PSB STUDY ABROAD PROGRAM
Spring 18 English Course Catalogue

Founded in 1974, PSB Paris School of Business (formerly ESG MS) is a European elitist Grande École management school that combines academic excellence, international awareness and professional experiences.

A member of the Conference of Grande Écoles, EFMD and AACSB, the institution offers several programs: Undergraduate (International BBA), Graduate (Grande École program), and post-Graduate (MSc, MA, MBA, Executive DBA), Exchange & Study Abroad Program as well as Short Programs (Winter/Summer).

Cited as one of the top post-baccalaureate schools in France, its Grande École Program offers a 5-year course leading to an official Master level degree which is also internationally accredited by AMBA as of October 2014.
International students enrolled in the PSB Study Abroad Program can select English taught courses from two different programs:

- PSB PGE (Grande Ecole Program)
- PSB IP (International Program)

Students can select between 5 to 30 ECTS per semester within one single track.

Allocation to track and courses will be done based on student completion of prerequisites & availabilities.

Please refer to the Spring 18 French Course Catalogue should you wish to study in French.

**Starting and Ending dates varies according to each tracks:**

<table>
<thead>
<tr>
<th>Track</th>
<th>Orientation day</th>
<th>Class</th>
<th>Exam start from</th>
<th>Final day at PSB</th>
<th>Holiday</th>
<th>Bank holiday</th>
</tr>
</thead>
<tbody>
<tr>
<td>PSB PGE B1 IT &amp; B2 IT</td>
<td>11-12/01/2018</td>
<td>15/01/2018 to 20/04/2018</td>
<td>23/04/2018 to 27/04/2018</td>
<td>27/04/2018</td>
<td>24/02/2018 to 04/03/2018</td>
<td>02/04/2018</td>
</tr>
<tr>
<td>PSB PGE M1 IFI-LMB</td>
<td>11-12/01/2018</td>
<td>16/01/2018 to 06/04/2018</td>
<td>09/04/2018 to 13/04/2018</td>
<td>13/04/2018</td>
<td>None</td>
<td>02/04/2018</td>
</tr>
<tr>
<td>PSB IP BBA (all tracks)</td>
<td>11-12/01/2018</td>
<td>15/01/2018 to 07/04/2018</td>
<td>09/04/2018</td>
<td>14/04/2018</td>
<td>None</td>
<td>02/04/2018</td>
</tr>
</tbody>
</table>
PSB PARIS SCHOOL OF BUSINESS

PSB Paris School of Business' 5-year Grande Ecole Program consists of three years of Bachelor level studies and two years of Master level studies. Exchange students can select from three different tracks (3 at Undergraduate level and 1 at Postgraduate level) and undertake from 6 to 30 ECTS per semester.

Select a track and courses you want to undertake within this track.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Track</th>
<th>Level</th>
<th>Course</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>P1MNT005</td>
<td>PSB PGE B1 IT</td>
<td>UG</td>
<td>Principles of Management</td>
<td>6</td>
</tr>
<tr>
<td>P1MKG009</td>
<td>PSB PGE B1 IT</td>
<td>UG</td>
<td>Marketing</td>
<td>6</td>
</tr>
<tr>
<td>P1MNT006</td>
<td>PSB PGE B1 IT</td>
<td>UG</td>
<td>Organizational Behaviour</td>
<td>6</td>
</tr>
<tr>
<td>P1ECO005</td>
<td>PSB PGE B1 IT</td>
<td>UG</td>
<td>Principles of Economics</td>
<td>6</td>
</tr>
<tr>
<td>P1ACA009</td>
<td>PSB PGE B1 IT</td>
<td>UG</td>
<td>Accounting</td>
<td>6</td>
</tr>
<tr>
<td>P1LPS001</td>
<td>PSB PGE B1 IT</td>
<td>UG</td>
<td>Communication Skills</td>
<td>6</td>
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<tbody>
<tr>
<td>P2LTX008</td>
<td>PSB PGE B2 IT</td>
<td>UG</td>
<td>Business Law</td>
<td>6</td>
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<tr>
<td>P2INT008</td>
<td>PSB PGE B2 IT</td>
<td>UG</td>
<td>Geopolitics</td>
<td>6</td>
</tr>
<tr>
<td>P2FIN007</td>
<td>PSB PGE B2 IT</td>
<td>UG</td>
<td>Principles of Corporate Finance</td>
<td>6</td>
</tr>
<tr>
<td>P2MNT009</td>
<td>PSB PGE B2 IT</td>
<td>UG</td>
<td>Management</td>
<td>6</td>
</tr>
<tr>
<td>P2IBE001</td>
<td>PSB PGE B2 IT</td>
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<td>International Business</td>
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</tr>
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<tbody>
<tr>
<td>P4FIN020</td>
<td>PSB PGE M1 IFI</td>
<td>PG</td>
<td>Financial Markets</td>
<td>6</td>
</tr>
<tr>
<td>P4FIN021</td>
<td>PSB PGE M1 IFI</td>
<td>PG</td>
<td>Portfolio Management</td>
<td>6</td>
</tr>
<tr>
<td>P4FIN022</td>
<td>PSB PGE M1 IFI</td>
<td>PG</td>
<td>Advanced Financial Analysis</td>
<td>6</td>
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<tr>
<td>P4FIN38</td>
<td>PSB PGE M1 IFI</td>
<td>PG</td>
<td>Securities Transactions &amp; Tools</td>
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</tr>
<tr>
<td>P4FIN023</td>
<td>PSB PGE M1 IFI</td>
<td>PG</td>
<td>Risk Management</td>
<td>6</td>
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</tbody>
</table>

A track in Luxury Brand Management at Postgraduate level will be available in Spring. Courses and syllabus will be provided by Octobre 2017.
The International Bachelor of Business Administration (BBA) degree is the ideal way to become familiar with the world of business, while making the most of life in Paris!

The BBA allows you to specialize your study abroad semester in Management, Marketing, Luxury, Finance with the option to complete a Certificate of Business or remain global by undertaking between 5 to 30 ECTS per semester.

**SELECT A TRACK AND/OR ELECTIVE COURSES YOU WANT TO UNDERTAKE.**

Students undertaking and passing three core units and 3 electives can graduate the PSB Certificate of Business in Finance & Accounting.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Track FIN/ACC</th>
<th>Level</th>
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<th>ECTS</th>
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<tbody>
<tr>
<td>B3FIN006</td>
<td>PSB IP BBA FIN/ACC</td>
<td>UG L300 FIN/ACC</td>
<td>International Finance</td>
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</tr>
<tr>
<td>B3FIN009</td>
<td>PSB IP BBA FIN/ACC</td>
<td>UG L300 FIN/ACC</td>
<td>Financial Reporting &amp; regulation</td>
<td>5</td>
</tr>
<tr>
<td>B3FIN027</td>
<td>PSB IP BBA FIN/ACC</td>
<td>UG L300 FIN/ACC</td>
<td>Portfolio Management</td>
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Students undertaking and passing three core units and 3 electives can graduate the PSB Certificate of Business in Marketing.

<table>
<thead>
<tr>
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<th>Track MKG</th>
<th>Level</th>
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<th>ECTS</th>
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</thead>
<tbody>
<tr>
<td>B3MKG008</td>
<td>PSB IP BBA MKG</td>
<td>UG L300 MKG</td>
<td>Marketing Research</td>
<td>5</td>
</tr>
<tr>
<td>B3MKG019</td>
<td>PSB IP BBA MKG</td>
<td>UG L300 MKG</td>
<td>Marketing Planning &amp; Strategy</td>
<td>5</td>
</tr>
<tr>
<td>B3MKG009</td>
<td>PSB IP BBA MKG</td>
<td>UG L300 MKG</td>
<td>Marketing of Services</td>
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</table>

Students undertaking and passing three core units and 3 electives can graduate the PSB Certificate of Business in Management.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Track MNT</th>
<th>Level</th>
<th>Course</th>
<th>ECTS</th>
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</thead>
<tbody>
<tr>
<td>B3MNT009</td>
<td>PSB IP BBA MNT</td>
<td>UG L300 MNT</td>
<td>Entrepreneurship</td>
<td>5</td>
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<tr>
<td>B3MNT024</td>
<td>PSB IP BBA MNT</td>
<td>UG L300 MNT</td>
<td>International Strategic Management</td>
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</tr>
<tr>
<td>B3MNT025</td>
<td>PSB IP BBA MNT</td>
<td>UG L300 MNT</td>
<td>Management of Change &amp; Innovation</td>
<td>5</td>
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<tr>
<td>B3MNT026</td>
<td>PSB IP BBA MNT</td>
<td>UG L300 MNT</td>
<td>Business Intelligence</td>
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</table>

Students undertaking and passing three core units and 3 electives can graduate the PSB Certificate of Business in Luxury Brand Management.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Track LUX</th>
<th>Level</th>
<th>Course</th>
<th>ECTS</th>
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</thead>
<tbody>
<tr>
<td>B3MKG027</td>
<td>PSB IP BBA LUX</td>
<td>UG L300 LUX</td>
<td>CRM in the Luxury Industry</td>
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<tr>
<td>B3MKG022</td>
<td>PSB IP BBA LUX</td>
<td>UG L300 LUX</td>
<td>Luxury Brand Management</td>
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<tr>
<td>B3MKG052</td>
<td>PSB IP BBA LUX</td>
<td>UG L300 LUX</td>
<td>Origins &amp; Trends of Luxury</td>
<td>5</td>
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<tr>
<td>B3MKG021</td>
<td>PSB IP BBA LUX</td>
<td>UG L300 LUX</td>
<td>Sales Techniques for Luxury Brand</td>
<td>5</td>
</tr>
<tr>
<td>B3MKG051</td>
<td>PSB IP BBA LUX</td>
<td>UG L300 LUX</td>
<td>The geopolitics of Luxury</td>
<td>5</td>
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</table>
Electives part of the PSB IP BBA Track:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Track</th>
<th>Level</th>
<th>Course</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>B1ACA003</td>
<td>PSB IP BBA</td>
<td>UG Core Level 100</td>
<td>Principles of Accounting</td>
<td>5</td>
</tr>
<tr>
<td>B1MNT</td>
<td>PSB IP BBA</td>
<td>UG Core Level 100</td>
<td>Principles of Management</td>
<td>5</td>
</tr>
<tr>
<td>B1IBE025</td>
<td>PSB IP BBA</td>
<td>UG Core Level 100</td>
<td>International Business</td>
<td>5</td>
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<tr>
<td>B1ECO009</td>
<td>PSB IP BBA</td>
<td>UG Core Level 100</td>
<td>Principles of Economics</td>
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<tr>
<td>B1MNT047</td>
<td>PSB IP BBA</td>
<td>UG Core Level 100</td>
<td>Management</td>
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<tr>
<td>B1MNT048</td>
<td>PSB IP BBA</td>
<td>UG Core Level 100</td>
<td>Business Ethics and CSR</td>
<td>5</td>
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<tr>
<td>B2ECO011</td>
<td>PSB IP BBA</td>
<td>UG Core Level 200</td>
<td>Principles of Microeconomics</td>
<td>5</td>
</tr>
<tr>
<td>B2ITS013</td>
<td>PSB IP BBA</td>
<td>UG Core Level 200</td>
<td>Digital Business</td>
<td>5</td>
</tr>
<tr>
<td>B2FIN024</td>
<td>PSB IP BBA</td>
<td>UG Core Level 200</td>
<td>Principles of Corporate Finance</td>
<td>5</td>
</tr>
<tr>
<td>B2MNT049</td>
<td>PSB IP BBA</td>
<td>UG Core Level 200</td>
<td>Business Strategy</td>
<td>5</td>
</tr>
<tr>
<td>B2FIN004</td>
<td>PSB IP BBA</td>
<td>UG Elec. Level 200</td>
<td>Global Risk Management</td>
<td>5</td>
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<tr>
<td>B2ECO012</td>
<td>PSB IP BBA</td>
<td>UG Elec. Level 200</td>
<td>Economics of Innovation</td>
<td>5</td>
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<tr>
<td>B2QAM012</td>
<td>PSB IP BBA</td>
<td>UG Elec. Level 200</td>
<td>Business data analytics</td>
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<tr>
<td>B2QAM004</td>
<td>PSB IP BBA</td>
<td>UG Elec. Level 200</td>
<td>Intermediate Algebra</td>
<td>5</td>
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<tr>
<td>B2MNT051</td>
<td>PSB IP BBA</td>
<td>UG Elec. Level 200</td>
<td>Intercultural Communication</td>
<td>5</td>
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<tr>
<td>B2COM001</td>
<td>PSB IP BBA</td>
<td>UG Elec. Level 200</td>
<td>Communication skills</td>
<td>5</td>
</tr>
<tr>
<td>B2MNT021</td>
<td>PSB IP BBA</td>
<td>UG Elec. Level 200</td>
<td>Critical Thinking</td>
<td>5</td>
</tr>
<tr>
<td>B2LTX009</td>
<td>PSB IP BBA</td>
<td>UG Elec. Level 200</td>
<td>Business Law</td>
<td>5</td>
</tr>
<tr>
<td>B2ITS014</td>
<td>PSB IP BBA</td>
<td>UG Elec. Level 200</td>
<td>Computers for Business</td>
<td>5</td>
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<tr>
<td>B2LNG002</td>
<td>PSB IP BBA</td>
<td>UG Elec. Level 200</td>
<td>French Beginner</td>
<td>5</td>
</tr>
<tr>
<td>B2LNG003</td>
<td>PSB IP BBA</td>
<td>UG Elec. Level 200</td>
<td>French Intermediate</td>
<td>5</td>
</tr>
</tbody>
</table>

All tracks & courses are subject to change without notice.
TRACK PSB PGE B1 IT
COURSE DESCRIPTION:

The course presents the key theories and concepts in management and integrates them with real life applications. The course is comprised of two units. Unit one introduces management as a business activity, discusses the development of its principles and links managerial practices with organizational and cultural contexts. Unit two focuses on the four functions of management: organizing, planning, controlling and leading. Across the sessions the course also discusses communication practices and current issues in modern management, like globalization, diversity and ethics. The sessions consist of the lecture part and a practical part, which can include exercises, discussions, case studies, videos and team work.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The objective of this course is to develop students' understanding of modern management practices and to provide the background for further studies of management related subjects. Through the lectures, case studies and brainstorming exercises the students will improve their critical thinking and decision-making skills.

LEARNING RESOURCES:


Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information’s are subject to change/being updated at any time without prior notice. Allocation to class will be based on student’s successful completion of prerequisites and availabilities. Contact PSB’s International Office for a more detailed syllabus.
MARKETING

<table>
<thead>
<tr>
<th>Course Code</th>
<th>P1MKG009</th>
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</thead>
<tbody>
<tr>
<td>Language of Instruction</td>
<td>English</td>
</tr>
<tr>
<td>Level</td>
<td>Undergraduate</td>
</tr>
<tr>
<td>Track</td>
<td>PSB PGE B1 IT</td>
</tr>
<tr>
<td>Mode</td>
<td>In person</td>
</tr>
<tr>
<td>Semester</td>
<td>Spring Semester</td>
</tr>
<tr>
<td>Number of ECTS</td>
<td>6</td>
</tr>
<tr>
<td>Schedule</td>
<td>10 sessions of 3 hours each, and a 3 hours final exam</td>
</tr>
<tr>
<td></td>
<td>PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.</td>
</tr>
<tr>
<td>Campus</td>
<td>Campus Cluster Paris Innovation</td>
</tr>
<tr>
<td>Timetable &amp; Room</td>
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</tr>
</tbody>
</table>

**COURSE DESCRIPTION:**

Upon successful completion of the course, students should be able to:
- Outline the essential functions and the role of marketing activities for the firm
- Define core marketing concepts, such as target market, competitive advantage, customer value, segmentation, and loyalty
- Describe the elements of the marketing mix for various types of companies and explain the differences between them
- Explain and demonstrate how marketing decisions are influenced by various forces in the external business environment as well as significant trends and developments affecting current and future marketing practices in a global perspective
- Demonstrate knowledge of regulatory and ethical factors considered essential to making marketing decisions

**COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:**

Marketing is an essential role of every business organization and marketing activities must be performed, to some extent, for the survival of every business organization. This course is designed to be an introduction to the broad concept of marketing for the future manager.

**LEARNING RESOURCES:**

Principles of Marketing 14/E, Philip Kotler & Kevin Keller, Pearson

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### COURSE DESCRIPTION:

The course will focus upon the challenges and heavy responsibility of top managers to provide a good work environment, to implement the best corporate strategies, to manage people and other resources in the appropriate way to develop and maintain the competitive advantage in local and foreign market.

### COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The main objectives of the course are:
- Understand the interrelationship between individual, groups, organization and environment
- Understand the determinants of the organizational structure (Tall, flat, centralized, decentralized etc…)
- Understand the making decision process of any organization about the strategy, the human resource management style and the structure
- Implement the appropriate corporate strategy, business strategy and operational strategy

### LEARNING RESOURCES:


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PRINCIPLES OF ECONOMICS

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<th>P1ECO005</th>
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<td>Mode</td>
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<td>Spring Semester</td>
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|                   | per week for each course throughout the semester. These 10 hours include class  
|                   | attendance, reading and revision, and the preparation of items for assessment. |
| Campus            | Campus Cluster Paris Innovation |
| Timetable & Room  | Timetable & Room will be available on your extranet a week prior to the start of your class. |

COURSE DESCRIPTION:

The course is a mix of teaching and reverse learning, where students are asked in groups to present and demonstrate their understanding of the coming course topic. This topic is then discussed in class, each group presentation is shared with all students and concepts are illustrated by research methods using simple spreadsheet tools such as Excel.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The objective of the course is to provide students with the fundamentals of economics. From production capability to laws of supply and demand, from game theory, to Dunning Matrix. At the end of the course, Students should be able to comprehend the equilibria that rule all type of markets. Liberalism, socialists, regulated and so on. All the course covers some of theories regarding investment, comparative advantage, FDI rules.

LEARNING RESOURCES:

Scholar ox : http://www.scholarvox.com/catalog/book/docid/88808158/searchstring/principles%20of%20economics#

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ACCOUNTING

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<td>Level</td>
<td>Undergraduate</td>
</tr>
<tr>
<td>Track</td>
<td>PSB PGE B1 IT</td>
</tr>
<tr>
<td>Mode</td>
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</tr>
<tr>
<td>Semester</td>
<td>Spring Semester</td>
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</tr>
<tr>
<td>Campus</td>
<td>Campus Cluster Paris Innovation</td>
</tr>
<tr>
<td>Timetable &amp; Room</td>
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</table>

**Course Description:**

To complete students’ understanding of Financial Accounting and to introduce Financial Analysis of financial documents based on USGAP approach of accounting and bookkeeping.

**Course Objectives & Expected Learning Outcomes:**

Review of accounting methodology through teaching and project hand on. Midterm and final exam based on MCQ and small exercises

**Learning Resources:**

HORNGREN’S ACCOUNTING 10th edition NOBLES, MATTISON, MATSUMURA

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COMMUNICATION SKILLS

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<tr>
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<tr>
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**COURSE DESCRIPTION:**

This course sets out to address 3 issues:
- Effective Business Communication;
- Professional Presentations;
- Research Methods.

It should be evident to all participants that the skill set addressed here is fundamental to the rest of your academic and professional careers. Much of your future success will depend upon not just what you know, but how to express it; as well as how you can effectively call upon the knowledge of others thru research & documentation. As such, your manner of behavior will be an essential component in this course. Punctuality, attentive listening, respect for fellow students and the classroom environment are of utmost importance.

**COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:**

At the end of the course, the student should be able to:
- Write a routine business message, using direct or indirect approach;
- Deliver a professional presentation, using crafted content, vocal variety, appropriate gestures and visual aids;
- Distinguish between primary and secondary sources of information and produce a correctly referenced document.

**LEARNING RESOURCES:**

To be provided.

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TRACK PSB PGE B2 IT
COURSE DESCRIPTION:

This course introduces students to advanced legal concepts and procedures in the Business Law environment, focused in the International environment.

The objectives lead to the analysis and understanding of case studies so that they are able to put into practice what they have learnt in class. A comparison between the French and Common Law legal system will also be discussed in class.

The students are expected to understand the legal implications in the business environment, with a comparative approach with French and European business law, and the common law systems currently applicable in the United Kingdom and in the United States of America.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Upon satisfactory completion of this course, the student will be able to:

1. Discuss and perform a comparative analysis of European or American approaches to the regulation of business enterprises operating in corporate form.
2. Enhance the general understanding of corporate and business law and key issues.
3. Develop a critical appreciation of corporate law framework, including the ability to assess, explain and evaluate how business legal structure influences corporate management.
4. Analyze complex situations, select, justify and structure the appropriate business legal entity, and prepare a report suitable for presentation to the corporate management.

LEARNING RESOURCES:

International Business: A Global Perspective
Auteur: Katsioloudes, Marios, Hadjidakis, Spyros
Editeur: Taylor & Francis
Publication: 2007

Handbook of International Trade Volume II
Economic and Legal Analyses of Trade Policy and Institutions
Auteur: Choi, Eun Kwan
Auteur: Hartigan, James C.
Editeur: Blackwell Publishing
Publication: 2004
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GEOPOLITICS

**Course Description:**

Geopolitics and conflicts  
This course seeks to introduce students to a large range of methods and techniques within the field of conflict resolution.

Globalization  
Globalization is transforming prospects for security and economic growth. We study why some countries or regions will remain, or become, mired in conflict while others will harness globalization and prosper. The course focuses on “structural” dynamics as opposed to political personalities. Matters explored during lectures, discussions, and debates include how globalization (or, in many cases, a relative lack of it) can foster armed conflict, stoke religious and nationalist extremisms, fuel the rise of cultural conflict, trigger violent backlashes from incumbent powerholders, and lead to the breakup of states. We also study how globalization can reduce corruption in a regime, fuel economic growth, and engender more democratic societies of people increasingly focused on economic endeavors rather than bloody ethnic, religious, or ideological passions.

**Course Objectives & Expected Learning Outcomes:**

Geopolitics and conflicts  
A number of conflict management and resolution approaches will be subject to examination in regard to both their effectiveness and limits. The second half of the course will be dedicated to an in-class crisis simulation which will allow students to formulate and act in the place of decision makers and provide students the opportunity to develop the necessary critical thinking skills to resolve the most complex contemporary security questions.

Globalization  
Each class consists mainly of the instructor’s lecture with slides, punctuated with discussion and debate. Most classes begin with a short recap of the previous class. Short video clips illustrating key points will be shown in some of the classes. Within about 24 hours of the end of each class students will receive by e-mail a reading packet (as a PDF) which must be read and assimilated by the following week’s class. (Students do not need to purchase books for this class.) The instructor typically dedicates a short period in each class to point out a few passages from reading packet and lead class discussion of their implications for security and trade.

**Learning Resources:**
Sutherland, Benjamin (2011), "Modern Warfare, Intelligence and Deterrence: The technologies that are transforming them," John Wiley & Sons.

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COURSE DESCRIPTION:

Introduction and/or review of the basic concepts of Corporate Finance, accompanied by exercises for each of the topics presented.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Provide students with the financial tools needed to make decisions with the goal of increasing shareholder wealth. Give students the theoretical and practical knowledge needed to properly assess risk - return relationships.

LEARNING RESOURCES:

Corporate Finance: A Practical Approach; 2nd ed. Clayman
Fundamentals of Corporate Finance; 7th ed. Brealey

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Managemen

**Course Code** | P2MNT009  
**Language of Instruction** | English  
**Level** | Undergraduate  
**Track** | PSB PGE B2 IT  
**Mode** | In person  
**Semester** | Spring Semester  
**Number of ECTS** | 6  

**Schedule** | 10 sessions of 3 hours each, and a 3 hours final exam  
PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.  

**Campus** | Campus Cluster Paris Innovation  
**Timetable & Room** | Timetable & Room will be available on your extranet a week prior to the start of your class.

**Course Description:**

Case studies and business talks by thought leaders will help students to understand how the management concepts work in today’s business world and get inspirations from the cutting-edge knowledge and ideas. Students will also learn how to work in teams through team assignments.

**Course Objectives & Expected Learning Outcomes:**

This course aims to equip students with innovative skills they need to manage successfully in today’s changing business environment. To do so, we will combine traditional techniques and ideas with emerging themes and issues. Students will improve their thinking and decision-making skills, put theory into practice, and learn to harness creativity and lead change.

**Learning Resources:**


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**Course Code**  | P2IBE001  
**Language of Instruction**  | English  
**Level**  | Undergraduate  
**Track**  | PSB PGE B2 IT  
**Mode**  | In person  
**Semester**  | Spring Semester  
**Number of ECTS**  | 6  
**Schedule**  | 10 sessions of 3 hours each, and a 3 hours final exam. PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.  
**Campus**  | Campus Cluster Paris Innovation  
**Timetable & Room**  | Timetable & Room will be available on your extranet a week prior to the start of your class.  

**Course Description:**

Introduction to seminal and current theoretical paradigms and management practices in international business, focusing on international, national and regional environments, and businesses and organizations.

**Course Objectives & Expected Learning Outcomes:**

The principal objective of this course is to understand the principal axis of global environment and economic essentials, through corporate strategy to international management and investment functions, drawing on case studies from all continents and regions.

**Learning Resources:**


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TRACK PSB PGE M1 IFI
FINANCIAL MARKETS

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**COURSE DESCRIPTION:**

This course will cover topics such as Overview of the overall functioning of financial markets, Workings of the stock market and shares valuation, Bonds, Foreign exchange market, Futures contracts, Options.

**COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:**

Understand the overall function and operations of financial markets
Be able to value shares and bonds
Understand the workings of the foreign exchange market and devising basic hedge
Be able to use futures contracts to establish speculative, hedging and arbitrage strategies
Be familiarized with options and the possibilities they offer.

**LEARNING RESOURCES:**


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PORTFOLIO MANAGEMENT

Course Code | P4FIN020
Language of Instruction | English
Level | Postgraduate
Track | PSB PGE M1
Mode | In person
Semester | Spring Semester
Number of ECTS | 6
Schedule | 10 sessions of 3 hours each, and a 3 hours final exam

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Campus | Campus Cluster Paris Innovation
Timetable & Room | Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

The main steps of the course are:
- Organization of different security markets, main kinds of investments, relations between risk and return.
- Asset pricing models: the efficient frontier, standardized measure of systematic risk (beta), Capital Asset Pricing Model.
- Basic principles of financial asset management: objectives, preferences, constraints; benchmark selection, performance measurement.
- Valuation principles by asset class, and clues to risk management through derivative instruments.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The aim of this course is to help students understand and be familiar with the main financial instruments and techniques used today for investment management. The course is structured to give the user a complete perspective on these instruments from theory to application. At the end of the sessions, the students should be able to:

Knowledge-based outcomes:

1. Identify the different types of markets organizations and their constituents,
2. Classify the market participants according to their objectives and their behaviour,
3. Differentiate the main financial instruments used for investing purposes,
4. Evaluate the risks attached to the use of financial instruments,

Skill-based outcomes:

5. Define an investing strategy and build a portfolio
6. Select a methodology to implement a strategy
7. Monitor the evolutions of an investment strategy
8. Assess an investment strategy according to its objectives and asset mix

LEARNING RESOURCES:

Jacquillat, Bertrand, Solnik, Bruno, Pérignon, Christophe, (2014) Marchés financiers : Gestion de portefeuille et des risques, Dunod, Ed. 6 (available on Cyberlibris)

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ADVANCED FINANCIAL ANALYSIS

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COURSE DESCRIPTION:


COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

To provide students with an advanced knowledge of Financial Analysis, to prepare them for the CFA exam Level 1 Financial Reporting and Analysis. Students should have a good understanding of how to interpret financial ratios, how different accounting methods and policies can affect the analysis of financial statements, and the importance of cashflows and the effect of income taxes on the analysis.

LEARNING RESOURCES:

Schweser 2015 CFA Level 1 Notes
2016 CFA Level 1 Wiley Official Curriculum Textbook Volume 3

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SECURITY TRANSACTIONS AND FINANCIAL REGULATIONS

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COURSE DESCRIPTION:

Post market and securities servicing: the course will cover the following topics: definition and overview of financial markets, the market lifecycle from front to back organization, and the post-market participants. Preparation to certifications: modalities and contents of CFA and PRM certifications. Bloomberg workshop: The workshop highlights are the description, comprehension and research about the main financial securities (equities, bonds, commodities, government bonds...) and markets. The well-known Bloomberg keyboard using has to become familiar, but also specific tickers and mnemonics. Students are expected to gain the essential knowledges of virtual portfolio management, performances and reporting exports on excel spreadsheets. More thoroughly, Bloomberg rating tools and technical indicators will be used.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

This module is composed of 3 courses:

Post market and securities servicing: the aim of this course is to give a broad overview of the post market industry, how it works, who are the participants, what are the stakes and challenges for each participants. The main objective is to provide to the students the necessary knowledge and understanding of post market activities for them to progress rapidly during their future career.

Preparation to certifications: the aim of this course is explain to students the two certifications to which this Master tends to prepare and to help them efficiently prepare those certification exams.

Bloomberg Workshop: Bloomberg is, in both bank trading floors and economic studies offices, one of the most used and efficient data provider in the world. For students, Bloomberg mastering is a massive competitive advantage on their way to become skilled traders, asset managers or sales. Investment banks’ activities focus on financial information’s, corporate datas and macroeconomic news. This Bloomberg workshop introduces to basic and advanced functions that help market finance professionals to manage portfolios and make investment decisions.

LEARNING RESOURCES:

Loader, David (2013), Clearing, Settlement and Custody, Elsevier Science & Technology Books (available on Cyberlibris)
Chardoiillet, Eric, Salvat, Marc, Touroyul du Clos, Henri (2010), L’essentiel des marchés financiers : Front office, post-marché et gestion des risques, Editions d’Organisation
McGill, R., Patel, N. (2008), Global Custody and Clearing Services, Palgrave
Chan Diana, Fontan Florence, Rosati Simonetta and Russo Daniela (2007), The securities Custody industry, Occasional Paper Series, Central bank, n°68.

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RISK MANAGEMENT

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**Course Description:**

Introduction to Risk Management:
Introduction: Background to the financial services sector (international context and European specificities)
   - Unit 1: Key concepts in financial services (activities, financial statements)
   - Unit 2: Development of the regulatory framework for banks (mostly European specificities)
   - Unit 3: Interest rate risk and liquidity risk
   - Unit 4: Credit risk and internal control specificities
   - Unit 5: Basic of market risk
   - Unit 6: Operational risk and compliance

Market Risk Measurement:
The return expected from a financial asset is related to the risks it generates.
Market risk concerns all types of financial assets and all types of financial assets have their own risks. In the first part of the course we will isolate and define all types of risks and classify the assets through the underlying risks.
Recognition of risks allows to isolate them in order to quantify risks. There are several ways to evaluate risks. In the second part, we will present the main methodologies used to quantify risks. Financial markets minimize risks generated by assets through derivatives products. In the last part of the course, we will have a look at different manners to hedge position and impacts on the underlying risk and its valuation.

**Course Objectives & Expected Learning Outcomes:**

The module is divided in two courses: Introduction to Risk Management and Market Risk Management:

Introduction to Risk Management:
The goal of this sessions is to understand what the purpose of bank is and how risks are categorized, quantified, monitored and managed within banks.
To know:
   - Banking supervision
   - Main banking risks (interest rate, liquidity, credit, operational and market risk)
   - Major issues of asset liability management
   - Link between capital requirement and internal control disposal
   - Internal control disposal according to these risks

To be able to:
   - Understand the major equilibrium for the stability of the banking system
   - Understand the way a bank calculate its capital requirement
   - Draw a simplified risk matrix regarding main banking risks
To have the following skills:
Managing a specific approach to evaluate the internal control disposal
Simple calculations of capital requirement regarding credit and market risk

Market Risk Management:
The course objective is to understand, appreciate and evaluate the risks that can be found in financial markets.

LEARNING RESOURCES:

Hull J. (2014), Options, Futures and other derivatives, Prentice Hall - Chapter 19 to 23
Portait R., Poncet P. (2011), Finance de marché, Dalloz - Chapter 5- 27 to 30
BIS : Corporate governance principles for banks -(july 2015)
The Roles of Banks in Financial Systems* Franklin Allen University of Pennsylvania and Elena Carletti University of Frankfurt and CFS March 21, 2008
http://www.bis.org/

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TRACK PSB IP BBA FINANCE & ACCOUNTING
Course Description:
The purpose of this course is to cover essential elements in International Finance. Topics include an overview of the International Monetary environment, the determination of exchange rates and the hedging of currency risk. The objective of this course is to familiarize the student with the various concepts, techniques and tools available in dealing with international financial transactions.

Course Objectives & Expected Learning Outcomes:
To give a broad description of the international monetary system
To understand exchange rate determination
To familiarize the students with currency hedging techniques
To present various issues in operating and accounting risks

Learning Resources:
Multinational Business Finance, by Eiteman, Stonehill, Moffet, 12th edition or latest edition

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Course Code | B3FIN009  
Language of Instruction | English  
Level | Undergraduate  
Track | PSB BBA L300 FIN & ACC  
Mode | In person  
Semester | Spring Semester  
Number of ECTS | 5  
Schedule | 10 sessions of 3 hours each, and a 3 hours final exam  
PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.  
Campus | Campus Cluster Paris Innovation  
Timetable & Room | Timetable & Room will be available on your extranet a week prior to the start of your class.  

**COURSE DESCRIPTION:**  
This course introduces group reporting, and the different accounting treatments for simple consolidation of 100% owned subsidiaries, as well as associates and investments. Topics covered:  
- Accounting for Investments in Subsidiaries  
- Consolidated Statements of Financial Position  
- Consolidated Statements of Comprehensive  
- Associates  
- Introduction to published accounts  
- IFRS 5 Non-current assets held for Sale and discontinued operations  
- IAS 10 and 37  
- IAS 17 leases and IAS 32 Financial instruments  
- IAS 11 construction contracts  
- IAS 7 statements of cash flow  

**COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:**  
By the end of the course, students should be able to:  
☐ Understand how to consolidate parent and subsidiary accounts, including mid-year acquisitions and disposals  
☐ Understand how to account for associates  
☐ Understand how to account for foreign currency transactions, including the consolidation treatment of overseas subsidiaries  

Be able to prepare the consolidated financial statements, including the consolidated statement of financial position, the consolidated statement of income and other comprehensive income.  

**LEARNING RESOURCES:**  

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**COURSE DESCRIPTION:**

Key tools for evaluation of portfolios will be shown and students will have an opportunity to build their own portfolio during the term.

**COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:**

Students will have a good understanding of the portfolio management techniques.

**LEARNING RESOURCES:**


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TRACK PSB IP BBA MARKETING
MARKETING RESEARCH

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**COURSE DESCRIPTION:**

This course starts by highlighting the difference existing between a Marketing Topic and a Market Research Question, then introduces the different methodologies (qualitative and quantitative) that one may use to conduct a Market Research study, focuses on the sampling methods and survey design.

**COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:**

This course adopts an applied perspective to marketing research. Hence, we will focus on decisions that marketers face on an everyday basis. The course aims at fostering managerial decision making on the basis of companies’ best practices, and concrete research applications and problems. Upon completing this course, you will be able to:
- define a decision problem and related research problems;
- identify the appropriate research design and necessary data;
- choose a data collection method.

**LEARNING RESOURCES:**

Qualtrics Survey Software Handbook for Research Professionals, Official Training Guide from Qualtrics

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MARKETING PLANNING & STRATEGY

Course Code | B3MKG019
Language of Instruction | English
Level | Undergraduate
Track | PSB BBA L300 MKG
Mode | In person
Semester | Spring Semester
Number of ECTS | 5
Schedule | 10 sessions of 3 hours each, and a 3 hours final exam

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Campus | Campus Cluster Paris Innovation
Timetable & Room | Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

The purpose of this course is to prepare students for real world marketing challenges. Students will address critical decision issues involved in marketing planning at a strategic level, including segmentation and positioning, product development, new market entry, and management of the marketing budget.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Main objectives are to sharpen the analytical thinking and decision making skills and to develop a team work and interpersonal skills.
Each session will deal with a major concept, from its fundamental definition to its concrete professional implementation. Exercises and cases studies will be used all along the course to illustrate the concepts and help the students apply and implement what they learn.

LEARNING RESOURCES:

- Philip T Kotler, Kevin Lane Keller, 2015 Marketing Management, 15th edition (recommended), or older editions, 14th, 13th,12th.

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MARKETING OF SERVICES

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**Course Description:**

The service industry is increasingly identified as contributing to worldwide business growth and is seen as a critical source of employment. However, services possess unique characteristics, justifying the consideration of whether traditional marketing management concepts and models need to be adapted to better account for service-dominant economies, and for the successful marketing of services. This unit focuses on developing students’ knowledge of the specific characteristics of services, and how to manage and market them. This unit will help students create and manage relationships with customers to deliver superior services. It will focus on the processes underpinning the creation and delivery of high quality services and extend to managing demand in services settings (one of services marketing mix variables).

**Course Objectives & Expected Learning Outcomes:**

The module provides you with the foundations to begin the study of service marketing. Knowing what customers want and how they assess what they receive is the foundation for designing effective services. Therefore we talk about the customer behavior for services and look at customers’ expectations. The second stage is the perceptions of service by customers and how marketers can influence the factors of service quality. The lectures also introduce, and train students to, dynamic pricing in services marketing. Overall, the lecture delivers the Gap Model in the student’s toolbox.

**Learning Resources:**

Wilson, A, Zeithaml, VA, Bitner, MJ & Gremler, DD 2012, Services marketing: integrating customer focus across the firm, 2nd European edn, McGraw Hill, Maidenhead, UK.

Log on you intranet, click on Cyberlibis (bottom of left corner)
Search bar: Wilson, Allan

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TRACK PSB IP BBA MANAGEMENT
ENTREPRENEURSHIP

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**COURSE DESCRIPTION:**

This is a capstone course in which students learn to connect the concepts learned in management, marketing and finance courses. In project teams of four, students demonstrate their creativity and develop their entrepreneurial skills in a business plan for a new venture. A part of each class will be devoted to the ongoing development of the business plan.

**COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:**

Introduce students to the realities of researching, financing, starting, developing and (perhaps) selling a profitable business. After this course students will be able to:

1) Identify and evaluate a business opportunity using a feasibility study and a business plan  
2) Understand the nature of entrepreneurship and evaluate their own entrepreneurial skills  
3) Present a business plan to stakeholders in informal (elevator pitch) and formal settings  
4) Understand better the connections between the different courses they study in business school

**LEARNING RESOURCES:**

TBC

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INTERNATIONAL STRATEGIC MANAGEMENT

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**Course Description:**

The course is structured with a mix of lectures, case studies and students' presentations.

**Course Objectives & Expected Learning Outcomes:**

This course is about understanding and meeting the challenges faced by managers and firms competing internationally. It is about how firms can use international strategy to build and sustain competitive advantage in an international context.

**Learning Resources:**


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**Course Code** | B3MNT025  
**Language of Instruction** | English  
**Level** | Undergraduate  
**Track** | PSB BBA L300 MNT  
**Mode** | In person  
**Semester** | Spring Semester  
**Number of ECTS** | 5  
**Schedule** | 10 sessions of 3 hours each, and a 3 hours final exam  
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**Campus** | Campus Cluster Paris Innovation  
**Timetable & Room** | Timetable & Room will be available on your extranet a week prior to the start of your class.  

**Course Description:**

The course is structured in two parts:

- **Part 1:** The "new" way to innovate and to foster creativity inside large firms. Sessions #1 to #10 point out how the companies combine exploration and exploitation, the various strategies of open innovation and how companies implement these strategies. The last sessions analyse the transition from the traditional innovation processes to the "new" ones. The course shows how firms transform themselves in order to be more flexible and innovative.

- **Part 2:** The new spaces for creativity and innovation. Sessions #11 to #20 focus on how innovation and creativity take place in the city. The concept of creative city becomes important in order to characterize the dynamics of interaction between firms, startups, researchers, students, artists and creative industries in order to develop new businesses on a territory. The course investigates the role of innovative communities, coworking spaces and fab labs as a tool to transform how to work, to do business and at the end to innovate.

**Course Objectives & Expected Learning Outcomes:**

The goal of this course is to investigate the key concepts of innovation management and the interaction between change management and innovation management. This course focuses on two sides of the innovation management: innovation in large companies, and new innovative and creative spaces. These aspects explain the transformation of doing business in the context of turbulent environment.

With this course, students are able to understand the various ways to innovate and to identify the key challenges for companies to create new services and products in the turbulent environment.

**Learning Resources:**


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**BUSINESS INTELLIGENCE**

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**COURSE DESCRIPTION:**

The course aims at examining Business Intelligence (BI) as a broad category of applications and technologies for gathering, storing, and analyzing, sharing and providing access to data to help enterprise users make better managerial decisions. You will learn the principles and best practices for how to use data in order to support fact-based decision making.

**COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:**

The course will introduce the necessary steps, such as data storage, data harvesting, data transformation, data processing and data visualization for a successful data analyses and interpretation. The student will also learn to manipulate the tools related to each step.

**LEARNING RESOURCES:**


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TRACK PSB IP BBA LUXURY BRAND MANAGEMENT
CRM IN THE LUXURY INDUSTRY

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| Campus            | Campus Cluster Paris Innovation |
| Timetable & Room  | Timetable & Room will be available on your extranet a week prior to the start of your class. |

**COURSE DESCRIPTION:**

In an environment that is considerably more complex with the digital revolution but also the globalization, luxury brands must change their premium services.
- Transforming the customer himself and evolving each transaction or interaction in a relationship are the new challenges of luxury.
- The CRM and Clientele are thus new tools to answer to the luxury brands problems.
- By organizing the customer information’s from all distribution and communication channels and making it available to the sales associate, luxury brands allow them to become real sales ambassadors and business providers.

**COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:**

This course will allow students:
- To understand in detail the three underlying trends of Luxury CRM and Clientele : payment is currently the act of purchase in which innovations are most striking, especially through mobile payment, which must become simpler, faster and even become an occasion for sharing (the tendency of the Fair Splitting).
- To have a comprehensive overview of the impact of online sales growth for luxury brands. The development of online business and customer pressure is too strong, luxury brands cannot miss the opportunity.
- To realize Beyond the Paradox web / store experience, scarcity and the feeling of exclusivity, one of innovation points to unlock the brakes or in the delivery to the customer, which incorporates both the carrier that the package itself and the product handling.
- To acquire knowledge in the next CRM innovation development: the democratization of Clientele tools that will have an impact on forecast (traffic, sales, next purchase, consumer behavior ...) computed in real time and on a large scale via Machine Learning solutions.
- To understand the Luxury with its various facets

**LEARNING RESOURCES:**

Webography -
- CRM – Book of secrets – 16 Things you need to know – George Holcomb – 2015
- The CRM Handbook-Everything You Need to know about CRM - Nora Holmes – 2016
- Development of a Web-based CRM System Using Web 3.0 Technology – Faeze GhaharyRad - 2016
- Organiser sa relation client aujourd’hui/ Nicolas Saint Cast
- Fidélisez vos clients : Stratégies, outils, CRM et e-CRM/ Pierre Morgat
- Valoriser la relation client avec une stratégie CRM adaptée : Comment élargir et fidéliser sa clientèle?/ Antoine Delers-Anne-Christine Cadlat
- CRM, Customer Relationship Management, Gestion de la relation client/ Stanley Brown

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Contact PSB’s International Office for a more detailed syllabus.
**LUXURY BRAND MANAGEMENT**

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**Course Description:**

Managing a luxury goods brand (fashion, jewelry, fragrance, handbags and accessories) is a challenging task, which requires a careful balance between creativity and design as well as brand image and corporate objectives. Indeed, luxury goods should be timeless, finely crafted to express rarity and exclusivity. Furthermore, facing a massive digital shift, with the explosion of social and digital media platforms and channels, the promotion of the luxury goods brands has become as far more multifaceted with new challenges.

**Course Objectives & Expected Learning Outcomes:**

This course will analyze how different luxury organizations manage their luxury goods brands in order to compete in different markets environments. A focus on the economic and social trends will lay the foundation for an understanding of the business of the luxury industry, including the trends of luxury consumer behavior.

**Learning Resources:**


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**ORIGINS & TRENDS OF LUXURY**

PSB PARIS SCHOOL OF BUSINESS  psbedu.paris  INTERNATIONAL
Course Code: B3MKG052
Language of Instruction: English
Level: Undergraduate
Track: PSB BBA L300 MNT
Mode: In person
Semester: Spring Semester
Number of ECTS: 5

Schedule: 10 sessions of 3 hours each, and a 3 hours final exam
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Campus: Campus Cluster Paris Innovation
Timetable & Room: Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:
Luxury is a concept deeply rooted in our civilization. This course starts with a definition of luxury using evidence that every civilization has its own perception of luxury, each of which has an echo in our current society. Sumer is definitely the Cradle of civilization and birthplace of Luxury. Studying the Fashion in Ancient Times, the symbolism of textiles, drawings, colors, shows an obvious link between the Past and the Present. But from manufacturing techniques to Art Craft, Ancient Civilizations have left many legacies in our today’s luxury industry. Because expectations of consumers are changing fast, the course focuses on the major four trends reshaping luxury consumption. Thus, trends of luxury emphasizes key evolution points from tradition to innovation.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:
This course will allow students:
- To understand the roots of Luxury and be aware of its various facets;
- To have a comprehensive overview of our present luxury codes necessary to work in this industry;
- To realize that the luxury craftsmanship by crossing ages is timeless;
- To acquire decoding skills thanks to a better knowledge of History of Civilization

LEARNING RESOURCES:


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SALES TECHNIQUES FOR LUXURY BRANDS

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**COURSE DESCRIPTION:**

Selling Luxury means selling dream, beauty, excellence and an unforgettable client experience. Selling high-end luxury creations requires a different set of skills than does traditional selling. This course is a discovery of the different notions which are attached to a jewel, a watch or a piece of Haute Couture, the emotional side of a sale and the 5 steps of the selling process.

**COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:**

The objectives of this course is to make students understand the following points:

- The luxury universe, its codes, its values, its words and the Art of selling luxury creations
- The high expectations of the clients and the importance of the Service
- The specialized skills: passion, perseverance, empathy, daring and curiosity
- The role of a Sales Ambassador for a luxury brand

**LEARNING RESOURCES:**

“Luxury sales force Management” written by Michaela Merk Palgrave Macmillan Publishing

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# GEOPOLITICS OF LUXURY

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<th>Course Code</th>
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<td>Language of Instruction</td>
<td>English</td>
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## COURSE DESCRIPTION:

In global politics, the role of the luxury industry is one of major significance from a both an economic and sociological perspective. Luxury confirms leaders’ legitimacy and is an expression of a state’s power. When deprived of such status symbols, national pride and prestige is damaged. From a transnational perspective, the global consumption of luxury products has produced high demands on the industry and has led to resource scarcity. States possessing high levels rare minerals can become a target of opportunity whether it be one of cooperation (resource cure) or one of competition (resource curse).

## COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

This course seeks provide students with a general approach to the luxury industry within the study of Geopolitics and attempt to “measure” its global impact within a globalized world.

## LEARNING RESOURCES:


Bavinck, Maarten, Pellegrini, Lorenzo and Mostert, Erik, Conflicts over Natural Resources in the Global South: Conceptual Approaches, CRC Press, 2014.


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TRACK PSB IP BBA ELECTIVES
PRINCIPLES OF ACCOUNTING

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**Course Description:**

To understand the basic principles of accounting, double entry bookkeeping, the production and analysis of financial statements.

**Course Objectives & Expected Learning Outcomes:**

Initially students will learn why financial accounting is essential to the running of corporations. This will be followed up with a discussion about the basic principles of accounting and the major elements of financial statements. Other elements will include journal entry and practical bookkeeping, showing the students how the accounts of companies are actually prepared working up to producing short financial statements. This will also include stock valuation methods and analysis of financial statements.

**Learning Resources:**

- Financial Accounting for Dummies – Collings & Loughran (John Wiley & Sons 2013)
- Book-keeping for Dummies – Kelly, Barrow & Epstein (John Wiley & Sons 2011)

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PRINCIPLES OF MANAGEMENT

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**Course Description:**

The course is based on Lectures, case studies, videos, group works, group assignments, MCQs on all topics covering basic and principles of management, definition, skills, approaches, culture, leadership, decision making, and controls

**Course Objectives & Expected Learning Outcomes:**

The objective of this course is to develop students’ understanding of modern management practices and to provide the background for further studies of management related subjects. Through the lectures, case studies and brainstorming exercises the students will improve their critical thinking and decision-making skills.

**Learning Resources:**

Coursera Fundamentals of Management, Dave Nagy, University of California
https://www.coursera.org/learn/project-planning/home/welcome

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**Course Code**: B1IBE025  
**Language of Instruction**: English  
**Level**: Undergraduate  
**Track**: PSB BBA Level 100  
**Mode**: In person  
**Semester**: Spring Semester  
**Number of ECTS**: 5  

**Schedule**: 10 sessions of 3 hours each, and a 3 hours final exam  
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**Campus**: Campus Cluster Paris Innovation  
**Timetable & Room**: Timetable & Room will be available on your extranet a week prior to the start of your class.

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**COURSE DESCRIPTION:**

Introduction to seminal and current theoretical paradigms and management practices in international business, focusing on international, national and regional environments, and businesses and organizations.

**COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:**

The principal objective of this course is to understand the principal axis of global environment and economic essentials, through corporate strategy to international management and investment functions, drawing on case studies from all continents and regions.

**LEARNING RESOURCES:**


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PRINCIPLES OF MACRO ECONOMICS (EX PRINCIPLES OF ECONOMICS)

Course Code | B1ECO009
-------------|------------
Language of Instruction | English
Level | Undergraduate
Track | PSB BBA Level 100
Mode | In person
Semester | Spring Semester
Number of ECTS | 5
Schedule | 10 sessions of 3 hours each, and a 3 hours final exam
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Course Description:

The course is a mix of teaching and reverse learning, where students are asked in groups to present and demonstrate their understanding of the coming course topic. This topic is then discussed in class, each group presentation is shared with all students and concepts are illustrated by research methods using simple spreadsheet tools such as Excel.

Course Objectives & Expected Learning Outcomes:

The objective of the course is to provide students with the fundamentals of economics. From production capability to laws and supplies and demand from game theory, to Dunning Matrix. At the end of the course, students should be able to comprehend the equilibria that rule all type of markets. Liberalism, socialists regulated and so on. Also, the course covers some of theories regarding investment, comparative advantage, FDI rules.

Learning Resources:


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MANAGEMENT

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**COURSE DESCRIPTION:**

The objective of this course is to develop students’ understanding of modern management practices and to provide the background for further studies of management related subjects. Through the lectures, case studies and brainstorming exercises the students will improve their critical thinking and decision-making skills.

**COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:**

The course is based on Lectures, case studies, videos, group works, group assignments, on several topics covering basic and principles of management, global management, diversity management, leadership, decision making, and controls.

**LEARNING RESOURCES:**

Management (2010), Schermerhorn Jr., John R (10th edition). Available at CYBERLIBRIS
Coursera Fundamentals of Management, Dave Nagy, University of California https://www.coursera.org/learn/project-planning/home/welcome

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Course Code: B1MNT048
Language of Instruction: English
Level: Undergraduate
Track: PSB BBA Level 100
Mode: In person
Semester: Spring Semester
Number of ECTS: 5
Schedule: 10 sessions of 3 hours each, and a 3 hours final exam. PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus: Campus Cluster Paris Innovation
Timetable & Room: Timetable & Room will be available on your extranet a week prior to the start of your class.

Course Description:

This course focuses on the importance of ethical perceptions or corporate social responsibility as an inevitable factor in business. Although a relatively new discipline, "Business Ethics" has considerably grown within the last decades and has become a major field in the age of globalization. Most importantly, it refers to values-based conduct, which does not only apply to individuals but to corporations at large. After briefly examining various definitions of ethics from a philosophical perspective, we will consider how ethical questions/principles affect decision-making processes. Among the fields studied are: corporations (internal/external relations), the environment (ecology), markets.

Course Objectives & Expected Learning Outcomes:

Upon completion of the course, the student will have a good understanding of the major issues in business ethics and the tools for shaping and defining appropriate "moral" values complying with the business situation. In order to have a better grasp on how to make the right ethical decision, students will be split up in teams. The goal is to learn in an interactive multi-cultural team environment.

Learning Resources:

Manuel G. Velasquez, BUSINESS ETHICS Concepts and Cases Sixth edition

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Principles of Microeconomics (Ex Managerial Economics)

Course Code: B2ECO011
Language of Instruction: English
Level: Undergraduate
Track: PSB BBA Level 200
Mode: In person
Semester: Spring Semester
Number of ECTS: 5
Schedule: 10 sessions of 3 hours each, and a 3 hours final exam

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Campus: Campus Cluster Paris Innovation
Timetable & Room: Timetable & Room will be available on your extranet a week prior to the start of your class.

Course Description:

Microeconomics is concerned with the behavior of the individual economic agents - consumers, households and businesses - that make up the overall economy. The goal of this course is to introduce students to the analytical tools and techniques used by economists to better understand the choices that economic agents make and how markets function.

Course Objectives & Expected Learning Outcomes:

The student should be able to:
- understand the concept of scarcity and its consequences;
- predict the direction of price and quantity changes using the supply-demand model;
- determine the impact of a price change on total revenue using the concept of price elasticity;
- understand the firm’s cost structure and its link to profitability;
- distinguish between market structures (perfect competition, monopoly, monopolistic competition and oligopoly);
- determine the profit maximizing level of output for each market structure; and
- analyze the economic efficiency of each market structure;

Learning Resources:


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**Course Code**  
B2ITS013

**Language of Instruction**  
English

**Level**  
Undergraduate

**Track**  
PSB BBA Level 200

**Mode**  
In person

**Semester**  
Spring Semester

**Number of ECTS**  
5

**Schedule**  
10 sessions of 3 hours each, and a 3 hours final exam

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**Campus**  
Campus Cluster Paris Innovation

**Timetable & Room**  
Timetable & Room will be available on your extranet a week prior to the start of your class.

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**Course Description:**

E-Business has massively matured in the last decade and it is still growing fast. We are living in exciting times, where digital items are becoming smarter and advanced day by day. This course is a dynamic interdisciplinary topic utilizing concepts from business and technology.

**Course Objectives & Expected Learning Outcomes:**

It aims to provide students with an understanding of digital business operational, marketing and financial models and their application in various contexts.

**Learning Resources:**

Turban, E. and King D., Electronic Commerce 2012: Managerial and Social Networks Perspectives, 7/E, Pearson

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## Course Code
B2FIN024

## Language of Instruction
English

## Level
Undergraduate

## Track
PSB BBA Level 200

## Mode
In person

## Semester
Spring Semester

## Number of ECTS
5

## Schedule
10 sessions of 3 hours each, and a 3 hours final exam

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## Campus
Campus Cluster Paris Innovation

## Timetable & Room
Timetable & Room will be available on your extranet a week prior to the start of your class.

### Course Description:

The course will cover topics such as:

- Introduction to Principles, The role of a financial manager, What are the main decision areas a financial manager will have to deal with?, What is the appropriate goal of a firm according to financial management?, Information Systems, Financial environment, corporate social responsibility and financial management, The financial environment, The time value of money, The meaning of time value, Simple interest, Compound interest, Present value and future value, Annuities: Ordinary annuity; Due annuity; Securities valuation; Bonds and how to value them, Stocks and how to value them, Financial Risk, Risk and return, Portfolio theory.

### Course Objectives & Expected Learning Outcomes:

This course is designed to provide students with the understanding of what business financial management is all about. The emphasis will be put on key financial concepts such as the time value of money, the valuation of the main financial securities; dividend policy, ratios and the key notions of risk and return.

### Learning Resources:

- Financial Management: Theory and Practice, Eugene F Brigham and Michael C Ehrhardt,
- Principals of Corporate Finance, Brealey–Meyers McGraw–Hill

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**Course Code**: B2MNT049  
**Language of Instruction**: English  
**Level**: Undergraduate  
**Track**: PSB BBA Level 200  
**Mode**: In person  
**Semester**: Spring Semester  
**Number of ECTS**: 5  
**Schedule**: 10 sessions of 3 hours each, and a 3 hours final exam  
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**Campus**: Campus Cluster Paris Innovation  
**Timetable & Room**: Timetable & Room will be available on your extranet a week prior to the start of your class.

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**Course Description:**

The course will cover the art of war applied to businesses, business intelligence models, crisis and opportunities, prospective, internal and external stakeholders, business models and valuations and leadership models.

**Course Objectives & Expected Learning Outcomes:**

Objectives of this course are multiple: give students a large overview of the different problems and issues that a company may face in its environment, understand what is strategy in comparison with other environments (war), acquire a knowledge of the different fields of work a company must master in order to be competitive and sustainable.

**Learning Resources:**


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GLOBAL RISK MANAGEMENT

Course Code: B2FIN004
Language of Instruction: English
Level: Undergraduate
Track: PSB BBA Level 200
Mode: In person
Semester: Spring Semester
Number of ECTS: 5
Schedule: 10 sessions of 3 hours each, and a 3 hours final exam
PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.

Course Description:

Risk is a global issue that all future managers will encounter. In risk management it is important to understand the different nature of risk and how it impacts companies. We will be approaching it from the political and geopolitical, financial and legal point of view.

Course Objectives & Expected Learning Outcomes:

The goal of this course is to engage students in active discovery of risk management principles. In the following topics:
- Political and geopolitical aspects
- Financial nature
- Legal and strategic planning

Learning Resources:


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COURSE DESCRIPTION:

The modern, knowledge-based economy is characterized by creativity and rapid innovation: a dramatic increase in the rate of production of information and decline in the cost of producing it; and pervasive network externalities or increasing returns to scale. Emphasis is on the role or for creating incentives for firms to innovate. Topics include: why there may be too or too little much innovative activity; how laws may slow rather than help innovation; and the interaction between public and private sector innovation.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Students will be introduced to process and content concepts of innovation and change. Students will become familiar with the mainstream concepts of business innovation. Students will be introduced to leading edge thought leadership in the areas of innovation and change. Students will be able to connect innovation and creativity as it relates to their own interests and the business environment.

LEARNING RESOURCES:

The economics of Innovation: An introduction, by G.M. Peter Swann, Edward Elgard Pub, 320 pp

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COURSE DESCRIPTION:
Regression analysis, multivariable, linear regression, statistics law, estimators, Poisson and Binomial laws, Pareto, Students will also be asked to follow an online course: Introduction to research; at https://www.khanacademy.org

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:
The course provides an introduction to research methods of the social sciences and to econometrics. Research methods are important for the understanding of the strengths, limitations and possibilities of applied research in general, and of econometric research in particular. Research methods also provide an insight into which approaches that are most appropriate for a certain research question. Regression analysis, a key component of econometrics, is a powerful and very flexible multivariate data analysis tool that can shed light on a very large number of economic issues

LEARNING RESOURCES:
Introductory statistics for business and economics by Wonnacott and Wonnacott

Business Research Methods by Donald Cooper, Pamela Schindler -- Publisher: McGraw-Hill/Irwin; 12th edition (March 5, 2013)

Introductory Econometrics: A Modern Approach by Jeffrey M.Wooldridge --Publisher: Cengage Learning; 5th edition (September 26, 2012)

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INTERMEDIATE ALGEBRA

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**Course Description:**

In each class we will give an introduction and overview of one of the subjects to be covered in the course. Much attention will be given to applications: how does one translate practical problems into the language of mathematics, and what are the mathematical techniques that we can use to solve them.

**Course Objectives & Expected Learning Outcomes:**

A main objective of the course is making the students at ease with the methods of basic mathematics, by training their skills in the use of mathematics in day-to-day business situations. In order to acquire these skills, it is essential to do a lot of exercises. Therefore the students, on their own or in small groups, will practice the solution of various problems in class. Also, during each of the classes there will be a short individual written test, enabling the students (and the instructor) to continuously measure the progress that is made.

**Learning Resources:**

College Algebra, International Student Edition 6e
Richard N. Aufmann, Vernon C. Barker, Richard D. Nation
Brooks/Cole CENGAGE Learning, 722pp

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INTERCULTURAL COMMUNICATION

Course Code | B2MNT051
Language of Instruction | English
Level | Undergraduate
Track | PSB BBA Electives L100 - 200
Mode | In person
Semester | Spring Semester
Number of ECTS | 5
Schedule | 10 sessions of 3 hours each, and a 3 hours final exam
PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus | Campus Cluster Paris Innovation
Timetable & Room | Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

This course introduces key concepts and models of international communication. The objective of the course is to master the main communication tools and concepts in an international context. The main communication modes (verbal vs non-verbal, etc.) and communication levels (individual, group and organizational) will be discussed. International communication in periods of change and crisis is also covered.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

At the end of the class, student will be able to:

1) Create and manage communication plans;
2) Identify and anticipate communication crisis.

LEARNING RESOURCES:

To be provided.

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COMMUNICATION SKILLS

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| Schedule                                      | 10 sessions of 3 hours each, and a 3 hours final exam |
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| Campus                                      | Campus Cluster Paris Innovation |
| Timetable & Room                           | Timetable & Room will be available on your extranet a week prior to the start of your class. |

**COURSE DESCRIPTION:**

This course focuses on 4 aspects

- Engaging in effective business communication (verbal and non-verbal);
- Improving team skills
- Improving writing skills of various business messages
- Delivering a professional presentation

The above skill-sets are indispensable fundamental for the rest of your academic and professional careers. Your overall behavior and interaction with your classmates will be an essential component in this course. Punctuality, attentive listening, respect for fellow students and the classroom environment are of utmost importance.

**COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:**

At the end of the course, the student should be able to:

- Write a routine business message, using direct or indirect approach;
- Deliver a professional presentation, using crafted content, vocal variety, appropriate gestures and visual aids

**LEARNING RESOURCES:**


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CRITICAL THINKING

Course Code: B2MNT021
Language of Instruction: English
Level: Undergraduate
Track: PSB BBA Level 200
Mode: In person
Semester: Spring Semester
Number of ECTS: 5

Schedule: 10 sessions of 3 hours each, and a 3 hours final exam.
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Campus: Campus Cluster Paris Innovation
Timetable & Room: Timetable & Room will be available on your extranet a week prior to the start of your class.

Course Description:

The key challenge in today’s globalized world is to separate fact from fancy. Remaining critical and skeptical enables us to better cope with information overload in the Age of Internet. Critical thinking is an indispensable skill, which impacts the decision-making process regardless of the field studied. It helps the individual to probe into his/her reasoning and to carefully examine and reflect upon one’s choices and beliefs. Critical thinking is the tool, which helps us to analytically assess the world, which surrounds us, avoiding the pitfalls of dogma and manipulation.

Course Objectives & Expected Learning Outcomes:

Upon completion of the course, the student will have a good understanding of the necessity to become a solid critical thinker. Amongst the skills, which the student will acquire are:
- Identifying assumptions and unproven statements.
- Evaluating the soundness of persuasive arguments
- Distinguishing between persuasion and manipulation
- Criticizing common fallacies in the reasoning process

Upon completion of the course, the student will have a good understanding of the necessity to become a solid critical thinker. Amongst the skills, which the student will acquire are:
- Identifying assumptions and unproven statements.
- Evaluating the soundness of persuasive arguments
- Distinguishing between persuasion and manipulation
- Criticizing common fallacies in the reasoning process

Trust one’s intuition

Learning Resources:


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BUSINESS LAW

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**COURSE DESCRIPTION:**

Business Law addresses statutes and regulations affecting businesses, families, and individuals in their related roles. Knowledge of business law is useful for all students because all students eventually assume roles as citizens, workers, and consumers in their communities and in society at large. As laws emanate from different governmental and judicial entities, students must have a basic understanding of law and the foundation of the legal system to be successful in any area of business as well as their personal lives.

Business Law is a course that is designed to give students the knowledge they need regarding a basis of law while preparing students to make ethical, legally-minded professional decisions currently and in the future. This course shows students the impact of various laws and regulations on the business world and its companies. Students are also introduced to the implications of varying legal constraints in different environments. The course does not aim to teach legal specifics but provides a backdrop for the basic understanding of business and the law.

**COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:**

Course Objectives:
- 1) Learn to understand basic legal terminology and concepts.
- 2) Learn how to evaluate issues of legal significance in business transactions.
- 3) Apply legal reasoning to situations and form legal conclusions.
- 4) Compare and apply various legal theories/interpretations to factual situations.
- 5) Learn how to issue spot, weigh, and analyze risks, and gain a sense of comfort and familiarity with the legal system.

**LEARNING RESOURCES:**


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COMPUTERS FOR BUSINESS

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**COURSE DESCRIPTION:**

Understand what a business information system is. Understand the concept of flow and control of data and the heterogeneity of systems in relation with one another. Understand what careers can be accessible to students of Business School in the field of IT et IS.

**COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:**

The course will have the following pattern. Self-study at home with presentation by groups of students. Lecture of theoretical and academic concepts. Case study on the previous and running session and project on development of a mobile application.

**LEARNING RESOURCES:**

Business information systems: what every business student should know, Efrem G. Mallach, Chapman & Hall
Managing and using information systems: a strategic approach, Perlson & Saunders, John Wiley and Son (cyberlibris)

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# FRENCH - BEGINNER

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## COURSE DESCRIPTION:

Course for absolute beginners or for students who want to make a fresh start. The students learn to understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of need of a concrete type. They learn how to introduce themselves and ask or answer questions about personal details such as where they live, what they study and what they like in Paris for instance. They interact in a simple way provided the other person talks slowly and clearly.

## COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The aim of this course is to develop the oral fluency of students in French by improving pronunciation, oral and written comprehension, vocabulary mastery, and knowledge of contemporary French society. We will read and comment on articles from the written press, read two novels, watch movies, and listen to songs.

Students will familiarize themselves with the Internet in French, and in particular with the French press on the Internet.

## LEARNING RESOURCES:

To be provided.

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**Course Code**: B2LNG003  
**Language of Instruction**: English  
**Level**: Undergraduate  
**Track**: PSB BBA Electives L100 - 200  
**Mode**: In person  
**Semester**: Spring Semester  
**Number of ECTS**: 5

**Schedule**: 10 sessions of 3 hours each, and a 3 hours final exam. PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.

**Campus**: Campus Cluster Paris Innovation  
**Timetable & Room**: Timetable & Room will be available on your extranet a week prior to the start of your class.

**Course Description:**

Course for students with basic knowledge of French.

This course shows the different skills of learning French at an intermediate level:

1) Oral comprehension* (Radio extracts and adapted activities)
2) Written comprehension*
3) Written production*
4) Oral production* (presentation of a famous person, give one's opinion, interact on an event)
5) Cultural knowledge about Paris

* Subjects, radio extracts, lexical and oral activities based on current events in art, leisure, advertising, etc.

**Course Objectives & Expected Learning Outcomes:**

Be able to express yourself in French language.

**Learning Resources:**

To be provided.

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