

**COURSE CATALOGUE**  
**INTERNATIONAL BUSINESS TRACK**  
**4th YEAR**  
**NICE CAMPUS**  
**FALL SEMESTER**  
**2020-2021**

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## 21\_EB4\_NI\_IBT\_S1\_CCO\_ANG\_3349 : LV1 ENGLISH

DEGREE	BBA	LEVEL	Bachelor 4
PROGRAMME	BBA International Business Track	ACADEMIC YEAR	2020-2021
STUDENT HOURS	30	ECTS	2.5 ECTS + 0.50 pour Toeic
SEMESTER	Fall (1)	CAMPUS	Nice
COURSE COORDINATOR	elisabeth.dickson@edhec.edu		

### COURSE OBJECTIVES

To develop and apply the necessary oral and written skills in professional communication situations at an advanced level.  
To be able to effectively analyze a case study, identify problems and causes and present the findings in English.  
To acquire and develop presentation and negotiation skills, using techniques of effective public speaking.

### LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

LO1 : Describe the economic and financial situation of a company in an international context. Problem solving and troubleshooting for companies  
LO2 : How to present oneself , present a business plan, present an entrepreneurial project.

More specifically, participants should be able to (skill- and competency-based outcomes)

LO3 : To express oneself clearly in English, both written and orally , in a social, academic and professional context.  
LO4 : To be at ease in using the English language in professional business situations. Participate in business meetings in English and be able to offer managerial recommendations based on a critical analysis of a given situation.

### PREREQUISITES

Advanced level in English– minimum B2/C1.

### COURSE CONTENT

Methods of recruitment for employers and job interviews.  
Presenting an innovative idea to business investors.  
Problem solving for companies.  
Negotiation and presentation skills.  
Preparing, planning and leading business meetings.

### MAIN TEACHING & LEARNING METHODS

Case Studies                      Lectures                      Presentations (oral or group)                      Class Discussions

### ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continous Assessment Individual	Participation – 30%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
2	Continous Assessment Individual	Oral exam – 30%	Not apply	<input checked="" type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
3	Continous Assessment Individual	Written and oral tasks – 40%	Not apply	<input type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
	Choose an item.		Choose an item.	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4

### REQUIRED READING

A course booklet will be handed out at the beginning of the semester.

# 21\_EB4\_NI\_IBT\_S1\_CCO\_MGT\_3396 : INTERNATIONAL BUSINESS DEVELOPMENT STRATEGIES

<b>DEGREE</b>	BBA	<b>LEVEL</b>	Bachelor 4
<b>PROGRAMME</b>	<b>BBA International Business Track</b>	<b>ACADEMIC YEAR</b>	2020-2021
<b>STUDENT HOURS</b>	30	<b>ECTS</b>	5
<b>SEMESTER</b>	<b>Fall (1)</b>	<b>CAMPUS</b>	Nice
<b>COURSE COORDINATOR</b>	George TOVSTIGA		

## COURSE OBJECTIVES

This course deals with the strategic challenges faced by companies competing in the global economy; in particular, the strategic approaches deployed by these companies as they pursue international business opportunities. The course begins with a review of some fundamental strategy concepts and frameworks relevant to international business, such as the basic notion of value differentiation and its relevance for competitive advantage; insight-driven strategic thinking and its role in strategic decision-making. Building on this basis, the course then explores the wider strategic context of global trade, markets and competition and the notion of the international enterprise; specifically, how socio-economic, political, cultural and institutional factors give shape to international business opportunity. Specific international business strategies investigated relate to multinational entry strategies, strategies relating to the organization of international activities (such as operations, marketing, production), and strategies for dealing with political and economic risk. The course concludes with an examination of cross-border M&A / alliances strategies as one potential channel to international business.

## LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 current thinking in strategy relevant and applicable to international business
- LO2 fundamental concepts relating to international business and the internationalization process

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 apply high-level strategy concepts and approaches to the broader global competitive context and to international business in particular
- LO4 apply their learning to a real international business challenge in case-based work

## PREREQUISITES

A foundation course in strategic management is recommended, but not mandatory.

## COURSE CONTENT

SESSION	TOPIC
1	Strategy fundamentals; insight-driven strategy, strategic thinking & sense-making
2	Global competitive contexts; socio-economic, political and technological factors
3	Multinational Strategy; orientation, formation, implementation
4	Multinational enterprise (MNEs) and MNE strategies
5	Cross-border M&A and alliances

## MAIN TEACHING & LEARNING METHODS

Lectures                      Case Studies                      Collaborative Learning                      Blended Learning

## ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continuous Assessment Individual	25%	30 minutes class test	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4
2	Continuous Assessment Group	25%	Not apply	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
3	Final Exam	50%	{180 minutes exam Room}	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

## REQUIRED READING

The core text readings are taken from the following book:

Collinson, S., Narula, R. and A.M. Rugman (2017). International Business, 7th Edition, Harlow: Pearson Education

Further supplementary readings are taken from:

- Tovstiga, G. (2015). Strategy in Practice, 3rd Edition, Chichester: John Wiley & Sons
- Lasserre, Ph. (2012). Global Strategic Management, 3rd Edition, Basingstoke: Palgrave Macmillan
- Case article readings from recent business media sources

# 21\_EB4\_NI\_IBT\_S1\_MMK\_MKG\_3401: IBT4 - MKT - INTERNATIONAL MARKETING

DEGREE	BBA	LEVEL	Bachelor 4
PROGRAMME	BBA BBM	ACADEMIC YEAR	2020-2021
STUDENT HOURS	30	ECTS	5
SEMESTER	Fall (1)	CAMPUS	Nice
COURSE COORDINATOR	Graeme Lindsay/lindgra@gmail.com – (Luca Signoretti/ lucasignoretti1@gmail.com)		

## COURSE OBJECTIVES

The course is about Marketing in an international environment when the customer is mainly a consumer but it could also be a company; the course will therefore cover both Business to Consumer (BtoC) as well as some facets of Business to Business (BtoB).

The specificities of the European market environment will also be addressed in several modules of the course which will be of a particular interest for visiting students coming from other continents.

The course will be illustrated with practical examples and cases from real business situations from the consumer and industrial market segments.

## LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 Introduce the students to the main steps of the identification of a market and the adaptation of the 4 P's of Marketing to an international and multicultural environment
- LO2 Develop their ability to communicate and make a professional business presentation in a multinational environment

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 Understand, create/adapt and sell products and services to international markets and set prices and build up a coherent pricing strategy across borders
- LO4 Coordinate international distribution networks and communication campaigns and prepare a marketing plan to be submitted to the Management of a Company or external financial investors

## PREREQUISITES

None

Click or tap here to enter text.

## COURSE CONTENT

SESSION	TOPIC
1	Introduction to Global Marketing
2	Global Marketing and World Trade
3	Global Marketing and Cultural Difference
4	Segmentation of Global Segmentation
5	Market Entry Strategies
6	International Product Policy
7	International Communication Policy
8	International Distribution and Pricing Policy

## MAIN TEACHING & LEARNING METHODS

Lectures                      Case Studies                      Presentations (oral or group)                      Choose an item.

## ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continous Assessment Individual	10 %	Not apply	<input type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input type="checkbox"/> LO4
2	Continuous Assessment Group	30 %	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
3	Final Exam	60 %	180 minutes exam Room	<input checked="" type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
4	Choose an item.	Click or tap here to enter text.	Choose an item.	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4

## REQUIRED READING

Czinkota M.R & I.A Ronkainen (2013), International Marketing,  
Keegan W & M.C. Green, Global Marketing (2014), Pearson Higher Education/Prentice Hall Cateora P., M.G. Gilly & J. Graham (2013), International Marketing, 16th edition, Mc Graw Hill

# 21\_EB4\_NI\_IBT\_S1\_CCO\_MKG\_4726: IBT4 - MKT - SERVICES MARKETING

DEGREE	BBA	LEVEL	Bachelor 4
PROGRAMME	BBA BBM	ACADEMIC YEAR	2020-2021
STUDENT HOURS	30	ECTS	5
SEMESTER	Fall (1)	CAMPUS	Nice
COURSE COORDINATOR	Madeleine Belin/ madeleine.e.belin@gmail.com		

## COURSE OBJECTIVES

- Introduce the specific challenges involved in managing and marketing services
- Identify and analyze the various 'service marketing mix' (7P)
- Understand the key issues associated to customer service and service quality management
- Appreciate the importance of other key elements in the service businesses (employees, supply & demand management, relationship management...)
- Evaluate sources of competitive advantages in the service businesses and better apprehend the service-dominant logic to manage effectively organizations

## LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 Comprehend the unique characteristics of services and the specific marketing challenges to address in this field,
- LO2 Design value-based marketing strategy for services businesses

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 Develop and manage operational marketing plans to ultimately better satisfy the consumer
- LO4 Tap here to enter text.

## PREREQUISITES

Marketing Management, Customer behavior

## COURSE CONTENT

SESSION	TOPIC
1	Introduction: The Service Economy
2	Marketing in the Service Economy
3	Managing Demand and Capacity
4	Designing Service Environment
5	Implementing Profitable Services Strategies
6	Managing Relationships and Building Loyalty

## MAIN TEACHING & LEARNING METHODS

Lectures                      Case Studies                      Presentations (oral or group)                      Choose an item.

## ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continous Assessment Individual	10 %	Choose an item.	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input type="checkbox"/> LO4
2	Continuous Assessment Group	30 %	Choose an item.	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input type="checkbox"/> LO4
3	Final Exam	60 %	180 minutes exam Room	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input type="checkbox"/> LO4
4	Choose an item.	Click or tap here to enter text.	Choose an item.	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4

## REQUIRED READING

Services Marketing: Global Edition, Lovelock (Christopher), Wirtz (Jochen), 7th edition, Pearson Higher Education, 2011  
Essentials of Services Marketing, Wirtz (Jochen), Chew (Patricia), Lovelock (Christopher), 2nd edition, Pearson Higher Education, 2015  
Services Marketing: Integrating Customer Focus Across the Firm, Zeithalm (Valérie), Bitner (Mary-Jo), Gremler (Dwayne), 2nd edition, Mc Graw Hill Education, 2012

# 21\_EB4\_NI\_IBT\_S1\_CCO\_MKG\_4727: IBT4 - MKT - INTEGRATED MARKETING COMMUNICATION

DEGREE	BBA	LEVEL	Bachelor 4
PROGRAMME	BBA BBM	ACADEMIC YEAR	2020-2021
STUDENT HOURS	30	ECTS	5
SEMESTER	Fall (1)	CAMPUS	Nice
COURSE COORDINATOR	Patrick Longuet/ Patrick.LONGUET@edhec.edu – Arash Talebi (Lille)		

## COURSE OBJECTIVES

Communication is nowadays crucial for brands and companies. This course then examines the theory & techniques applicable to Advertising, Events, Digital Communication and related tools within the context of the overall marketing communication program.

This course develops analytical and decision-making abilities for IMC, grounded in a marketing context, in order to enable the student to develop various types of strategic and tactical methods and evaluate the effectiveness of the overall IMC campaign.

## LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 Understand the principles and the philosophy of IMC and apprehend how key elements within the marketing communications mix are integrated
- LO2 Create and Implement an IMC program and measure the consistency & effectiveness of IMC Programs

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 Work in synergy on a marketing project associated with integrated marketing communication
- LO4 Be more creative and be more convincing when presenting a topic to a specialized audience

## PREREQUISITES

Fundamental notions in Advertising & Communication

## COURSE CONTENT

SESSION	TOPIC
1	Introduction to IMC
2	Communication Strategies
3	What makes an ad great
4	Creativity
5	Media planning
6	Below the line
7	Synergy
8	Measuring performance
9	Workshop / topics
10	Project

## MAIN TEACHING & LEARNING METHODS

Lectures                      Case Studies                      Class Discussions                      Presentations (oral or group)

## ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continous Assessment Individual	10 %	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4
2	Continuous Assessment Group	30 %	180 minutes class test	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
3	Final Exam	60 %	180 minutes exam Room	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

## REQUIRED READING

Advertising & Promotion: an integrated Marketing Communication Perspective, Belch (G.E) & Belch (M.A), 10th edition, McGraw Hill, 2014

Advertising & IMC: Principles & Practice, Moriarty (S), Mitchell (N) and Wells (W.D), 10th edition, Pearson Education, 2015 Advertising, Wells, Prentice Hall, 2015.

# 21\_EB4\_NI\_IBT\_S1\_CCO\_MGT\_3397: LEADERSHIP

DEGREE	BBA	LEVEL	Bachelor 4
PROGRAMME	BBA International Business Track	ACADEMIC YEAR	2020-2021
STUDENT HOURS	30	ECTS	5
SEMESTER	Fall (1)	CAMPUS	Nice
COURSE COORDINATOR	Peter DALY		

## COURSE OBJECTIVES

This seminar provides students with a reflective forum to make greater applicable sense of their management knowledge, concrete experience and in-class discussion of leadership practice. It will help students move beyond restrictive Sensemaking procedures in order to evaluate the needs of given managerial and leadership situations. It will also enable students to apply key learning to everyday complexity in leadership as well as increasing their self-awareness and critical reflexivity.

## LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 Acquire the knowledge required to critically question the relational, reflexive and ethical activity of management and leadership
- LO2 Comprehend key concepts such as sensemaking, distributed leadership, influence, trust, authenticity, dialogue, inquiry, etc.

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 Develop self- and critical reflexivity in managerial/leadership situations
- LO4 Evaluate and understand self and other managerial/leadership effectiveness

## PREREQUISITES

Students are studying for their BA in Business Administration

## COURSE CONTENT

- Leadership and Management theory
- Personality theory
- Leading in a crisis/uncertain times
- Authenticity and human consciousness in organisations
- Trust building and influence
- The power of listening as manager/leader
- Coaching techniques for managers

## MAIN TEACHING & LEARNING METHODS

Class Discussions      Group Work      Collaborative Learning      Blended Learning

## ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continous Assessment Individual	60%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
2	Continuous Assessment Group	40%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

## REQUIRED READING

Readings will be provided at the beginning of the seminar



# 21\_EB4\_NI\_IBT\_S1\_CCO\_MGT\_4008 : ADVANCED IN STRATEGIC MANAGEMENT AND BUSINESS GAME

<b>DEGREE</b>	BBA	<b>LEVEL</b>	Bachelor 4
<b>PROGRAMME</b>	BBA International Business Track	<b>ACADEMIC YEAR</b>	2020-2021
<b>STUDENT HOURS</b>	30	<b>ECTS</b>	5
<b>SEMESTER</b>	Fall (1)	<b>CAMPUS</b>	Nice
<b>COURSE COORDINATOR</b>	Konstantinos LIOUKAS		

## COURSE OBJECTIVES

The basic course of Strategic Management endows students with the knowledge and tools that enable them to make sense of the journey companies follow from the engagement in the strategic analysis until the assessment of the decisions taken at both the corporate and business level. The course of Advances in Strategic Management offers the students the challenge to go beyond the basic assumptions and to discover recent and new advances in the field of Strategy. As the global environment has never been so complex, unexpected and unanticipated, students need to go beyond the conventional wisdom to tackle unconventional business issues. In particular, this course deals with the following business issues which are very important and relevant in today's business environment: (i) blue ocean strategy, (ii) creating shared value and (iii) standards wars.

## LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 how a company can create competitive advantage while at the same time benefiting the society (creating shared value)
- LO2 how a company can create new market space (a blue ocean) and make the competition (and thus the quest for competitive advantage) irrelevant

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 how to question basic assumptions in strategy and challenge the classic postulation when reconsidering companies' competitive advantage
- LO4 how to win a war of standards against rivals that have a competitive advantage in the market and want to establish their own standard

## PREREQUISITES

Strategic management course (strategic analysis, strategic options, evaluation of strategy)

## COURSE CONTENT

Advances in Strategic Management (12 hours):

Blue ocean strategy  
 Creating shared value  
 Standards wars

Business Game (18 hours):

Students work in teams and make finance, sales and production decisions based on strategic objectives and situation analysis  
 Companies compete for market share and leadership while monitoring internal strengths and weaknesses, external opportunities and threats  
 Companies therefore adjust decision-making and optimize performance on the basis of changing environmental conditions  
 Companies adopt the best organizational structure and task allocation system

## MAIN TEACHING & LEARNING METHODS

Case Studies                      Class Discussions                      Group Work                      Presentations (oral or group)

## ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continous Assessment Individual	30%		<input checked="" type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
2	Continuous Assessment Group	20%		<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input type="checkbox"/> LO4
3	Continous Assessment Individual	50%		<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

## REQUIRED READING

W. Chan Kim and Renée Mauborgne, "Blue Ocean Strategy", Harvard Business Review. (October 2004), p76-84  
 Porter, Michael E.; Kramer, Mark R. (2011), "Creating Shared Value", Harvard Business Review. Vol. 89 Issue 1/2, p62-77  
 Gomes-Casseres, B. (1994). "Group versus Group: How Alliance Networks Compete", Harvard Business Review

# 21\_EB4\_NI\_IBT\_S1\_OPT\_LAW\_3346 : IBT4 - EUROPEAN BUSINESS LAW

DEGREE	BBA	LEVEL	Bachelor 4
PROGRAMME	BBA International Business Track	ACADEMIC YEAR	2020-2021
STUDENT HOURS	30	ECTS	5
SEMESTER	Fall (1)	CAMPUS	Nice
COURSE COORDINATOR	Anne WITT		

## COURSE OBJECTIVES

The European Union is the largest trading block in the world. At its core lies the internal market, which seeks to ensure that the four factors of production, i.e. persons, goods, services and capital, can move freely within the combined territories of the Union (the so-called 'four freedoms'). This course aims to give future managers and entrepreneurs a foundation in the key legal rules governing the internal market, knowledge of which is essential for trading within the European Union.

## LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 the key legal rules governing the internal market

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 identify and apply the individual rights available to businesses when trading between EU Member States

## PREREQUISITES

Basics of business law

## COURSE CONTENT

- The foundations of the internal market and the European institutions
- The free movement of goods
- The free movement of workers
- The freedom of establishment
- The free movement of services
- European business law topics in the news

## MAIN TEACHING & LEARNING METHODS

Lectures                                      Case Studies                                      Class Discussions                                      Group Work

## ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Final Exam	60	120 minutes exam Room	<input checked="" type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input type="checkbox"/> LO4
2	Continuous Assessment Group	40	Not apply	<input checked="" type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input type="checkbox"/> LO4
3	Choose an item.	Click or tap here to enter text.	Choose an item.	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4
4	Choose an item.	Click or tap here to enter text.	Choose an item.	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4

## REQUIRED READING

Readings will be posted together with a more detailed course handout on BlackBoard.

# 21\_EB4\_NI\_IBT\_S1\_OPT\_MGT\_3398 : OPERATIONS MANAGEMENT\_ PURCHASING AND SUPPLY CHAIN

DEGREE	BBA	LEVEL	Bachelor 4
PROGRAMME	BBA International Business Track	ACADEMIC YEAR	2020-2021
STUDENT HOURS	30	ECTS	5
SEMESTER	Fall (1)	CAMPUS	Nice
COURSE COORDINATOR	Cédric VERBEECK		

## COURSE OBJECTIVES

Suppliers are often the largest budget line on a P&L statement. This course explores the key issues associated with the design and management of supply chains which are concerned with the efficient integration of suppliers, factories, warehouses and stores. The demand for integration and cooperation between the different actors will therefore be more accentuated.

## LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 Identify the multiple objectives of suppliers and operational networks to deliver the client's expectations
- LO2 Understand the key drivers of supply chain performance and their inter-relationships with strategy

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 Create a rigorous category management process to generate the appropriate strategies to manage spend categories, for direct cost, indirect cost, or investments
- LO4 Creation of logistics systems and formulation of integrated supply chain strategy and design

## PREREQUISITES

none

## COURSE CONTENT

SESSION N°	Topic
1	Sourcing strategy
2	Cost analysis
3	Spend analysis
4	Make or buy
5	Supplier selection
6	Supply chain strategy
7	Supply chain design:
8	Supply chain coordination
9	Blockchain for supply chain
10	Integration simulation

## MAIN TEACHING & LEARNING METHODS

Case Studies                      Blended Learning                      Class Discussions                      Lectures

## ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Final Exam	50	90 minutes class test	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input type="checkbox"/> LO4
2	Continuous Assessment Group	50	Not apply	<input type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

## REQUIRED READING

Operations Management Reading: supply Chain Management, Vishal Gaur, 2014  
Operations Management Reading: Managing Inventory, Janice H. Hammond, 2013  
Operations Management Reading: Strategic Sourcing, Margarat P. Pierson & Willy C. Shih, 2013

# 21\_EB4\_NI\_IBT\_S1\_OPT\_SEO\_5666 : PROJECT MANAGEMENT

DEGREE	BBA	LEVEL	Bachelor 4
PROGRAMME	BBA International Business Track	ACADEMIC YEAR	2020-2021
STUDENT HOURS	30	ECTS	5
SEMESTER	Fall (1)	CAMPUS	Nice
COURSE COORDINATOR	Mohamed BENMERIKHI		

## COURSE OBJECTIVES

Today, there is an increasing recognition that projects are becoming part of the realities of organizations. However, their success rate raises concern as over 80 % of projects fail. The objective of this course is to help participants develop competencies able to help improve upon the success rate of projects. Thus, this practice-oriented course provides students with both the traditional and the modern agile frameworks in project management. The course draws on some of the well established best practices, and tools and techniques to equip students and enable them to address the complexities and challenges associated with projects in organizations.

## LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 : Key concepts and principles to help participants better grasp project methodology and contexts
- LO2 : How such knowledge translates into informed decision-making with the view of improving project success rates

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 : Better manage project work in project-based organizations
- LO4 : Undertake and complete project work effectively under conditions of complexity and uncertainty

## PREREQUISITES

An advanced level of english and good analytical skills  
Fundamentals in strategy and organization theory would be an advantage

## COURSE CONTENT

SESSION	DURATION	TOPIC
1	3hrs	Introduction to Project Management
2	3hrs	Project Models and Processes
3	3hrs	Project Initiation and Planning
4	4hrs	Tools & Techniques
5	2hrs	Project Scheduling
6	2hrs	Project Risk
7	4hrs	Project Earned Value Management (EVM)
8	3hrs	Team management
9	3hrs	Introduction to MS Project
10	3hrs	MS Project case

## MAIN TEACHING & LEARNING METHODS

Lectures                      Case Studies                      Blended learning                      Collaborative Learning

## ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continous Assessment Individual	10%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4
2	Continuous Assessment Group	40%	Not apply	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
3	Final Exam	50%	180 minutes exam Room	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

## REQUIRED READING

- Moscoso and Ribera (2014), A project management methodology, part 1 (introduction to PM). IESE Publishing.
- Laufer et al (2015), What successful project managers do. MIT Sloan Management Review.
- Ribera. J (2018), Agile project management: An Old (New) view on project management. IESE Publishing.

# 21\_EB4\_NI\_IBT\_S1\_OPT\_HUM\_3454: CONTEMPORARY FRENCH BUSINESS AND SOCIETY (for Incoming only)

DEGREE	BBA	LEVEL	Bachelor 4
PROGRAMME	BBA International Business Track	ACADEMIC YEAR	2020-2021
STUDENT HOURS	30	ECTS	5
SEMESTER	Fall (1)	CAMPUS	Nice
COURSE COORDINATOR	Thierry MOÏSE		

## COURSE OBJECTIVES

This course was designed for international students in business and economics spending a year in France on academic exchange. It introduces them to key social, cultural and economic indicators of French society including corporations, associations and the creative industries. Cross-disciplinary, the course challenges conventional thinking about France and also presents the news and current events.

## LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 the key social and cultural features of contemporary France
- LO2 the main French companies, what it is to work in France and doing business with the French.

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 Speak or write knowledgeably about contemporary France. Its society, its politicians, its culture, its business dynamics, etc.
- LO4 Interact more efficiently with French businesses, managers and coworkers.

## PREREQUISITES

Two years of bachelor study  
Proficiency in English  
General introductory level of marketing, economics and management

## COURSE CONTENT

History, society and demographics, business and business practices, culture, and news, regarding French society in its different aspects.

## MAIN TEACHING & LEARNING METHODS

Lectures                      Case Studies                      Class Discussions                      Group Work

## ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continuous Assessment Group	25	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
2	Continuous Assessment Group	25	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
3	Final Exam	50	90 minutes exam Room	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

## REQUIRED READING

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# 21\_EB4\_NI\_IBT\_S1\_MEN\_FIN\_5669: ENT – SME FINANCE – BUSINESS AND REVENUE MODEL DESIGN

DEGREE	BBA	LEVEL	Bachelor 4
PROGRAMME	BBA International Business Track	ACADEMIC YEAR	2020-2021
STUDENT HOURS	30h	ECTS	5
SEMESTER	Fall (1)	CAMPUS	Nice
COURSE COORDINATOR	Rania LABAKI		

## COURSE OBJECTIVES

The course provides knowledge about developing and innovating business models and the financial concepts and tools used by business entrepreneurs, current owners-managers and next generation successors of SMEs to maximize the value of their businesses.

## LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 Learn and understand the basics of finance as they apply to start-ups and SMEs
- LO2 Understand the business model components and guiding questions to maximise business value

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 Develop or innovate business models by taking into account financial and extra-financial considerations
- LO4 Assess the financial dynamics and suggest adjustments in line with the business value creation objective.

## PREREQUISITES

Basics of financial accounting

## COURSE CONTENT

- 1 - Introduction to principles of finance SMEs characteristics
- 2- Business model basics, components and guiding questions for value creation
- 3- Methodology of SME financial diagnosis
- 4- Cash-flow statements and analysis
- 5- Balance sheet analysis
- 6 - Income statement analysis
- 7 – Investment, financing and dividends decisions
- 8 – Performance metrics

## MAIN TEACHING & LEARNING METHODS

Lectures                      Case Studies                      Presentations (oral or group)                      Blended Learning

## ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continous Assessment Individual	20%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
2	Continous Assessment Individual	30%	30 minutes class test	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4
3	Continuous Assessment Group	50%	Not apply	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
4	Choose an item.	Click or tap here to enter text.	Choose an item.	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4

## REQUIRED READING

Mandatory readings will be provided prior to specific sessions.

Recommended readings: Articles on SME finance in professional magazines and the financial press: Harvard Business Review, The Economist, Financial Times.

# 21\_EB4\_NI\_IBT\_S1\_MEN\_MGT\_5663: BUILDING AND LEADING THE VENTURE TEAM (HRM)

DEGREE	BBA	LEVEL	Bachelor 4
PROGRAMME	BBA International Business Track	ACADEMIC YEAR	2020-2021
STUDENT HOURS	30	ECTS	5
SEMESTER	Fall (1)	CAMPUS	Nice
COURSE COORDINATOR	Loïc DECONCHE _ loic.deconche@edhec.com		

## COURSE OBJECTIVES

The course aims to contextualize HRM with reference to the growth of small enterprises (SEs) as they develop across national borders, with a specific focus on the role of human capital in creating sustained competitive advantage. Particular attention will be given to identifying key HRM process and practices and the complexities and challenges associated with these for international entrepreneurs as they seek to scale their operations, often in the absence of in-house HR specialists.

Students who complete this course will be able to advise on the key HR considerations in developing a SE internationally and be able to communicate these effectively within a report format.

## LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 Identify the contribution of HRM to organizational performance and the role and challenges for the international entrepreneur with reference to key HR processes and practices including talent acquisition, development and reward; the management of the expatriation process, and diversity management
- LO2 Critically evaluate Resource-Based Theory, the Human Capital concept and the extent to which country culture and the international development strategic decisions may impact on the effective management of human resources of SEs

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 Customize key HR practices (staffing, recruitment, reward, talent and performance management) so that they can add strategical value
- LO4 Develop a report advising on the key HR considerations in developing a SE internationally

## PREREQUISITES

None required.

## COURSE CONTENT

The course can be divided into 6 sessions:

- 1/ What's at stake? Introduction to the future of Work and to the challenges of Human Capital Management
- 2/ Strategic Resource-Based HRM in the development of international SE and models for international development
- 3/ Key HRM processes – Staffing, Compensations & Benefits, Talent acquisition, Talent and Performance management, Learning & Development
- 4/ Challenges of international HRM – Country and corporate culture, managing expatriation, diversity and inclusions
- 5/ HRM at the workplace – Performance & Reward, Stress management
- 6/ HRM & Business transformation – Applying HR Consultancy (group reports on common case study)

## MAIN TEACHING & LEARNING METHODS

Class Discussions                      Case Studies                      Consulting                      Lectures

## ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continous Assessment Individual	10%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input type="checkbox"/> LO4
2	Continuous Assessment Group	30%	30 minutes class test	<input type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
3	Final Exam	60%	120 minutes exam Room	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

## REQUIRED READING

Wapsott, R. & Mallett, O. Managing Human Resources in Small and Medium-Sized Enterprises. USA: Routledge, 2016  
Tarique, I., Briscoe, D. & Schuler, R. International HRM. 5th ed. USA: Routledge, 2016  
Cooper, C. & Burke, R. Human Resource Management in Small Business: Achieving Peak Performance. UK: Edward Elgar, 2013  
P. L. Rao, international human resource management, texts and cases, Excel Books, 2008  
Selected readings from various journals.

# 21\_EB4\_NI\_IBT\_S1\_MFI\_FIN\_3402: MULTINATIONAL FINANCIAL MANAGEMENT

DEGREE	BBA	LEVEL	Bachelor 4
PROGRAMME	BBA International Business Track	ACADEMIC YEAR	2020-2021
STUDENT HOURS	30 hours	ECTS	5 ECTS
SEMESTER	Fall (1)	CAMPUS	Nice
COURSE COORDINATOR	Gohar STEPANYAN		

## COURSE OBJECTIVES

This course deals with the fundamentals of the international business environment and their impact on the resource allocation of the multinational manager. It also seeks to provide students with a comprehensive framework for understanding multinational corporations' key economic and financial decisions. Major topics addressed include: exchange rate determination, the international monetary system, interest rate parity theory, purchasing power parity, currency forecasting, managing real exchange rate risk, political and country risk, foreign currency derivatives, international financial markets, international portfolio investment, international capital budgeting and management of working capital.

## LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 Analyze the multinational environment
- LO2 Strengthen their knowledge and understanding of the functioning of international capital markets, in particular the foreign exchange market

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 Manage the exchange rate risk; analyze firm risk exposure and hedging decisions
- LO4 Make appropriate decisions in terms of international investments ; understand the financing process of foreign operations

## PREREQUISITES

Financial accounting, macroeconomics, introductory course in finance.

## COURSE CONTENT

Below is the tentative schedule for the course. Any adjustments will be announced beforehand.

SESSION	TOPIC
1	Global Financial Environment
2	Foreign Exchange Markets
3	Foreign Exchange Theory and Currency Derivatives
4	Exchange Rate Determination
5	Midterm Review & In-class Practice Problems / Problem Set #1
6	Foreign Exchange Exposure
7	Foreign Exchange Exposure (cont'd) / Problem Set #2
8	Financing the Global Firm
9	Foreign Investment Decisions
10	Wrap-Up Session & In-class Practice Problems /Problem Set #3

## MAIN TEACHING & LEARNING METHODS

Lectures                      Class Discussions                      Case Studies                      Collaborative Learning

## ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continuous Assessment Individual	20%	Not apply	XLO1XLO2 XLO3XLO4
2	Midterm Exam	30%	180 minutes exam Room	XLO1XLO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4
3	Final Exam	50%	180 minutes exam Room	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 XLO3XLO4
4	Not apply	Click or tap here to enter text.	Choose an item.	<input type="checkbox"/> LO <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4

## REQUIRED READING

Eiteman, D.K., Stonehill, A. I. and Moffett, M.H., Multinational Business Finance (15/E), Pearson, 2019.



## 21\_EB4\_NI\_IBT\_S1\_MFI\_FIN\_4725 : EMERGING MARKETS

DIPLOME	BBA	NIVEAU	Bachelor 4
PROGRAMME	BBA International Business Track	ANNEE ACADEMIQUE	2020-2021
HEURES ETUDIANT	30h	ECTS	5
SEMESTRE	Automne (1)	CAMPUS	Nice
COORDINATEUR	Edwige KACENELENOGEN		

### OBJECTIFS DU COURS

This course examines the position of the emerging countries in the new global economy: we explore what emerging markets are, what they mean for investors, for consumers and for citizens. We look into their nature, their history and their impact on the global economy.

### OBJECTIFS D'APPRENTISSAGE

Après avoir suivi ce cours, les participants devraient être capables de connaître ou de comprendre (résultats fondés sur les connaissances) :

- LO1: Emerging economies' main institutions (or lack thereof)
- LO2: The identity and Role of various key actors in emerging markets

Plus précisément, les participants devraient être capables de (résultats fondés sur les compétences) :

- LO3: Business opportunities and risks in emerging markets
- LO4: Possible strategies for firms dealing with (or in) emerging markets

### PRÉREQUIS

General knowledge of basic economic and financial processes

### CONTENU DU COURS

Introduction to E.M., The International Monetary & Financial System;  
Determinants and Impact of Capital Flows to Emerging Economies;  
Main Drivers of Economic Development;  
Exchange Rates in E.M.s;  
Public Finance and Sovereign Borrowing in E.M.s;  
Revision & Mid-term Exam  
Financial Crises in E.M.s;  
Country Risk in E.M.s;  
Case studies: Health care in India; Corruption in India; Transportation and innovation; Taobao; Narayana Health; B.R.A.C....

### MÉTHODES PÉDAGOGIQUES PRINCIPALES

Apprentissage partiellement en ligne    Apprentissage collaboratif    Etudes de cas    Travaux de groupe

### MÉTHODES D'ÉVALUATION

	TYPE D'ÉVALUATION	% DU TOTAL DE LA NOTE	DURÉE (si examen sur table surveillé) + Format	OBJECTIF(S) D'APPRENTISSAGE ÉVALUÉ
1	Contrôle continu individuel	10%	Ne s'applique pas	LO1☑ LO2☑ LO3☑ LO4☑
2	Examen intermédiaire	30%	120 minutes salle d'examen	LO1☑ LO2☑ LO3☑ LO4☑
3	Examen final	60%	120 minutes salle d'examen	LO1☑ LO2☑ LO3☑ LO4☑
Choose an item.	Choose an item.	Click or tap here to enter text.	Choose an item.	LO1☐ LO2☐ LO3☐ LO4☐

### BIBLIOGRAPHIE

- Ruchir Sharma, Breakout Nations. In pursuit of the Next Economic Miracles. Penguin 2012.
- Tarun Khanna and Krishna G. Palepu (2010). Winning in Emerging Markets: A Road Map for Strategy and Execution. Boston: Harvard Business Press.

## 21\_EB4\_NI\_IBT\_S1\_MFI\_FIN\_4724: IBT4 - FIN - CORPORATE GOVERNANCE

DEGREE	BBA	LEVEL	Bachelor 4
PROGRAMME	BBA International Business Track	ACADEMIC YEAR	2020-2021
STUDENT HOURS	30	ECTS	5
SEMESTER	Fall (1)	CAMPUS	Nice
COURSE COORDINATOR	Ammar SHARKATLI (Lille) / Aurélie Walas (Nice)		

### COURSE OBJECTIVES

The aim of this course is to assist participants to understand and apply the principles of effective and responsible corporate governance.

The following key areas of corporate governance will be explored in depth: governance structures and mechanisms, value creation process and risk management. Students will learn to apply effective and ethical corporate governance when directing and controlling organizations.

### LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 And compare the different corporate governance approaches, structures and practices
- LO2 The typical causes of corporate governance failures and how to prevent those situations

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 Identify and understand corporate governance stakes and problems in an organization
- LO4 Mobilize communication skills and critical thinking

### PREREQUISITES

No specific prerequisites other than an undergraduate education

### COURSE CONTENT

- What is corporate governance and the major changes in corporate governance structure
- Shareholder approaches including agency theory
- Stakeholder approaches including stakeholder theory
- Creating shared value and stakeholder value
- Board models and structures
- Remuneration, capital and voting structure
- Major failures and best practices
- Governing CSR and social innovation
- Governance of corporate data and risks associated with criminal activities

### MAIN TEACHING & LEARNING METHODS

Lectures                      Group Work                      Blended Learning                      Case Studies

### ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continous Assessment Individual	20	60 minutes class test	<input checked="" type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input type="checkbox"/> LO4
2	Continuous Assessment Group	30	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
3	Final Exam	50	[90 minutes exam Room]	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
[4]	[Choose an item.]	[Click or tap here to enter text.]	[Choose an item.]	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4

### REQUIRED READING

Mallin Christine A. (2010), Corporate Governance, 3rd edition (OUP, Oxford).

# 21\_EB4\_NI\_IBT\_S1\_MMK\_MKG\_5670 \_IBT4 - ENT - SME MARKETING AND GROWTH STRATEGIES

<b>DEGREE</b>	BBA	<b>LEVEL</b>	Bachelor 4
<b>PROGRAMME</b>	BBA International Business Track	<b>ACADEMIC YEAR</b>	2020-2021
<b>STUDENT HOURS</b>	30	<b>ECTS</b>	5
<b>SEMESTER</b>	Fall (1)	<b>CAMPUS</b>	Nice
<b>COURSE COORDINATOR</b>	Alexander KERN		

## COURSE OBJECTIVES

The course explores how marketing and entrepreneurship affect and are affected by one another: the role of marketing in entrepreneurial small and medium size enterprises (SMEs), and the role of entrepreneurship in marketing efforts of all firms. The course also provides the framework for the students to learn how to assess current conditions and develop a realistic growth path for early stage, and SME ventures.

## LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 Define how marketing can be an entrepreneurial activity within organizations
- LO2 Identify the role of marketing in each stage of the entrepreneurial process

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 Apply methods, tools, to increase marketing outcomes
- LO4 Structure and analyze Key Performance Indicators

## PREREQUISITES

None Required

## COURSE CONTENT

Definition of SMEs  
What is an Entrepreneur  
Marketing Strategies for SMEs  
Analyzes and interpretation of Marketing KPIs

## MAIN TEACHING & LEARNING METHODS

Blended Learning

Group Work

Case Studies

Distance Learning

## ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continous Assessment Individual	20	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
2	Continuous Assessment Group	40	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
3	Final Exam	40	90 minutes exam Room	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
4	Choose an item.	Click or tap here to enter text.	Choose an item.	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4

## REQUIRED READING

Recommended:  
Startup News  
Harvard Business Review  
Pitch Book  
Y Combinator Reports  
Case Studies

# 21\_EB4\_NI\_IBT\_S1\_LVX\_LV2\_GER\_3350 – LV2 ALLEMAND

DEGREE	BBA	LEVEL	Bachelor 4
PROGRAMME	BBA International Business Track	ACADEMIC YEAR	2020-2021
STUDENT HOURS	30	ECTS	2
SEMESTER	Fall (1)	CAMPUS	Nice
COURSE COORDINATOR	elisabeth.dickson@edhec.edu		

## COURSE OBJECTIVES

Strengthen the mastery of the written and oral skills necessary for handling professional communication situations.

## LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 : To understand texts from the economic and financial press. To understand video and / or television reports on economic life. Being able to participate in a negotiation.
- LO2 : To know the linguistic tools for distributing speech, participate in a discussion, argue on a predefined subject. To understand the socio-economic and competitive environment of start-ups.

More specifically, participants should be able to (skill- and competency-based outcomes)

- L03 : To know the sources of funding and how to access them.
- L04 :

## PREREQUISITES

Level B2 language skills. The programs of previous years.

## COURSE CONTENT

The internship report. Setting up a business. A Video series (VAMOS) on the creation and the problems encountered by a young business entrepreneur allows the students to explore the different phases of this type of project and the strategies that accompany it. An analysis of the probable reasons for the failure of this project is asked of the students at the end of the course.

At the same time, various lexical and grammatical exercises should allow learners to strengthen or deepen their linguistic knowledge.

## MAIN TEACHING & LEARNING METHODS

Case Studies                      Report                                      Presentations (oral or group)                      Class Discussions

## ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continous Assessment Individual	Written and oral tasks - 40%	Not apply	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input type="checkbox"/> LO4
2	Continous Assessment Individual	Participation – 30%	Not apply	<input type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input type="checkbox"/> LO4
3	Continous Assessment Individual	Oral – 30%	Not apply	<input checked="" type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input type="checkbox"/> LO4
			Choose an item.	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4

## REQUIRED READING

Detailed court support is available to students (on the blackboard or timeviewer platform).

Regular reading of the German press and frequenting websites (Deutsche Welle, Schubert online, mein Deutschbuch, etc.) is an essential complement to the training of learners.

## 21\_EB4\_NI\_IBT\_S1\_LVX\_LV2\_ITA\_3352 : LV2 ITALIEN

DEGREE	BBA	LEVEL	Bachelor 4
PROGRAMME	BBA International Business Track	ACADEMIC YEAR	2020-2021
STUDENT HOURS	30	ECTS	2
SEMESTER	Fall (1)	CAMPUS	Nice
COURSE COORDINATOR	elisabeth.dickson@edhec.edu		

### COURSE OBJECTIVES

Centered on oral activities and based on dynamic methods, this course allows to acquire a linguistic mastery and fluency of expression in concrete situations of professional communication through simulations and scenarios.

### LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 : To design and deliver persuasive speech. To master the different types of communication within the company (job interviews, meetings). To analyze cases of Italian franchise companies. To analyze communication strategies through the analysis of advertisements.
- LO2 :

More specifically, participants should be able to (skill- and competency-based outcomes)

- L03 :
- L04 :

### PREREQUISITES

Programs of years 1, 2, 3.

### COURSE CONTENT

Persuasive speech.

The world of work and communication within the company: job interviews, negotiations, problem solving.

Profiles of Italian franchise companies.

Consumer trends through certain aspects of advertising.

### MAIN TEACHING & LEARNING METHODS

Case Studies

Group work

Collaborative Learning

Class Discussions

### ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continous Assessment Individual	2 written tasks and oral tasks - 40%	Not apply	<input checked="" type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
2	Continous Assessment Individual	Participation – 30%	Not apply	<input type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4
3	Continous Assessment Individual	Final oral – 30%	Not apply	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4
		Click or tap here to enter text.	Choose an item.	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4

### REQUIRED READING

Italian press : [www.repubblica.it](http://www.repubblica.it)/[www.corriere.it](http://www.corriere.it)/[www.panorama.it](http://www.panorama.it)/[www.ilsole24ore.co](http://www.ilsole24ore.co)

## 21\_EB4\_NI\_IBT\_S1\_LVX\_LV2\_SPA\_3351 : LV2 ESPAGNOL

DEGREE	BBA	LEVEL	Bachelor 4
PROGRAMME	BBA International Business Track	ACADEMIC YEAR	2020-2021
STUDENT HOURS	30	ECTS	2
SEMESTER	Fall (1)	CAMPUS	Nice
COURSE COORDINATOR	elisabeth.dickson@edhec.edu		

### COURSE OBJECTIVES

To consolidate the practice of oral and written Spanish. To apply business Spanish. To know the socio-economic news of the Hispanic world.

### LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 : To deepen knowledge of the Hispanic world (social, cultural, economic). To know the news of Spanish-speaking countries (press, Internet) and to be able to give an opinion. To find the most recent socio-economic data from Spanish-speaking countries.
- LO2 : To apply their knowledge of the Business world while applying the Spanish language. To use of specific vocabulary. To participate in company negotiations with a view to a merger or acquisition. To design an implementation strategy.

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 : To debate, justify, explain, argue on a specific problem in the professional context. To defend a candidacy, a position or an idea. To speak during a round table, a working meeting.
- LO4 : Writing and presentation of various projects. Present orally and in writing the minutes of a work meeting. Simulate formal and informal conversations

### PREREQUISITES

Courses of the previous three years.

### COURSE CONTENT

To defend a position. To know how to argue ideas. To know how to negotiate by applying the best strategy.

To get involved to know and understand Hispanic society and economic challenges.

To defend an idea within the company. Debates, round table, preparation, presentation and to defend their projects.

To know how to criticize and justify in a positive and negative way.

Attitude and behavior of the personnel of each department of the company facing different problems. To bring solutions and convince the rest of the class. To know how to manage a crisis within a company.

### MAIN TEACHING & LEARNING METHODS

Group work

Case studies

Presentations (oral or group)

Class Discussions

### ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continuous Assessment Individual	Written and oral tasks - 40%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
2	Continuous Assessment Individual	Participation – 30%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
3	Continuous Assessment Individual	Oral – 30%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input type="checkbox"/> LO4
		Click or tap here to enter text.	Choose an item.	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4

### REQUIRED READING

Introducción a la Economía española. R. Tamares y A. Rueda.

Español de los Negocios (Difusión). Negocio a la Vista (Edinumen). Socios y Colegas (Difusion). El mundo de los Negocios (Edelsa).

Spanish newspapers and Internet) : El País, El Mundo, La Vanguardia, ABC...

## 21\_EBO\_NI\_IBT\_S1\_LVX\_LV2\_FLE\_3361 – INTERMEDIATE FRENCH (Incoming only)

DEGREE	BBA	LEVEL	Bachelor 4
PROGRAMME	BBA International Business Track	ACADEMIC YEAR	2020-2021
STUDENT HOURS	30	ECTS	5
SEMESTER	Fall (1)	CAMPUS	Nice
COURSE COORDINATOR	elisabeth.dickson@edhec.edu		

### COURSE OBJECTIVES

Discover France and Aspects of French society and culture.  
Learn to master daily life communication situations, both written and oral.  
Participate in discussions and present one's opinions clearly.

### LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 : Master spoken French in daily life and in a social context.
- LO2 : Master written French in daily life and in a social context.

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 : Be capable of talking about various general and basic business topics.
- LO4 : Be able to do an oral presentation.

### PREREQUISITES

To be able to speak, write and understand basic French.

### COURSE CONTENT

Communicate with ease using daily life vocabulary Undertake administrative procedures.  
Write email messages and simple letters.  
Understand texts in French and discuss a particular topic.

### MAIN TEACHING & LEARNING METHODS

Lectures                      Class Discussions                      Group Work                      Presentations

### ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continous Assessment Individual	Participation – 30%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
2	Continous Assessment Individual	70%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
3	Choose an item.	Click or tap here to enter text.	Choose an item.	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4
	Choose an item.	Click or tap here to enter text.	Choose an item.	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4

### REQUIRED READING

Grammaire Progressive du Français, Niveau Intermédiaire, CLE INTERNATIONAL.  
Newspapers and magazines : Le Monde, Libération, L'Express, Le Figaro, le Nouvel Observateur, Le Point... WEBSITES.  
<http://jt.france2.fr/> <http://www.france5.fr/c-dans-l-air/videos> <http://www.lepointdufle.net>  
[http://www.tv5.org/TV5Site/enseigner-apprendre-francais/accueil\\_apprendre.php](http://www.tv5.org/TV5Site/enseigner-apprendre-francais/accueil_apprendre.php)

## 21\_EB0\_NI\_IBT\_S1\_LVX\_LV2\_FLE\_4061 : FRENCH FOR BEGINNERS (Incoming only)

DEGREE	BBA	LEVEL	Bachelor 4
PROGRAMME	BBA International Business Track	ACADEMIC YEAR	2020-2021
STUDENT HOURS	30	ECTS	5
SEMESTER	Fall (1)	CAMPUS	Nice
COURSE COORDINATOR	elisabeth.dickson@edhec.edu		

### COURSE OBJECTIVES

To use fundamental structures of standard French.  
To acquire basic French vocabulary.  
To acquire cultural knowledge so as to better apprehend the French speaking world.  
To be able to use the French language in the daily life.

### LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 : Being able to speak and write in the present using basic sentences and vocabulary.
- LO2 : Being able to be understood by native speakers.

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 : Being able to communicate using daily life expressions and basic sentences in elementary French.
- LO4 : Better understanding the area they are going to live in and French culture.

### PREREQUISITES

This course is aimed at completed beginners.

### COURSE CONTENT

Developing communication skills.  
Using grammatical structures in context.  
Using daily life vocabulary.  
Apprehending the French-speaking world.

### MAIN TEACHING & LEARNING METHODS

Lectures                      Class Discussions                      Group Work                      Choose an item.

### ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continous Assessment Individual	Participation – 30%	Not apply	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4
2	Continous Assessment Individual	70%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
3	Choose an item.	Click or tap here to enter text.	Choose an item.	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4
	Choose an item.	Click or tap here to enter text.	Choose an item.	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4

### REQUIRED READING

Grammaire Progressive du Français, Niveau A1.1, débutant complet, Maïa Grégoire, Alina Kostucki, CLE INTERNATIONAL, 2019.  
Grammaire en Dialogues, Niveau A1, grand débutant, Odile Grand-Clément, CLE INTERNATIONAL, 2017.  
Vocabulaire Progressif du Français, Niveau débutant A1, Claire Miquel, CLE INTERNATIONAL, 2017.  
Communication Progressive du Français, Niveau A1.1 débutant complet, Dorothée Escoufier, Camille Gomy, Kim Ta, CLE INTERNATIONAL, 2017.  
<https://apprendre.tv5monde.com/fr>  
<https://www.lepointdufle.net/p/learnfrench.htm>  
Lectures CLE en français facile, Niveau1/A1, ebook  
Lire en Français facile, A1, Hachette (For adults : La dernière nuit au phare, Mystère sur le Vieux-Port, Enquête capitale).



## 21\_EB4\_NI\_IBT\_S1\_LVX\_LV2\_FLE\_6496 – ADVANCED FRENCH (Incoming only)

DEGREE	BBA	LEVEL	Bachelor 4
PROGRAMME	BBA International Business Track	ACADEMIC YEAR	2020-2021
STUDENT HOURS	30	ECTS	5
SEMESTER	Fall (1)	CAMPUS	Nice
COURSE COORDINATOR	elisabeth.dickson@edhec.edu		

### COURSE OBJECTIVES

Discover business French and life of an enterprise in the French, European and global socio-economic context, communicate in the business world. B2/C1 (CEFR) level.

### LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1: Read French articles on various topics and listening comprehension exercises.
- LO2 : Write essays and formal letters/emails in French.

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 : Discuss various topics and business cases.
- LO4 : Make an oral presentation about a company.

### PREREQUISITES

To be able to speak, write and understand French at intermediate level B1 (CEFR) level, to be able to take part in a discussion of various topics, to have a good knowledge of various French vocabulary, grammar and culture.

### COURSE CONTENT

Will be given in class.

### MAIN TEACHING & LEARNING METHODS

Lectures                      Class Discussions                      Group Work                      Presentations

### ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continous Assessment Individual	Participation – 30%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
2	Continous Assessment Individual	70%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
3	Choose an item.	Click or tap here to enter text.	Choose an item.	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4
	Choose an item.	Click or tap here to enter text.	Choose an item.	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4

### REQUIRED READING

Press and company Websites, paper of business cases, French articles.