 Undergraduate	L2 MI	<b>Organization Theory</b>	The course explains and illustrates organizational phenomena and their dynamics. Organization Theory (OT) is the study of organizations and the individuals and groups that make up organizations. We first focus on macro theory initially rooted in sociology and social psychology that takes the organization as the level of analysis. Then we turn to micro theory (or Organization behavior), drawing on microeconomics and cognitive psychology, which tackle Organizations from the perspective of small groups or individual decision-making. The philosophy behind the course is that academic concepts can be used as an 'intellectual tool kit' - a collection of frameworks and ideas that can be used to critically analyze organizational situations, thereby gaining a better understanding of 'what is going on' in order to take appropriate action.
L3 Bachelor in International Management	3/5	L3 Undergraduate	L3 MI	<b>Doing Business Abroad</b>	This course is about cross cultural communication and helps students in written and oral fields to enable them to better communicate using a variety of methods and tools such as the work book ,role plays and presentations .There is a strong emphasis on Group work and student interaction to help achieve these objectives.
L3 Bachelor in International Management	5	L3 Undergraduate	L3 MI	<b>Competitive Intelligence</b>	This course will focus on global competitive intelligence: the tools and methods that enhance strategic and tactical decision making in the analysis and interpretation of business data related to current and emerging competitors. The intelligence process and how to build business advantage by the collection and analysis of the capabilities, vulnerabilities, market positioning and strategic planning of competitors using open source information. The course is team-oriented, project-based and grounded in the relevant legal and ethical context.
L3 Bachelor in International Management	5	L3 Undergraduate	L3 MI	<b>Data Analysis (Applied Business Statistics)</b>	The aim of the course is to give the students basic knowledge in data analysis for businesses from both theoretical as well as practical perspective. It will focus on the uses of information, formulating problems, data collection, drawing conclusions and reporting. Analysis methods for qualitative data will include data displays, coding, causal and content analysis. Descriptive and inferential statistical techniques for quantitative data will be introduced.
L3 Bachelor in International Management	5	L3 Undergraduate	L3 MI	<b>Marketing (Global Brand Management)</b>	This course presents an introduction to (global) brand management. The topics covered in class include an introduction to brands and brand management, the brand elements; brand positioning, brand architecture, customer-based brand equity, brand image and personality, brand marketing and communication as well as the global brand strategy. In addition to lectures, the course consists of (video) case studies, in which students will have to critically apply the concepts discussed in class and propose their own solutions to the various real-life problems and/or situations. Last but not least, students will be asked to work on a group project applying the concepts learned in class to a brand of their choice. An active, interactive, and critical approach is fundamental for this course.
L3 Bachelor in International Management	5	L3 Undergraduate	L3 MI	<b>Fundamentals of Management Accounting &amp; Control</b>	This course is about the use of accounting information by managers for decision-making, performance evaluation and control. The goal is to provide students with a conceptual framework for identifying and resolving accounting issues faced by managers.

Bachelor in International Management	5	L3 Undergraduate	L3 MI	<b>Management of Information System</b>	Aims of the MIS module: - To understand the fundamentals of IS - To understand the relationship between Business Performance and IS - To apprehend Project Management within an IS environment - To provide students a sight of the future innovations in IS and their implications on the organization.
Bachelor in International Management	5	L3 Undergraduate	L3 MI	<b>Principles of Finance</b>	This course introducing the fundamental principles of asset valuation within the framework of modern portfolio theory. The key analytical principles are present value, option value, risk/diversification and arbitrage. These quantitative tools are used to value stocks, bonds, options, and other derivatives, with applications to portfolio selection, risk management and market structure.
Bachelor in International Management	5	L3 Undergraduate	L3 MI	<b>Principles of Human Resource Management</b>	The study of effectively selecting, utilizing, assessing and developing managers as well as the role of the Human Resource Department in administering human resources in a changing and demanding environment. Experience in developing and utilizing behavioral science research methods to assess effectiveness.
Bachelor in International Management	5	L3 Undergraduate	L3 MI	<b>Principles of Operation Management (Supply Chain Management)</b>	Provide students with an understanding of the Operation Management stakes in a company. Be able to identify issues and come up with recommendations at strategic and tactical levels.

<b>GRADUATE/ MASTER LEVEL</b>					
International MBA (M1)	5	M1 / M2 Graduate (closed to Seniors)	M1 MBA	<b>Corporate Finance</b>	This course is a comprehensive introduction to financial markets and asset valuation issues. Students will learn how to process a corporate valuation, based on DCF approach or comparable companies. We will discuss the difference between the price and the fair value of an asset.
International MBA (M1)	5	M1 / M2 Graduate (closed to Seniors)	M1 IMBA	<b>Corporate Social Responsibility</b>	The course explores different ways in which companies can incorporate societal and environmental perspectives into strategic thinking, as well as the challenges and dilemmas involved in this process.
International MBA (M1)	5	M1 / M2 Graduate (closed to Seniors)	M1 IMBA	<b>Economic Analysis for Business Decisions</b>	The aim of this lecture is to present the basic concept of microeconomics to the students. We are using a large number of examples and we confront the theory with the reality of nowadays economy. We want the students to be able to use the microeconomic intuitions in order to understand every day economic events. We are training them to use quantitative and qualitative surveys of households and enterprises.
International MBA (M1)	5	M1 / M2 Graduate (closed to Seniors)	M1 IMBA	<b>International Marketing</b>	Advances in technology, increasing international trade, growing income levels and a convergence of consumer tastes require businesses worldwide to examine their business strategies and tactics with a global perspective. This course introduces various fundamental concepts and strategies to help students understand global markets and the marketing environment. It provides tools to underdress the fundamental components of international marketing, including controllable and uncontrollable elements. A broad review of culture and cultural analysis will make students aware of the cultural factors in global marketing and help them to devise intelligent marketing plans. These lead to discussing the ongoing tension between standardization and customization when bringing a product or business onto different markets.
International MBA (M1)	5	M1 / M2 Graduate (closed to Seniors)	M1 IMBA	<b>International Strategic Management</b>	Effective strategy management is an essential skill for managers and entrepreneurs. In simple terms, a strategy is a plan of action toward specific results. Strategic management is an organization-wide process for determining the organization's sense of purpose, direction, and competitiveness. An effective "strategic" manager asks the right questions and seeks the right information to develop knowledge and make informed and strategic decisions.
International MBA (M1)	5	M1 / M2 Graduate (closed to Seniors)	M1 IMBA	<b>Organizational Behavior</b>	Organizational Behavior (OB) is the study of organizations and the individuals and groups that make up organizations. The purpose of the course is to increase students' effectiveness and skill in observing, understanding and managing behavior in organizations.

International MBA (M1)	5	M1 / M2 Graduate (closed to Seniors)	M1 IMBA	<b>Business Communication</b>	This course is designed to give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favorable outside firm environment, as well as effective internal communication techniques.
International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	M1 M2 IMBA	<b>Business Game</b>	This course will help students to understand the financial management of a firm and the trade-offs between different strategies, perform valuations of basic financial instrument and create an objective valuation of a firm. It is organized in mid-December.
International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	M2 IMBA	<b>Business Ethics</b>	Ethical dilemmas are difficult choices occurring in stressful contexts. In such decision-making situations, denying the ethical dimension is a weak and risky expedient, while focusing on self-justification will often prove insufficient. Since ethical issues have become increasingly manifest and pervasive in the business world, being aware, being prepared, and being able to understand how ethics combines with business, for better or for worse, has become a necessity for present and future leaders.
International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	M2 IMBA	<b>Finance</b>	This course is an introduction to the theory financial markets and asset pricing. The list of topics fall into two categories: (1) financial markets, and (2) principles and tools of asset pricing. As far as “financial markets” are concerned, we investigate the “financial system” from three complementary perspectives: financial decisions, financial markets and financial instruments. This will introduce a good deal of the jargon that will be later used throughout the following lectures. Regarding the “principles and tools”, we will primarily study the fundamentals of asset pricing and then apply this toolbox to evaluate some mainstream financial instruments, namely bonds, stocks and options. In doing so, we will also see how much finance is connected to real-life concepts for corporations as well as individuals.
International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	M2 IMBA	<b>Digital Marketing and Electronic Commerce</b>	Over the last ten years, Digital technologies have impacted the way people search, evaluate, communicate, and talk. Today, brand’s communication challenge is to embrace this new phenomenon in order to deliver a seamless brand experience to customers. The course examines Digital marketing strategy, implementation and executional considerations. It provides a detailed understanding of all Digital channels and platforms. Furthermore, it enables a better understanding of customers’ insights and customers’ journey across key industries, and interrogates the perspectives of Digital business.
International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	M2 IMBA	<b>Innovation Management</b>	The module builds on prerequisites in strategy and marketing and focuses on the dynamics of value creation, to understand further how organizations develop distinctive resources and competences and build and sustain competitive advantage. The design of innovative value propositions and architectures involves capabilities and market dynamics, which are particularly impacted by the evolution of technologies and society.
International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	M2 IMBA	<b>International Business Law</b>	The course is designed to provide students with an overview of the framework of international business law. The course aims to cover international contracts, the resolution of international commercial disputes, a brief overview of the existing international regulatory bodies in international business and address additional legal issues stemming from the globalization of business.
International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	M2 IMBA	<b>Marketing Management</b>	Marketing management is the art and science of choosing target markets and getting, maintaining, and expanding customers. The role of marketing management is to help companies better understand customer preferences and to apply that knowledge into the designing of appropriate products and services for selected customers. Then, successful marketers must create and execute appropriate methods to communicate, to capture, and to deliver value. This course is designed to give an overview of marketing processes and marketing principles and provides students with the opportunity to apply the key concepts to practical business situations in an international environment.
International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	M2 IMBA	<b>Project Management</b>	Introduction to Project Management Processes and Methods.
International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	M2 IMBA	<b>Uncertainty, Data and Judgement</b>	This course is a course in business statistics. The goal is to learn how to use data in order to take better management decisions. The students will learn how to describe the data, how to identify performance drivers and how to simulate and to forecast the effects of different plans. We will follow a user-oriented approach and will apply the techniques with Excel, with real management data. In order to understand how statistics can be used to take decisions, the students will also make oral presentations about behavioral economics and nudges.
Logistique et Achats Internationaux (M2)	5	M1 / M2 Graduate (closed to Seniors)	M2 LAI	<b>Intercultural Management</b>	This course focuses on the management of cultural differences. Multinationals as many domestic firms face multicultural environments.

## SEMESTER 2 - SPRING SEMESTER

(From early January to end of April - Makeover exam session held in June)

### UNDERGRADUATE/ BACHELOR LEVEL

Degree	Credits (ECTS)	Course Level	Course code	Course's name	Brief Description of the Course in English
L2 Bachelor in International Management	5	L2 Undergraduate	L2 MI	<b>Communication and Social Codes</b>	The purpose of this course is to introduce the students to the purpose and significance of communication within an organization. Students will learn both the how and why of various business communication techniques and, through role-play modules, simulate and practice interfacing with customers, employees, and the public. As a result, students will have greater understanding of and appreciation for business and corporate communication processes and practices.
L3 Bachelor in International Management	3	L3 Undergraduate	L3 MI	<b>Doing Business Abroad</b>	This course is about cross cultural communication and helps students in written and oral fields to enable them to better communicate using a variety of methods and tools such as the work book, role plays and presentations. There is a strong emphasis on Group work and student interaction to help achieve these objectives.
L3 Bachelor in International Management	5	L3 Undergraduate	L3 MI	<b>Competitive Intelligence</b>	This course will focus on global competitive intelligence: the tools and methods that enhance strategic and tactical decision making in the analysis and interpretation of business data related to current and emerging competitors. The intelligence process and how to build business advantage by the collection and analysis of the capabilities, vulnerabilities, market positioning and strategic planning of competitors using open source information. The course is team-oriented, project-based and grounded in the relevant legal and ethical context.
L3 Bachelor in International Management	5	L3 Undergraduate	L3 MI	<b>Data Analysis (Applied Business Statistics)</b>	The aim of the course is to give the students basic knowledge in data analysis for businesses from both theoretical as well as practical perspective. It will focus on the uses of information, formulating problems, data collection, drawing conclusions and reporting. Analysis methods for qualitative data will include data displays, coding, causal and content analysis. Descriptive and inferential statistical techniques for quantitative data will be introduced.
L3 Bachelor in International Management	5	L3 Undergraduate	L3 MI	<b>Marketing (Global Brand Management)</b>	This course presents an introduction to (global) brand management. The topics covered in class include an introduction to brands and brand management, the brand elements; brand positioning, brand architecture, customer-based brand equity, brand image and personality, brand marketing and communication as well as the global brand strategy. In addition to lectures, the course consists of (video) case studies, in which students will have to critically apply the concepts discussed in class and propose their own solutions to the various real-life problems and/or situations. Last but not least, students will be asked to work on a group project applying the concepts learned in class to a brand of their choice. An active, interactive, and critical approach is fundamental for this course.
L3 Bachelor in International Management	5	L3 Undergraduate	L3 MI	<b>Fundamentals of Management Accounting &amp; Control</b>	This course is about the use of accounting information by managers for decision-making, performance evaluation and control. The goal is to provide students with a conceptual framework for identifying and resolving accounting issues faced by managers.
L3 Bachelor in International Management	5	L3 Undergraduate	L3 MI	<b>Management of Information System</b>	Aims of the MIS module: - To understand the fundamentals of IS - To understand the relationship between Business Performance and IS - To apprehend Project Management within an IS environment - To provide students a sight of the future innovations in IS and their implications on the organization.
L3 Bachelor in International Management	5	L3 Undergraduate	L3 MI	<b>Principles of Finance</b>	This course introducing the fundamental principles of asset valuation within the framework of modern portfolio theory. The key analytical principles are present value, option value, risk/diversification and arbitrage. These quantitative tools are used to value stocks, bonds, options, and other derivatives, with applications to portfolio selection, risk management and market

					structure.
L3 Bachelor in International Management	5	L3 Undergraduate	L3 MI	<b>Principles of Human Resource Management</b>	The study of effectively selecting, utilizing, assessing and developing managers as well as the role of the Human Resource Department in administering human resources in a changing and demanding environment. Experience in developing and utilizing behavioral science research methods to assess effectiveness.
L3 Bachelor in International Management	5	L3 Undergraduate	L3 MI	<b>Principles of Operation Management (Supply Chain Management)</b>	Provide students with an understanding of the Operation Management stakes in a company. Be able to identify issues and come up with recommendations at strategical and tactical levels.

GRADUATE/ MASTER LEVEL					
International MBA (M1)	5	M1 / M2 Graduate (closed to Seniors)	M1 IMBA	<b>European Business Law</b>	This course will provide students with the fundamental tools they need in order to be able to do business with the EU, whether they live in Europe or elsewhere. Students will gain an understanding of both the practical and theoretical aspects of European Business Law. The course will first give a general understanding of the European Union's legal system and the ongoing process of the European elections in spring. Then it will give an inside view on the inner functioning of the EU and will also focus on topics central to business law and economic analysis, such as the single market, competition law, trade agreements, taxation system, data protection and the Brexit.
International MBA (M1)	5	M1 / M2 Graduate (closed to Seniors)	M1 IMBA	<b>Human Resource Management</b>	The study of effectively selecting, utilizing, assessing and developing managers, as well as the role of the Human Resource Department in administering human resources in a changing and demanding environment. Experience in developing and utilizing case studies to assess effectiveness.
International MBA (M1)	5	M1 / M2 Graduate (closed to Seniors)	M1 IMBA	<b>Investment</b>	<b>Prerequisite: In order to take "Investment", students must have basic notions in Finance</b> In this course, we will examine investments in the capital structure of companies on the financial markets. Building on the material from Corporate Finance, we will determine targets for investment, build a portfolio and measure the results. You will create a virtual portfolio and apply each class topic your portfolio to illustrate financial theory. You will be able to see the risk adjusted return of your portfolio improve each week. Investing in financial markets has become a necessity for you as few companies now provide a defined benefit pension. You will probably have numerous jobs rather than stay in one company for your entire career. Therefore, a defined contribution plan is probably in your future. This course will give you the basic knowledge to make prudent investments. In particular, you will learn: 1) The investment process 2) Pricing options 3) Measuring financial risk 4) Selecting equities 5) Building efficient portfolio 6) Strategies for investment. To acquire a solid knowledge of the principles and practice of financial markets; To develop the tools necessary to make good financial decisions.
International MBA (M1)	5	M1 / M2 Graduate (closed to Seniors)	M1 IMBA	<b>Management Accounting and Control</b>	This course addresses the main issues of financial policy for a company: - financing and cost of capital - profitability of invested assets - link between WACC and ROCE.
International MBA (M1)	5	M1 / M2 Graduate (closed to Seniors)	M1 IMBA	<b>Management Information System</b>	Aims of the MIS module: To understand the fundamentals of IS To understand the relationship between Business Performance and IS To apprehend Project Management within an IS environment To provide students a sight of the future innovations in IS and their implications on the organization;
International MBA (M1)	5	M1 / M2 Graduate (closed to Seniors)	M1 IMBA	<b>Supply Chain Management</b>	Provide students with an understanding of the Supply Chain Management stakes in a company. Be able to identify issues and come up with recommendations at strategical and tactical levels.
International MBA (M1)	5	M1 / M2 Graduate (closed to Seniors)	M1 IMBA	<b>Entreprise 2,0</b>	Enterprise 2.0 module is targeted to update students with the new business practices in the post web 2.0 world. It focuses on the utilization of web 2.0 and Social Media technologies and their implications on marketing, Innovation, knowledge management and strategic efforts of firms today. The course using concrete business cases will touch upon the advent of web 2.0 technologies and how its collaborative force is transforming the businesses around us.

International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	M2 IMBA	<b>Cross Cultural Management</b>	This course focuses on the management of cultural differences. Multinationals as many domestic firms face multicultural environments. The first objective is to increase awareness of students' own cultural assumptions and respect for other cultural perspectives. The second objective is to develop and expand knowledge and understanding about the basic drives behind national and organizational cultural differences and the impact of cultural differences on cross-cultural issues in organizations. The third objective is to acquire an understanding of the effectiveness of different strategies of international manager.
International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	M2 IMBA	<b>Global &amp; European Economics</b>	This course is a quick introduction to the major macroeconomic issues of the time. It gives an overview of the basic concepts and ideas, which are necessary to understand the present crisis situation. Beyond the debate between liberal and Keynesian economists, macroeconomics should find new impulses. It is indispensable for businessmen to have an idea about the movements of growth, inflation, trade and budget deficits, debt accumulation, interest rates, exchange rates etc. What are the mechanisms determining those variables, and what are the necessary policies and their consequences?
International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	M2 IMBA	<b>Entrepreneurship</b>	Students will learn about the basic drives of Entrepreneurship in France and abroad and work on a virtual company (Business Plan).
International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	M2 IMBA	<b>Financial Accounting</b>	Be able to read and interpret a company's financial statements: balance sheet, income statement, statement of cash flow, and statement of changes in stockholder's equity.
International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	M2 IMBA	<b>International Negotiation</b>	The International Negotiation course is designed to give students a solid foundation for a strategic thought and practice in the field of Negotiation, useful to their International Master in Business Management, and also for their future personal and professional activities. To do so, the course is based on Game theory and Negotiation theory. Program The course is divided into sessions and organized over 4 days.
International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	M2 IMBA	<b>Leadership</b>	This class aims to introduce the students with the beliefs, skills and actions of who are charged with guiding teams and organizations in the contemporary world. We focus on what it takes to spark performance in others, while at the same time, developing their confidence, skills, and abilities and enhancing – rather than damaging – their mental and physical wellbeing. Importantly, the students will perform several written and oral assignments and play-roles in order to enhancing their leadership skills, reinforcing their self-awareness about their personal identity and strengths. The course will rely on case studies and cross-analysis of interviews led by the students with individuals endorsing a leadership position in various settings.
Management et Conseil (M1)	5	M1 / M2 Graduate (closed to Seniors)	M1 MC	<b>Globalization and Management (Strategy and Global Organization Design)</b>	The objective of this course is to develop your knowledge and understanding of the global environment as well as of concepts, tools and theory in order to prepare you to become an effective strategic manager (or enhance your abilities) overseeing strategic activities and making the best decisions in an increasingly competitive, complex and dynamic environment. More precisely, this course is designed to expose students to several key aspects of the international strategy arena.