

PSB STUDY ABROAD PROGRAM

Spring 18 French Course Catalogue

Founded in 1974, PSB Paris School of Business (formerly ESG MS) is a European elitist Grande Ecole 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 PSB Exchange or Study Abroad Program can select English taught courses from two different programs:

Students can select between 6 to 30 ECTS per semester within the PSB Grande Ecole Program.

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

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

Starting and Ending dates varies according to each tracks:

Track	Orientation Day	Class	Exam start on	Final day at PSB	Holiday	Bank Holiday
PSB PGE B1/B2/B3	11-12/01/2018	From 15/01/2018 to 20/04/2018	23/04/2017	27/04/2017	24/02/2018 to 04/03/2018	02/04

PSB GRANDE ECOLE PROGRAM UNDERGRADUATE LEVEL

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 and Study Abroad Program students can select from three different Undergraduate tracks and undertake from 6 to 30 ECTS per semester.

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

Course code	Track	Level	Course	ECTS
PACA002	PSB PGE B1	UG	Comptabilité Générale 2	6
P1MKG002	PSB PGE B1	UG	Marketing et Management	6
P1QAM001	PSB PGE B1	UG	Mathématiques pour gestionnaires 1	6
P1ECO001	PSB PGE B1	UG	Economie pour managers 1	6
P1INT003	PSB PGE B1	UG	Relations Internationales 2	6

Course Code	Track	Level	Course	ECTS
P2INT004	PSB PGE B2	UG	Puissances émergentes 2	6
P2LTX002	PSB PGE B2	UG	Droit fiscal	6
P2LTX003	PSB PGE B2	UG	Droit pour Manager 2	6
P2ACA004	PSB PGE B2	UG	Comptabilité Analytique	6
P2FIN002	PSB PGE B2	UG	Finance d'entreprise 1	6

Course Code	Track	Level	Course	ECTS
P3ACA006	PSB PGE B3	UG	Comptabilité approfondie	6
P3LTX004	PSB PGE B3	UG	Fiscalité des personnes	6
P3FIN003	PSB PGE B3	UG	Finance d'entreprise	6
P3LTX005	PSB PGE B3	UG	Droit pour managers	6
P3MKG006	PSB PGE B3	UG	Management commercial	6
P3FIN004	PSB PGE B3	UG	Marchés financiers	6

PSB GRANDE ECOLE PROGRAM POSTGRADUATE LEVEL

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 and Study Abroad Program students can select from one Postgraduate track and undertake from 6 to 30 ECTS per semester.

PSB offers courses at Postgraduate level in French in different areas:

- **Achat Supply Chain**
- **Digital Business**
- **Marketing & Stratégie Commerciales**
- **Entrepreneuriat**
- **Corporate Finance**
- **Management du luxe**

Contact PSB International Office for further informations on this matter.

Comptabilité Générale 2

Course Code	P1ACA002
Course Title	Comptabilité générale 2
Language of Instruction	French
Level	Undergraduate
Track	PSB PGE B1
Mode	In person
Semester	Spring Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet. 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:

Enregistrements factures d'avoir, emprunts et acquisitions d'immobilisations.
Calcul et comptabilisation de la TVA.

Course Objectives & Expected Learning Outcomes:

Terminer l'étude et l'analyse des opérations courantes comptables.
Etre capable de tenir une comptabilité (hors écritures d'inventaire) d'une petite entreprise.

Learning Resources:

Comptabilité Openbook Licence/Bachelor. Françoise Ferré et Fabrice Zarka. Editions DUNOD. 2014

Last update on 4/11/2017. 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 et Management

Course Code	P1MKG002
Course Title	Marketing opérationnel
Language of Instruction	French
Level	Undergraduate
Track	PSB PGE B1
Mode	In person
Semester	Spring Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet. 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:

Le cours de marketing opérationnel est construit autour des quatre éléments du marketing mix (Produit, prix, distribution, communication). Il désigne l'ensemble des techniques marketings mises en œuvre sur le court/moyen terme. La pédagogie se base sur des exercices, des ateliers, des présentations orales en vue de faire passer de la théorie à la pratique. Ce cours intervient à la suite du cours de marketing fondamental du 1er semestre. A l'issue de ces deux semestres, les étudiants se seront approprié l'ensemble de la démarche marketing telle qu'elle s'applique au sein des organisations. Ils auront l'occasion d'approfondir leur connaissance sur cette démarche marketing en seconde année.

Course Objectives & Expected Learning Outcomes:

Les objectifs du cours sont de connaître et comprendre les bases essentielles à la réflexion et à l'action en matière des 4P (Produit, Prix, Distribution, Communication), ainsi que de déployer des stratégies marketing au sein d'une organisation. Les étudiants apprendront également à se mettre en scène pour présenter un travail élaboré en groupe.

Learning ressources:

Sébastien Soulez, (2015), L'essentiel du Marketing. 5ème édition, Gualino.
 Jacques Lendrevie, Julien Levy, (2014), Mercator. 11ème édition, Dunod.
 Sébastien Soulez, Saïd Halla et Thierry Himber, (2014), Exercices avec corrigés détaillés. 4ème édition, Gualino.
 Alain Kruger et al. (2015), Le Mini-Manuel de Marketing. 2ème édition, Dunod.

Last update on 4/11/2017. 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.

Mathématiques pour Gestionnaire 1

Course Code	P1QAM001
Course Title	Mathématiques pour gestionnaire 1
Language of Instruction	French
Level	Undergraduate
Track	PSB PGE B1
Mode	In person
Semester	Spring Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet. 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:

The basics of calculation of interest are addressed, as well as tools to analyze an investment or a loan. The work is based on case studies taken from the life of the companies, the financial markets or the economy.

Course Objectives & Expected Learning Outcomes:

The purpose of this course is to enable students to build an amortization table and know how to evaluate an investment or a financial investment

Learning resources:

[1] Legros, B. (2011), Mini-manuel de Mathématiques financières, Éditions Dunod

Last update on 4/11/2017. 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.

Economie pour Managers 1

Course Code	P1ACA002
Course Title	Economie pour managers 1
Language of Instruction	French
Level	Undergraduate
Track	PSB PGE B1
Mode	In person
Semester	Spring Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet. 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:

This course proposes an introduction to micro and macroeconomics for students who get into the PSB Paris School of Business -PGE directly in the first year. It provides a solid foundation for understanding economic policy, current trends and functioning in the labor market. Specifically, the course explains microeconomics by analyzing firms and consumers behaviors and markets' functioning. It also explains macroeconomics by analyzing main aggregates and business cycles. This module aims at providing students with theoretical and empirical knowledge making him or her understand economic environment of the firms. The course makes links with functions of the firm, such as marketing (consumer), accounting (profit), finance (investments), strategy (market structure and firm structure), and law (legal form, antitrust law)

Course Objectives & Expected Learning Outcomes:

The aim of this course is to improve understanding of the economic environment of the company enabling the future manager to make the best decisions. It develops analytical and quantitative tools of economics. It also develops the practice of group work. This module meets the following objectives:

- Application of concepts and theory to practice

- Develops analytical and critical skills

- Takes account of economic environment for the various departments of a company

- Increases understanding of economic issues (agents, firms, competition, economic situation and trends, international factors)

Learning Resources:

Schalck, Chenavaz, Koskievic, Le Chaffotec, Porcher (2012), *Economie pour Managers*, Pearson Custom Publishing (textbook available at the library)

Bertone, A. (2012), *Economie*, Dalloz (available on Cyberlibris)

Coulomb, F. (2013), *DGC5 Economie, Manuel et Applications* (available on Cyberlibris)

Delaplace, Laviaille (2008), *Maxi-Fiches d'Histoire de la pensée économique*, Dunod (available on Cyberlibris)

Gendron, B. (2014), *L'essentiel de la mircoéconomie*, Gualino (available on Cyberlibris)

Tacheix, T. (2014), *L'essentiel de la macroéconomie*, Gualino (available on Cyberlibris)

Newspapers: Problèmes économiques, Le Monde, Les Echos

Last update on 4/11/2017. 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.

Relations Internationales 2

Course Code	P1INT003
Course Title	Relations Internationales 2
Language of Instruction	French
Level	Undergraduate
Track	PSB PGE B1
Mode	In person
Semester	Spring Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet. 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:

À l'issue de cette formation, l'auditeur doit être capable :

- de comprendre les principaux enjeux des conflits contemporains
- d'analyser les enjeux énergétiques actuels et d'anticiper les défis à venir
- d'établir une grille d'évaluation de risque-pays nécessaire à l'investisseur

Course Objectives & Expected Learning Outcomes:

Acquérir des méthodes de raisonnement et un savoir fondamental. Connaître et comprendre les stratégies des grandes puissances et les grands conflits contemporains, ainsi que leurs conséquences sur la vie économique et l'évolution des entreprises. L'étudiant sera à même de prendre les décisions appropriées dans la conduite d'un projet.

Learning ressources:

Grandes Puissances Politiques :

Articles extraits des quotidiens Le Monde et le Figaro, et de l'hebdomadaire Courrier International, choisis en fonction de l'actualité

Grands Conflits Contemporains :

Revue trimestrielle "HERODOTE"

Grandes Puissances Politiques :

François Lafargue, La Géographie économique au concours, Hachette, 2016

François Lafargue, Afghanistan, pétrole et islamisme, Ellipses, 2003

François Lafargue, La guerre mondiale du pétrole, édition Ellipses, 2008

Pascal Gauchon, Inde, Chine à l'assaut du monde, Puf, 2007

Atlas géopolitique des espaces maritimes, Edition Technip, 2008

Jean Christophe Victor, Atlas du Dessous des cartes, Tome I et II, éditions Taillandier, 2014

Yves Lacoste, Géopolitique, la longue histoire d'aujourd'hui, Larousse, 2012

Géopolitique de l'Afrique et du Moyen Orient, collection Nouveaux continent, Nathan, 2012

Géopolitique de l'Amérique latine, collection Nouveaux continent, Nathan 2012

Last update on 4/11/2017. 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.

Puissantes émergentes 2

Course Code	P2INT004
Course Title	Puissances émergentes 2
Language of Instruction	French
Level	Undergraduate
Track	PSB PGE B2
Mode	In person
Semester	Spring Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet. 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:

À l'issue de cette formation, l'auditeur doit être capable :

- de comprendre les principaux enjeux des conflits contemporains
- d'analyser les enjeux énergétiques actuels et d'anticiper les défis à venir
- d'établir une grille d'évaluation de risque-pays nécessaire à l'investisseur

Course Objectives & Expected Learning Outcomes:

L'objectif de cette unité d'enseignement est d'apporter une compréhension des enjeux géopolitiques contemporains et tout particulièrement dans le domaine énergétique. L'enseignement dispensé vise à acquérir des méthodes de raisonnement et un savoir fondamental. Au terme de cette formation, l'étudiant aura une connaissance approfondie des enjeux politiques contemporains, des stratégies des grandes puissances et de leurs conséquences sur la vie économique et l'évolution des entreprises. L'étudiant sera à même de prendre les décisions appropriées dans la conduite d'un projet..

Learning ressources:

Articles extraits des quotidiens comme le Monde et proposés aux étudiants en fonction de l'actualité

La Chine en Afrique : Une présence limitée et une puissance contrariée, Perspectives chinoises, n°2009/1

Chine-Israël : une relation ambiguë, Maghreb, Machrek, n°206, 2011

Les groupes pétroliers des pays émergents de nouveaux acteurs économique et politique sur la scène internationale, Revue Management et avenir, n°42, 2011

L'Afrique du Sud et la Chine, un mariage de raison ? Afrique contemporaine n°242, 2012

Gérard Dorel, Atlas de l'empire américain, Autrement, 2006

Frédéric Encel, Horizons géopolitiques, Le seuil, 2009.

Yves Lacoste, Dictionnaire de Géopolitique, Flammarion, 2013

François Lafargue, La Géographie économique au concours, Hachette, 2015

François Lafargue, Afghanistan, pétrole et islamisme, Ellipses, 2003

Atlas géopolitique des espaces maritimes, Edition Technip, 2008

Pascal Marchand, Atlas géopolitique de la Russie, Autrement, 2007

Jean Christophe Victor, Atlas du Dessous des cartes, Tome I et II, éditions Taillandier, 2013

Géopolitique de l'Afrique et du Moyen Orient, collection Nouveaux continent, Nathan, 2014

Géopolitique de l'Amérique latine, collection Nouveaux continent, Nathan 2010

La géopolitique pour les Nuls, Philippe Moreau Desfarges, First, 2008
Questions internationales (La Documentation française)

Revues

Questions internationales (La Documentation française)

Géoéconomie (Institut Choiseuil)

Défense nationale

Afrique contemporaine

Toutes ces revues sont consultables à la bibliothèque de la Documentation française, 29 quai
voltaire, Paris VIIe

Last update on 4/11/2017. 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.

Droit fiscal

Course Code	P2LTX002
Course Title	Droit fiscal
Language of Instruction	French
Level	Undergraduate
Track	PSB PGE B2
Mode	In person
Semester	Spring Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet. 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:

Dans la première partie, après avoir délimité le champ d'application de l'impôt, nous étudierons les différentes possibilités de constitution d'un foyer fiscal. Ce foyer fiscal percevant des revenus en France, il s'agira d'étudier les modalités d'imposition des principales catégories de revenus. Puis le Revenu Net Imposable et le montant de l'impôt à payer sur ce RNI.

Dans la seconde partie, il s'agira de définir les modalités de passage du résultat comptable au résultat fiscal, en étudiant le régime fiscal des différentes charges et des différents produits.

Après retraitement des charges et des produits, nous déterminerons le résultat fiscal de l'entreprise concernée et le montant de son impôt à payer.

Dans ce cours, la fiscalité des personnes et la fiscalité des entreprises seront abordées d'un point de vue pratique, à travers de nombreux cas de synthèse.

Ce cours servira de prérequis pour le cours de fiscalité des entreprises de Master 1 semestre 7 (tronc commun).

Course Objectives & Expected Learning Outcomes:

Dans une première partie, ce cours a pour objectifs de développer les connaissances des étudiants en droit fiscal et notamment en fiscalité des personnes. Il doit leur permettre de calculer le montant de l'impôt sur le revenu à payer par un foyer fiscal quels que soient sa composition, les différentes catégories de revenus perçus ou encore les décisions d'investissement du contribuable.

Dans une seconde partie, l'objectif du cours est de permettre aux étudiants de déterminer le résultat fiscal d'une entreprise individuelle et de calculer l'impôt correspondant.

Learning resources:

Gestion Fiscale Editions Dunod
Droit fiscal, manuel et applications Edition Foucher

Last update on 4/11/2017. 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.

Droit pour managers 2

Course Code	P2LTX003
Course Title	Droit pour managers 2
Language of Instruction	French
Level	Undergraduate
Track	PSB PGE B2
Mode	In person
Semester	Spring Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet. 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:

Ce cours comporte une partie sur le droit du travail, matière originale à bien des égards du fait de ses contextes économiques, idéologiques et historiques. Il est une matière au cœur de l'actualité et par voie de conséquence un droit mouvant.

Il comporte une seconde partie sur le droit commercial qui aborde les notions d'actes de commerce, de commerçant et de fonds de commerce.

Course Objectives & Expected Learning Outcomes:

Ce cours a pour objectif d'acquérir les connaissances générales relatives aux principes fondateurs en droit social et en droit commercial

Il se base sur celui de Droit pour managers I du Bachelor I qui comporte une introduction au droit et du droit des contrats.

Ce cours est en connexion avec ceux de droit étudiés lors des spécialisations des étudiants en Master I et II.

Learning resources:

Droit du travail : MARCHAND D. et MINE M., « Le droit du travail en pratique », édition Eyrolles;

Droit commercial : DECOCQ G., BALLOT-LENA A.; « Droit commercial », édition, Dalloz

Last update on 4/11/2017. 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.

Comptabilité générale

Course Code	P3ACA005
Course Title	Comptabilité générale
Language of Instruction	French
Level	Undergraduate
Track	PSB PGE B2
Mode	In person
Semester	Fall Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet. 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:

Ce cours explique les principes de base de la comptabilité générale. Principes de la partie double et de l'équilibre.

Etude des principales opérations comptables : achats, ventes et réductions.

Introduction de la TVA.

Course Objectives & Expected Learning Outcomes:

Etude et Analyse des opérations comptables courantes.

Etre capable d'établir les documents de synthèse : Bilan et Compte de Résultat.

Learning resources:

Comptabilité Openbook Licence/Bachelor. Françoise Ferré et Fabrice Zarka. Editions Dunod. 2014

Last update on 4/11/2017. 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.

Finance d'entreprise 1

Course Code	P2FIN002
Course Title	Finance d'entreprise 1
Language of Instruction	French
Level	Undergraduate
Track	PSB PGE B2
Mode	In person
Semester	Spring Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet. 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:

This course in corporate finance - the first one for the students of PSB - is the complement to the course of Financial markets given in S1. The combined aim of these two teachings is to allow the students to have a global vision of Finance. More exactly, this course aims at allowing the students to understand, first, the necessity of making a diagnosis before any decision-making, of acquiring a method of financial diagnosis, and second, the dynamics of a company from its financial statements. It will be completed in the 4th year by the course of Finance for Managers whose ambition is to complete the previous knowledge and so the training in financial analysis. These skills will be very useful for the students wishing to turn to the "Corporate Finance" and "Financial Markets" specializations.

Course Objectives & Expected Learning Outcomes:

The objective of this course is to enable students to master the key elements of the financial analysis of the companydd text here to present the course objectives

Learning ressources:

Manuel de Finance d'entreprise, G.Legros, Ed. Dunod.
 Finance d'entreprise, Berk et DeMarzo, Editions Pearson.
 Gestion financière de l'entreprise, Depallens et Jobard, Editions Sirey
 Maxi Fiches de Gestion financière de l'entreprise- 2ème édition, Ed Dunod 2011, Dov OGIEN
 Finance d'entreprise, P.Vernimmen, Ed. Dalloz.
 Analyse financière : Les outils du diagnostic financier 12ème édition, 2008, (Grandguillot, Béatrice, Grandguillot, Francis

Last update on 4/11/2017. 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.

Comptabilité approfondie

Course Code	P3ACA006
Course Title	Comptabilité approfondie
Language of Instruction	French
Level	Undergraduate
Track	PSB PGE B3
Mode	In person
Semester	Spring Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet. 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 :

Ce cours est un approfondissement et une continuité du programme de comptabilité générale du 1er semestre

Etude : Amortissements, Provisions, Cessions immobilisations amortissables et non amortissables.

Course Objectives & Expected Learning Outcomes:

Etre capable de tenir la comptabilité (écritures courantes et d'inventaire) d'une entreprise de taille moyenne.

Etablir le Bilan et le Compte de résultat.

Learning resources:

Comptabilité Openbook Licence/Bachelor. Françoise Ferré et Fabrice Zarka. Editions Dunod. 2014.

Last update on 4/11/2017. 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.

Fiscalité des personnes

Course Code	P3LTX004
Course Title	Fiscalité des personnes
Language of Instruction	French
Level	Undergraduate
Track	PSB PGE B3
Mode	In person
Semester	Spring Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet. 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:

Après avoir délimité le champ d'application de l'impôt sur le revenu et notamment les règles de territorialité, il s'agira d'étudier les principales possibilités de constitution d'un foyer fiscal. Ce foyer fiscal encaissant des revenus, nous étudierons les modalités d'imposition des différentes catégories de revenus perçus. La somme de ces revenus nets catégoriels permettra de déterminer le revenu brut global, puis le revenu net imposable du foyer fiscal. Les étudiants pourront ensuite apprendre à calculer l'impôt sur le revenu dû par un foyer fiscal ainsi que les principales réductions d'impôt dont il pourrait bénéficier.

Dans ce cours, la fiscalité des personnes est abordée d'un point de vue pratique, à travers de nombreux cas de synthèse. Ce cours servira de prérequis pour le cours de fiscalité des produits financiers de M1 gestion de de patrimoines.

Course Objectives & Expected Learning Outcomes:

Ce cours de fiscalité a pour objectif de développer les connaissances des étudiants en droit fiscal, et notamment en fiscalité des personnes. Il doit leur permettre de déterminer le montant de l'impôt sur le revenu à payer par un foyer fiscal, quels que soient sa composition, les différentes catégories de revenus perçus ou encore les décisions d'investissement du contribuable.

Learning resources:

Gestion fiscale Edition Dunod
Droit fiscal, manuel et application Edition Foucher

Last update on 4/11/2017. 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.

Finance d'entreprise

Course Code	P3FIN003
Course Title	Finance d'entreprise
Language of Instruction	French
Level	Undergraduate
Track	PSB PGE B3
Mode	In person
Semester	Spring Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet. 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:

This course in corporate finance - the first one for the students of PSB - is the complement to the course of Financial markets given in S1. The combined aim of these two teachings is to allow the students to have a global vision of Finance. More exactly, this course aims at allowing the students to understand, first, the necessity of making a diagnosis before any decision-making, of acquiring a method of financial diagnosis, and second, the dynamics of a company from its financial statements. It will be completed in the 4th year by the course of Finance for Managers whose ambition is to complete the previous knowledge and so the training in financial analysis. These skills will be very useful for the students wishing to turn to the "Corporate Finance" and "Financial Markets" specializations.

Course Objectives & Expected Learning Outcomes:

The objective of this course is to enable students to master the key elements of the financial analysis of the company.

Learning resources:

Analyse financière : Les outils du diagnostic financier 12ème édition, 2008, (Grandguillot, Béatrice, Grandguillot, Francis)

Manuel de Finance d'entreprise, G.Legros, Ed. Dunod.

Finance d'entreprise, Berk et DeMarzo, Editions Pearson.

Gestion financière de l'entreprise, Depallens et Jobard, Editions Sirey

Maxi Fiches de Gestion financière de l'entreprise- 2ème édition, Ed Dunod 2011, DOV OGIEN

Last update on 4/11/2017. 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.

Droit pour managers

Course Code	P3LTX005
Course Title	Droit pour managers
Language of Instruction	French
Level	Undergraduate
Track	PSB PGE B3
Mode	In person
Semester	Spring Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet. 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:

Ce cours, après une introduction au droit, traite du droit des contrats, de droit du travail et de droit commercial.

Course Objectives & Expected Learning Outcomes:

Ce cours a pour objectifs de faire comprendre aux étudiants les règles juridiques concernant l'entreprise, communément appelé le droit de l'entreprise ainsi que de permettre aux étudiants intégrant l'école en Bachelor III, à l'occasion d'une admission parallèle, d'acquérir en un an, de façon synthétique, l'ensemble des connaissances en droit acquises par les étudiants ayant intégré l'école en Bachelor I (cours portant sur l'introduction au droit civil et le droit des contrats) et Bachelor II (cours portant sur le droit commercial et le droit social).

Learning resources:

Anne-Marie Simon et Brigitte Hess-Fallon, « droit des affaires » Sirey - collection aide-mémoire
 Anne-Marie Simon et Brigitte Hess-Fallon, « Droit civil », Sirey MARCHAND D. et MINE M., « Le droit du travail en pratique », Eyrolles DECOCQ G., BALLOT-LENA A.; « Droit commercial », Dalloz

Last update on 4/11/2017. 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.

Management Commercial

Course Code	P3MKG006
Course Title	Management Commercial
Language of Instruction	French
Level	Undergraduate
Track	PSB PGE B3
Mode	In person
Semester	Spring Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet. 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:

Ce module se compose de trois matières. D'une part, la matière Etude de marché aborde principalement la démarche de réalisation d'études de marché quantitatives mettant en évidence les objectifs et détaillant la méthodologie d'une enquête par questionnaire. Les étapes de l'élaboration d'une étude sont abordées: la distinction entre une problématique marketing et le(s) problème(s) d'étude, la définition de la cible d'étude, les méthodes d'échantillonnage et les modes de collecte des données, les règles de construction d'un questionnaire, ainsi que la saisie et l'analyse des données et les recommandations managériales. Une formation dédiée à l'analyse de données sous le logiciel Sphinx est dispensée. D'autre part, la matière Etude terrain permet aux étudiants de mettre en application l'ensemble des éléments théoriques abordés dans le cadre du cours Etude de marché. Enfin, la matière Techniques de vente aborde le contact avec le client et les différentes phases de la négociation, de la préparation de l'entretien et l'argumentation à la proposition de solutions adaptées aux besoins spécifiques. Ce cours s'appuie sur des ateliers de travail en groupe afin d'appliquer les éléments théoriques vus en classe.

Course Objectives & Expected Learning Outcomes:

S'inscrivant dans la continuité du cours de marketing stratégique et opérationnel, ce module vise à apporter aux étudiants les outils nécessaires à la prise de décisions commerciales. En effet, il vise à présenter l'utilité et la pertinence des études de marché dans la démarche stratégique globale d'une entreprise selon les objectifs souhaités. Il cherche également à former les étudiants à l'élaboration complète d'une étude terrain, de la définition de la problématique jusqu'à la prise de décisions managériales. Enfin, il forme les étudiants à la préparation et la mise en œuvre d'une vente efficiente sur le terrain.

Learning resources:

Sébastien Soulez, (2015), L'essentiel du Marketing. 5ème édition, Gualino
 J.L. Giannelloni et E. Vernet (1994), Etudes de marché, Paris, Vuibert.
 Y. Evrard, B. Pras et E. Roux (2009), Market, Etudes et recherches en marketing, Paris, Dunod.
 R.A. Thiétart (2007), Méthodes et recherche en management, Paris, Dunod.

Last update on 4/11/2017. 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.

Marches financiers

Course Code	P3FIN004
Course Title	Marches financiers
Language of Instruction	French
Level	Undergraduate
Track	PSB PGE B3
Mode	In person
Semester	Spring Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet. 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:

The issues taught are about stocks, bonds and derivatives. The course explains the functioning of international financial markets and introduces basic financial concepts such as risk, performance.

Course Objectives & Expected Learning Outcomes:

The objective of the course is to introduce students to the financial market structure and the different instruments that are traded. This course will help to understand the role, place and organization of financial markets in the economy.

Learning resources:

B.Jacquillat, B.Solnik and C.Perignon (2014), "Marchés financiers", Dunod, 6ème édition
L'essentiel de la banque (2015-2016) - Catherine Karyotis, Gualino Editeur
P-J Lehmann (2008), "Bourse et marchés financiers", Dunod, 3ème édition

Last update on 4/11/2017. 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.