

# LIST OF ENGLISH-TAUGHT COURSES



*ACADEMIC YEAR 2019/2020*

*Please note that is list is provided for information purposes – some of the elements listed are subject to change.*



*Exchange students at UCLy can take up to 2 classes in each Department out of their Department of enrolment, provided the selection of courses has been validated by their Home Institution Academic Advisor and the course schedules are compatible. In case of schedule conflicts, the Department of enrolment will invite the exchange students to choose their courses within said unit.*

# PHILOSOPHY AND HUMAN SCIENCES

*DEPARTMENT OF PSYCHOLOGY –  
SHS (HUMAN AND SOCIAL  
SCIENCES)*

UNDERGRADUATE LEVEL COURSES

**Spring Semester/ Semester 2 (January – May 2020)**

**STRESS MANAGEMENT AND ASSERTIVENESS / PSYCHOLOGICAL PRACTICE WITH CAREGIVERS**

*Teacher: O.Popescu*

Fundamental knowledge in the various theoretical fields of the discipline, in their epistemological currents and in their methodological approaches. Skills to refer a matter or a question to one or more theoretical currents. Provide students with tools for approaching stress management and assertiveness in a consultation with a patient. Discover these tools and participate in simulations of real-life professional situations (role-play of a patient-psychologist interaction). Mobilize knowledge and skills (acquired during this course, as well as in other courses approaching the two main issues) as part of a work on case studies, in order to complete the theoretical framework with a practice-centered approach.

Compétencies

*Applied disciplinary knowledge :*

Methodological know-how (introduction): integration of experimental and clinical observation methods, of interview methodologies, of survey and questionnaire scale development methodologies, introduction to psychological testing, to psychometric and docimological methodologies and to group dynamics techniques. Sensitising to different aspects of the professional practice of psychology

*Transferable skills :*

**Autonomy in learning**

Organise oneself, manage time and priorities, plan ahead, self-evaluate. Understand assessment approaches and evaluate one's actions. Increase one's autonomy in the learning process; prepare oneself for lifelong learning. Demonstrate abstraction ability. Have an introduction to projet management. Demonstrate initiative.

***Demonstrate information-seeking skills, analytical and synthesis skills***

Research, analyze and use information from different sources and media (paper and electronic) in relation with the current academic training, process the information in order to produce a synthetic document, and disseminate it through digital media (texts, tables, slideshows, videos, bibliographies ...). Carry out a study: identify and develop a research question in a predefined context, build and develop an argument, interpret data and results, write an abstract, suggest areas of further exploration. Engage in self reflection, display critical thinking, debate, develop a counterargument or defend one's ideas.

***Master at least one foreign language (English)***

Generic pre-professional skills.

## **Develop one's ability to use knowledge and skills through exercises simulating real-life professional situations**

Acquire knowledge on stress management and assertiveness, as well as on the tools psychologists use in order to approach these issues, in a consultation.

Develop the skills one needs in order to provide counselling on stress related issues or on problems related to non-assertive behaviour, by participating to role play and exercises, as well as case analysis, in a framework which stimulates dialogue and interaction.

### Pre-requisites

Intermediary-advanced level in English.

### Pedagogical tools

- Powerpoint presentations of theoretical aspects
- In-class exercises
- Case study
- Role play

### Course content

1. Introduction: stress management and assertiveness as ways of improving the patient's wellbeing.
2. Different stress models. Causes, moderator variables, and stress response.
3. Coping strategies (problem-focused and emotion-focused, adaptive and maladaptive, active and passive coping).
4. Stress management tools and techniques acting on three dimensions : emotions, thoughts, and behaviours.
5. Assertiveness basics.
6. Assertive and non-assertive behaviour : causes and consequences.
7. Assertiveness as a therapeutic tool (in the treatment of anxiety, depression, problems related to lack of self-esteem and self-confidence or for approaching relational problems).
8. Assisting the patient in various situations requiring assertiveness (making or refusing requests, expressing feelings and affection, expressing criticism or formulating assertive responses to criticism, etc.)

### Assesement

Session 1: Class participation (coef. 1), written work (coef. 2)

Session 2: written work

## Bibliography

ALBERTI, R.E., EMMONS, M.L. (1990). A manual for assertiveness trainers. San Louis Obispo: Impact

KOTTLER, J.A., CHEN, D.D. (2011). Stress Management and Prevention: Applications to Daily Life. New York: Routledge

NEJAD, L., VOLNY, K. (2008). Treating stress and anxiety: A practitioner's guide to evidence-based approaches. Bethel: Crown House Publishing

*3 ECTS (credits) – 20 hours*

## THE PATIENT-PSYCHOTHERAPIST RELATIONSHIP

*Teacher: Oana Popescu*

Knowledge of the history and of the epistemology of the discipline. Fundamental knowledge in the various theoretical fields of the discipline, in their epistemological currents and in their methodological approaches. Skills to refer a matter or a question to one or more theoretical currents. Approach the patient-psychotherapist relationship, through theories and concepts belonging to different psychotherapy orientations. Sensitise students to the reflective and relational skills of the psychotherapist, faced with the subjective reality of the patient, his expectations and his interpersonal style. Invite students to apply the knowledge they have acquired in practical situations (role play, in-class exercise based on an account of psychotherapy sessions co-written by the therapist and the patient).

### Competencies

*Applied disciplinary knowledge :*

**Methodological know-how (introduction):** integration of experimental and clinical observation methods, of interview methodologies, of survey and questionnaire scale development methodologies, introduction to psychological testing, to psychometric and docimological methodologies and to group dynamics techniques. Sensitising to different aspects of the professional practice of psychology.

*Transferable skills :*

### **Demonstrate information-seeking skills, analytical and synthesis skills**

Research, analyze and use information from different sources and media (paper and electronic) in relation with the current academic training, process the information in order to produce a synthetic document, and disseminate it through digital media (texts, tables, slideshows, videos, bibliographies ...)

### **Carry out a study**

Identify and develop a research question in a predefined context, build and develop an argument, interpret data and results, write an abstract, suggest areas of further exploration.

Engage in self reflection, display critical thinking, debate, develop a counterargument or defend one's ideas.

### **Master at least one foreign language (English)**

Generic pre-professional skills. Acquire knowledge on the career paths associated with the academic discipline. Develop one's ability to use knowledge and skills through exercises simulating real-life professional situations. Participate in the process of knowledge creation, dissemination and promotion. Acquire knowledge about the frame in psychotherapy, as well as on the place of the patient and that of the therapist inside this frame. Know how to describe the patient-psychotherapist relationship, using concepts belonging to different approaches (psychodynamic, humanistic, cognitive-behavioural). Have an essential knowledge about the therapeutic alliance and understand the role of the psychotherapist in its establishment. Become familiar with research findings on the topic of the therapeutic alliance or on the qualities of efficient psychotherapists. Describe the basic principles of metacommunication in psychotherapy and identify them in a given context (clinical illustration) Approach aspects of the limits for the patient-psychotherapist relationship (in a given context).

### Pedagogical tools

- Powerpoint presentations of theoretical aspects
- Recommended reading-excerpts (Yalom, I.D., Elkin, G., 1974)
- Role play
- Excerpts of video-taped psychotherapy sessions

### Course content

1. A meeting between two «otherness» in a well-defined setting : patient, therapist, psychotherapeutic frame.
2. Patient-psychotherapist relationship in different approaches : psychodynamic, humanistic, cognitive-behavioural.  
Key-concepts belonging to these approaches : transference/countertransference (psychodynamic), unconditional positive regard, congruence, empathy (humanistic).
3. Therapeutic alliance and its key-role in a successful psychotherapy. The three dimensions of the therapeutic alliance (Bordin, 1979) : bond, goals and tasks.
4. Qualities of efficient psychotherapists.
5. Metacommunication in psychotherapy.
6. Limits for the patient-psychotherapist relationship.

### Assesement

Session 1: Class participation (coef. 1), written work (coef. 2)

Session 2: written work Evaluation

Bibliography

NORCROSS, J.C., WAMPOLD, B.E. (2011). Evidence-based therapy relationships : Research conclusions and clinical practices. *Psychotherapy*, 48(1), 98-102

SOMMERS-FLANAGAN, J., SOMMERS-FLANAGAN, R. (2004). *Counseling and psychotherapy theories in context and practice*. New Jersey : John Wiley and Sons

YALOM, I.D., ELKIN, G. (1974). *Every day gets a little closer : a twice-told therapy*. New York : Basic Books

*3 ECTS (credits) – 20 hours*

## POST-GRADUATE LEVEL COURSES

### Fall Semester/ Semester 1 (September – December 2019)

#### ENSEIGNEMENT DE LA PSYCHOLOGIE

*Teacher: Emir Lara-Diaz*

The course will follow to main objectives. In the first place, we will study the evolution of therapeutic mediations usage as a response to specific psychic suffering. Secondly, we will analyze the theoretical methodological basis of therapeutic mediated devices and the particularities of the medium used.

#### Course content

Lectures organized in two parts

1. Overview on therapeutic mediation basis.
2. History of mediation and art in mental-health care.
3. Meta-psychology of therapeutic mediation. The malleable/pliable medium Sensory properties and diversity in ways of symbolization.
4. Therapeutic mediation and the psychoanalytic framework Specificity of mediation and free association, transference, interpretation, creative process, group dynamics... – Clinical practice.
5. Methodology of mediation: from painting and clay modeling group to videogame medium.

#### Assesement

Written examination (2h)

#### Bibliography

- MILNER, M. (1969). *The Hands of the Living God: An Account of a Psycho-analytic Treatment*, Routledg (2010).
- MITRANI, J-L. et MITRANI, T. (2015). *Frances Tustin Today*, Routledge.
- ROUSSILLON, R., (2010). *Primitive Agony and Symbolization*, Karnac Books.
- SEARLES, H. (1994). *My work with borderline patients*, Jason Aronson.
- STERN, D. (1985). *The interpersonal world of the infant*, basic books (1985).
- WINNICOTT, D.-W. (1971). *Playing and reality*, Routledge (2012).

**3 ECTS (credits) – 11 hours**

## Spring Semester/ Semester 2 (January – May 2020)

### THERAPEUTIC MEDIATION IN A PSYCHODYNAMIC RESEARCH

Teacher : Emir Lara-Diaz

Study and discuss the various types of psychodynamic therapeutic mediation; outline the implementation of a therapeutic mediation intervention and its suitability in a research framework (example: videogames used as a therapeutic mediation); present and analyze the different mediations encountered during the students traineeship.

#### Course content

- Tutorials organized in three parts
- Implications of therapeutic mediation
- History of mediation and art in mental-health institutions
- Therapeutic mediation according to the psychoanalytic framework
- Free association, transference, sublimation, creative process, group dynamics...)
- Meta-psychology of therapeutic mediation
- The malleable/pliable medium
- Videogame as a therapeutic mediation.
- Digital media and mental health.
- Implementation of a psychotherapeutic device using videogames and scientific research openings.
- The importance of the image, the “avatar” and the hardware
- Sessions reserved to present the specifications of three or four therapeutic mediation devices. Presentations will be defined according students interests and their interneer experiences (e.g. modeling, count reading, writing, theater, collage, drawing...)

#### Assesement

Team-oral presentation of a therapeutic mediation device related to the students traineeship / 30~45 minutes, depending on the number of students registered for tutorials.

Written document: extended summary of the student’s research work (first session)

Second session: written examination (2h)

#### Bibliography

MILNER, M. (1969), *The Hands of the Living God: An Account of a Psycho-analytic Treatment*, Routledge (2010).

PRINZHORN, H. (1922), *Artistry of the Mentally Ill: A Contribution to the Psychology and Psychopathology of Configuration*, Springer Science & Business Media (2013). ROUSSILLON, R., (2010), *Primitive Agony and Symbolization*, Karnac Books.

WINNICOTT, D.-W. (1971), *Playing and reality*, Routledge (2012).

**3 ECTS (credits) – 22 hours**

# **LEGAL, POLITICAL AND SOCIAL SCIENCES**

*FACULTY OF LAW*

**UNDERGRADUATE AND GRADUATE COURSES TAUGHT IN ENGLISH**

**Fall Semester/ Semester 1 (September – December 2019)**

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**ALL COURSES HAVE A LIMITED NUMBER OF PLACES**

**Diploma in C.L.:** diploma in Common Law

**Diploma in CLSD:** diploma in Climate Law and Sustainable Development

**LLM in IBL:** LLM in International Business Law

**Master in DLMA:** Master in Digital Law and Management

**📌 Submitted to prior assessment of the student's background**

**COMPARATIVE LAW**

*Level: Undergraduate*

Module objectives: An analysis of the main legal traditions in the world.

Module contents: A study on the two prevailing western legal systems, the common law and the continental law: history, features, sources, institutions and structures. The same pattern is used to highlight the peculiarities of non-western legal traditions (Islamic law, Chinese law, African legal traditions).

**3 ECTS – 21 hours**

**GLOBAL CONTEMPORARY LAW**

*Level: Undergraduate*

Comprehensive approach to the contemporary world is a one-semester course covering major issues of the twenty-first century with the central question of “progress” in history. It covers the geopolitical, economical, intellectual and socio-cultural history of the twentieth century to demonstrate how struggles of the past have returned or may return in a near future if too little attention is paid to them. The aim of this course is to shift the focus away from a chronological approach of events and episodes covered in conventional modern history to a thematically approach of today's world issues together with a critical thinking about the twentieth century.

**3 ECTS – 21 hours**

## INTRODUCTION TO COMMON LAW : COUNTRIES & LEGAL SYSTEMS

*Level: Undergraduate*

A study of the origins of the Common Law system, its expansion around the world, its characteristics, the states and dominions which are included within its area of influence and its application and main features (sources, institutions, structures).

**2 ECTS – 10 hours**

## TORT LAW

*Level: Undergraduate*

A study of the rules which govern persons' liability (conditions, effects) including both general and specific legal regimes in Common Law jurisdictions.

**2 ECTS – 10 hours**

## LAW OF PERSONS

*Level: Undergraduate*

A study of the main features and peculiarities of the corpuses of rules that govern the person in the contest of Common Law jurisdictions: definition, borders, prerogatives... rights and obligations as a member of a community (family, legal buddies).

**2 ECTS – 10 hours**

## PROPERTY AND TRUST LAW

*Level: Undergraduate*

A study of various kinds of goods (traditional goods, modern goods, goods submitted to special regimes) and the rights they can generate (typology, creation, content, transfer, competition). A focus is made as well on the major categories of trusts, the parties involved in such a contract, the legal relationship between them and its termination.

**2 ECTS – 10 hours**

## LABOUR LAW

*Level: Undergraduate*

A study of working relationship considered in both its individual and collective dimension (rights and obligations of employers and employees, role, prerogatives)

and responsibility of unions, law's flexibility, protective measures and compensation.

**2 ECTS – 10 hours**

### **INTRODUCTION TO THE CLIMATE LAW AND SUSTAINABLE DEVELOPMENT**

This course is taught both in English and French, fluency in both languages is required.

*Level: Undergraduate*

New course – Description in progress

**2 ECTS – 10 hours**

### **PRINCIPLE OF CLIMATE LAW**

This course is taught both in English and French, fluency in both languages is required.

*Level: Undergraduate – Law School*

New course – Description in progress

**2 ECTS – 10 hours**

### **ACCOUNTING LAW**

*Level: Graduate – Law School*

As far as accounting is generally considered as the language of business, understanding this language is of strategic importance for business players, especially at the international level.

The course is an introduction to financial analysis (IFRS) and will familiarize the students with the key concepts of financial statements.

**3 ECTS – 20 hours**

### **DIGITAL LAW**

*Level: Graduate*

Module objectives: Students will learn about the issues and legal solutions pertaining to cyber law, especially for dealing with legal opinions and pleadings. The main objective of this course is to teach students the specific legal terminology and systems of e-commerce regulation.

**6 ECTS – 30 hours**

## EUROPEAN BUSINESS LAW – THE SINGLE MARKET: GOODS, SERVICES / EUROPEAN INTERNATIONAL MARKET

*Level: Graduate*

① Submitted to prior assessment of the student's background

Module content: The unprecedented success of the European integration is mainly a result of the success of the evolution of the common, internal and single market. The main characteristics of this evolution are based on the economic fundamental freedoms, the 'Four Freedoms': the free movement of goods, persons, services and capital. During the 20 hours long lectures and seminars we will cover the main characteristics and the practical aspects of the four freedoms.

**6 ECTS – 20 hours**

### EU CUSTOM LAW

*Level: Graduate*

① Submitted to prior assessment of the student's background

Module objectives: Give the students a clear picture of the Customs Union among the Member States and of the EU common customs tariff. Make the students aware of the EU customs' procedures (classification, declaration, representatives, warehousing, incoterms, temporary admission...).

Module content: Relations between customs and trade. Role of the Customs Union within the Single Market. Coordination of the Member States' administrations. Functioning of the Customs Union in relation with the European external trade policy and in the light of the WTO legal framework and of the preferential trade agreements. Role of the Customs Union as a protective tool in international trade. Study of the EU Customs Code.

**3 ECTS - 20 hours**

### EU FREE TRADE AGREEMENTS

*Level: Graduate*

① Submitted to prior assessment of the student's background

Module objectives: Give the students a picture of the legal framework of the EU External Trade Policy and study major free trade agreements concluded or being negotiated by the European Union.

Module content: The EU is looking for deeper commercial relations, especially with emerging economies, particularly in Asia. The module will introduce the students to the EU external trade policy and to the specific EU competence in this field. The place of external trade agreements within the EU legal order will also be addressed. The students will also have an

overview of the current trade negotiations and study major existing trade agreements currently negotiated or recently signed by the European Union.

*3 ECTS - 30 hours (20 hours of classes and individual work representing 10 hours of individual work)*

## **INTERNATIONAL CONTRACT LAW**

Level: Graduate

① Submitted to prior assessment of the student's background

Module objectives: To develop student's ability to draft and analyze international contracts, in a transnational and international perspective.

Module content: Fewer margins, indirect damage, judicial appeals... For small and medium-sized companies, the consequences of a business contract not properly clinched can be disastrous. In order to avoid such litigation, to manage the risks and not to go to court, a well drafted business contract is indispensable, in France and on an international level. This course puts the focus on the essential aspects of International Contract Law and proposes rules enabling to draft and negotiate contracts. Numerous contract terms and examples of contracts are analyzed. This teaching is thus very practical so that students may identify and assess the risks for business operations.

Many contracts are presented such as the sale contract, the retailer contract, the sales rep contract, consultancy, technical support and the know-how license.

*6 ECTS – 20 hours*

## **INTERNATIONAL INVESTMENT AGREEMENTS**

Level: Graduate

① Submitted to prior assessment of the student's background

Module objectives: Students will gain an understanding of key provisions of bilateral investment treaties and free trade agreements containing an investment chapter and the impact of international investment policies on countries at worldwide level.

Module content: Analysis of some bilateral investment treaties and major free trade agreements involving developed and developing countries. Students will have the opportunity to use their knowledge and their advocacy skills during an investment moot arbitration.

*6 ECTS - 30 hours*

## **INTERNATIONAL TRADE LAW**

Level: Graduate

Module objectives: To acquire the legal foundations of the trade relations at an international stage.

Module content: This module will introduce students to the WTO multilateral trading system, starting with its history and its GATT roots. It will present the WTO as an international organization and introduce the WTO's main tasks and its general norms and concepts. It will place WTO rules and norms in the wider context of public international law.'

**6 ECTS – 30 hours**

## **SECURED TRANSACTIONS**

Level: Graduate

① Submitted to prior assessment of the student's background

This module will provide an introduction to the study of comparative secured transactions ethics matters. Students will learn the basic concepts of secured transactions and the various requirements for the legal validity of the guarantee/security relationship. The module will cover a selection of forms of secured business finance, the rights and obligations of creditors upon default. The module will look at various laws of secured transactions in several countries.

**3 ECTS – 20 hours**

## **LEGAL SKILLS**

Level: Graduate

Module objectives: The aim of this course is to provide students with a general understanding of what "Legal Skills" are.

Module content: Legal Skills encompass the management of clients and lawyers' relationships. Legal Skills include legal drafting, interviewing skills and drafting documents in a legal environment. This course will use practical examples and genuine documents as teaching aids. We will also consider drafting recommendations and drafting tips. At the end of this course, students will have a better understanding of all the various facets used in a legal environment.

**6 ECTS – 20 hours**

## **PUBLIC & PRIVATE INTERNATIONAL LAW**

Level: Graduate

This course will cover principles of public and private international law. Increasingly, lawyers find themselves planning transactions or litigating cases involving persons or events connected with more than one state or nation. This module will first deal with the principles of private international law (conflicts of laws etc). This module will first deal with the principles of public international law (states responsibilities etc).

**3 ECTS - 20 hours**

## **SURVEY OF INTERNATIONAL TRADE LAW**

*Level: Graduate*

### **① Submitted to prior assessment of the student's background**

To provide a sound foundational overview of the core legal structures and principles of international trade and investment law in a way that familiarizes students with the economic drivers of trade and investment (and its regulation); the big questions facing the trading world today; and the process of negotiation and dispute by which those questions are grappled with.'

**6 ECTS - 20 hours**

## **TRADE IN GOODS**

*Level: Graduate*

### **① Submitted to prior assessment of the student's background**

This module will deal with WTO Rules for Trade in Goods. This module will provide an history of, and introduction to, the GATT/WTO and a presentation of the main functions of the WTO together with the main players and operation of the WTO. The students will discover the legal nature of the WTO, the Most Favoured Nation and National treatment clauses. The module will also consider tariffs, quotas and tariff rate quotas and WTO rules relating to tariffs. Students will then discover the transparency in the WTO and the rules of origin. The module will then deal with TRIMS Agreement and the Trade Facilitation Agreement.'

**3 ECTS - 20 hours**

## **TRADE IN SERVICES**

*Level: Graduate*

### **① Submitted to prior assessment of the student's background**

Module objectives: Understand how services are related to other trade areas (e.g. goods), their role in global trade as well as the existing and, particularly, the legal framework applicable to their trade.

Module content: Study of the latest trends in international trade in services, analysis and study of the General Agreement on Trade in Services (GATS) together with GATS schedules of commitments and GATS provisions and their implications for financial services and telecommunications services as well as e-commerce. Students will study GATS Dispute settlement and jurisprudence and how WTO services negotiations work.

**3 ECTS - 20 hours**

## **EU AND COMPARATIVE LAW**

*Level: Graduate*

### **① Submitted to prior assessment of the student's background**

Competition Law is the other major part of European Business Law and deals with antitrust, mergers, state aid, etc. The international dimension of EU Competition Law will form a significant part of this course, taking into account the growing number of merger transactions having an international dimension and the global dimension of anti-competitive practices.

**3 ECTS - 15 hours**

## **INTRODUCTION TO FRENCH LEGAL SYSTEM**

*Level: Graduate*

New course, description in progress

**3 ECTS - 22 hours**

## **INTRODUCTION TO FRENCH BUSINESS LAW**

*Level: Graduate*

This class will cover the principles of French Business law to new comers to the field.

**3 ECTS - 22 hours**

## **INTRODUCTION TO COMPARETE LAW OF OBLIGATIONS (OCNTRACT & TORTS)**

*Level: Graduate*

New course, description in progress

**3 ECTS - 22 hours**

## **INTRODUCTION TO COMPARATIVE CRIMINAL LAW**

*Level: Graduate*

This class will cover the principles of Criminal Law in an international context.

**3 ECTS - 22 hours**

## **INTELLECTUAL PROPERTY**

*Level: Graduate*

The digital economy has many implications on the relevance of Intellectual Property for business. The rapid growth of the digital economy, enabled by broadband penetration, and coupled with increases in computing power and storage, creates global markets for content

and rights holders. But it also creates a threat that — without adequate controls — piracy will damage the creative industries. It is important to raise awareness of IP so that the many businesses that have yet to receive help with their intellectual property can do so.

Throughout the course we will focus in particular on the ways that the growing digital economy is impinging on Copyright Law, Utility Patent Law, Trademark Law, Trade Secrets, Database and Personal Data Protection.

**2 ECTS - 18 hours**

## **CORPORATE LAW & DIGITAL ECONOMY**

*Level: Graduate*

New course, description in progress

**3 ECTS - 22 hours**

## **DATA PROTECTION 1: DIGITAL CIVIL LAW**

*Level: Graduate*

New course, description in progress

**3 ECTS - 22 hours**

## **DIGITAL ENVIRONMENT**

*Level: Graduate*

New course, description in progress

**2 ECTS - 18 hours**

## **INTERNATIONAL BUSINESS LAW IN THE DIGITAL ERA**

*Level: Graduate*

**① Submitted to prior assessment of the student's background**

International business benefits from rapid development of technology and advances of the digital world, but also faces many new legal challenges, potential risks and liabilities. This course concerns international business law as it applies in the global digital-legal environment. It will give an in-depth overview of the legal issues, concepts, tools and frameworks facing international business in the digital era of today. The interplay of established legal structures and impact of disruptive technologies at the regional (EU) and international law level will be emphasized to illustrate legal challenges to the current legal and regulatory governance of international business. Topics will include big data, e-commerce, emerging technologies (blockchain, cryptocurrencies, smart contracts) and

digital ownership. This course provides insights of legal and regulatory digital environment and practices that help to identify and interpret legal issues facing international business. Students will be exposed to an interdisciplinary business law and technology approach and will develop the knowledge and skills to assist them in professional international business environment.

*[For information purposes: subject to modification]*

**3 ECTS - 22 hours**

## LAW OF SOFTWARE & DATABASES

*Level: Graduate*

**Submitted to prior assessment of the student's background**

In the course « Law of software and databases » the students will gain an oversight of legal questions from the fields of data protection (GDPR), intellectual property, contract law and (product) liability from the perspective of EU-law. During the class, students will narrow down a business model concerning software or databases and evaluate its legal compliance. The first part of the course will focus on some central instruments of the GDPR that are relevant for practitioners in both the public and private sector, such as Privacy by Design (Art. 25 GDPR) and Data Protection Impact Assessment (Art. 35 GDPR). In the second part, we will shed a light on legal challenges concerning the purchase and application of software and databases in companies and public administration, covering also intellectual property and trade secrets. The third part will cover regulatory questions concerning new technologies such as Artificial Intelligence and Blockchain.

*[For information purposes: subject to modification]*

**3 ECTS - 22 hours**

## DIGITAL CONTRACT LAW: NEGOCIATION & STRATEGIES

*Level: Graduate*

**① Submitted to prior assessment of the student's background**

Over the past three decades, the basic principles of the law of contract have been developed and evolved to meet the realities of a digital age. In recent years, the most significant development in digital law for business management has been the implementation of the European Union's General Data Protection Regulation, which has imposed obligations regarding the processing, use, movement and storage of personal data on companies and public bodies in the digital single market and beyond. The course will provide an introduction to basic contract law before focusing on digital contract law with a particular study of the GDPR, its terms, conditions and requirements.

**3 ECTS - 22 hours**

## RESOLUTION OF INTERNATIONAL DISPUTES & CYBERCRIME

*Level: Graduate*

① **Submitted to prior assessment of the student's background**

The course provides deeper knowledge of international dispute resolution and criminal liability in connection with digital contracts and operations, including a review of financial fraud, data theft and their connections with GDPR and money laundering, all of which is studied in a comparative perspective, focusing on the legal systems of France, England, the US & Argentina.

**3 ECTS - 22 hours**

## FRENCH LANGUAGE

Semester: 1 & 2

A level assessment test is organized at the beginning of each semester in order to determine your command of French language.

Group 1 & 2: Level A1.1/A1 of the European Common Framework for Languages. Understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type. Introduce him/herself and others and ask and answer questions about personal details.

Group 3: Level A2 of the European Common Framework for Languages. To build on existing language skills and to proceed to more advanced aspects of the language having reached Level A1+/A2 of the European Common Framework for Languages, corresponding to an intermediate level. It is expected to develop communicative skills and extend understanding of both written and spoken French in order to bring the learner to a progressive autonomy in the use of the language in everyday situations.

Group 4: Level B1 of the European Common Framework for Languages. The student will be able to accomplish tasks in various social domains, due to the acquisition of basic knowledge and communicative, linguistic and cultural know-how and from the implementation of realistic learning strategies. The students will be able to discuss the news and their opinions, their emotions and sentiments, activities and actions, organize their thoughts, and will be able to interact appropriately in social situations.

Group 5: Level B2 C1 (Proficient User) of the European Common Framework for Languages. Understand a wide range of demanding, longer texts, and recognize implicit meaning. Express fluently and spontaneously without much obvious searching for expressions. Use language flexibly and effectively for social, academic and professional purposes. Produce clear, well-structured, detailed text on complex subjects, showing controlled use of organizational patterns, connectors and cohesive devices.

**4 ECTS – 30 hours**

## Spring Semester/ Semester 2 (January – May 2020)

ALL COURSES HAVE A LIMITED NUMBER OF PLACES

Diploma in C.L.: diploma in Common Law | Diploma in CLSD: diploma in Climate Law and Sustainable Development

LLM in IBL: LLM in International Business Law | Master in DLMA: Master in Digital Law and Management

① Submitted to prior assessment of the student's background

△ Only for students who stay the whole academic year

### INTRODUCTION TO COMMON LAW : CONSTITUTIONAL LAW

*Level: Undergraduate*

A study of the specificities of the Common Law countries' Constitutional systems in a comparative perspective (constitutional rules, sources, forms of the Constitution, hierarchy between constitutional rules and other norms, review of the constitutionality of laws).

**2 ECTS – 10 hours**

### CONTRACT LAW

*Level: Undergraduate*

A study of principles and provisions governing the formation of contracts (pre contractual stage, requirements for their validity), the performance (rights and obligations of both the contracting and third parties), their evolution (suspension, assignment) and termination (modalities, effects, post-contractual obligations).

**2 ECTS – 10 hours**

### CRIMINAL LAW

*Level: Undergraduate*

A study of the definition and classification of offences, characteristics of the competent judicial structures and procedural rules, nature and diversity of sanctions and their implementation.

**2 ECTS – 10 hours**

## COMPANY LAW

*Level: Undergraduate*

The course focuses on the various categories of companies and analyzes the corpuses of rules governing their formation and the pre-formation stage, stakeholders' status (: shareholders, executives, directors, auditors, employees and their representatives...). It also expands on the decision-making modalities and processes, and on the main events marking the companies functioning (: transformation, mergers and acquisitions...) and their dissolution as well".

**2 ECTS – 10 hours**

## TAX LAW

*Level: Undergraduate*

This module is dedicated to a study of taxes typology, rules concerning the determination of base and rates, various legal arrangements which are commonly admitted, the peculiarities of relationships between the tax administration and the tax-payers.

**2 ECTS – 10 hours**

## CLIMATE LAW

**This course is taught both in English and French, fluency in both languages is required**

*Level: Undergraduate*

New course – Description in progress

**2 ECTS – 10 hours**

## BIODIVERSITY LAW

**This course is taught both in English and French, fluency in both languages is required.**

*Level: Undergraduate*

New course – Description in progress

**2 ECTS – 10 hours**

## INTERNATIONAL AND EUROPEAN RELATIONS

*Level: Undergraduate*

The course aims to emphasize fundamental basis of contemporary international and European relations: countries, diplomacy, international organizations, and especially the United Nations, non-governmental organizations (NGO), and European Union's institutions as well. It also focuses on fundamental legal concepts and topical issues.

**3 ECTS – 20 hours + Tutorials : 5 ECTS – 40h**

## EUROPEAN LAW

*Level: Undergraduate*

Extending the study of European institutions, the course is dedicated to the EU legal order and judicial system. Various topics are analyzed, such as that of written sources – primary law, secondary legislation (regulations, directives) –, case law and general principles of the EU law (: direct effect, primacy, subsidiarity, proportionality). Concerning the judicial system, the course emphasizes the legal remedies (: preliminary ruling procedure, the “recours en carence”, action for annulment or for non-compliance...) that can be exercised in front of the EU Court of Justice.

**5 ECTS – 31 hours 30 + Tutorials : 7 ECTS – 51 hours 30**

## EUROPEAN UNION: ECONOMIC & LEGAL ENVIRONMENT

*Level: Undergraduate*

As we move further into the 21st century, relations between nations are undergoing profound and unforeseen changes. The European Union has taken its place on the world stage, and yet is still a “work in progress”. The EU is an ambitious project which has captured the imaginations of people throughout Europe, of course, but also around the world. And yet the question remains: What is Europe? Is there a common European identity? What is the future of Europe, and what will be its role in the world in the years to come? The aim of this course is to examine all of these issues and questions through the perspective of the institutions of the European Union. The European project's construction can be seen in light of the evolution of its institutions.

**3 ECTS - 30 hours**

## ARBITRATION LAW

*Level: Graduate*

① Submitted to prior assessment of the student's background

The course will provide a detailed analysis of arbitration agreements, arbitral proceedings, the constitution of the arbitral tribunal, the powers and duties of arbitrators, the qualities of arbitrators, the role of national courts into the arbitration proceedings, arbitral awards and the recognition and the enforcement of arbitral awards. Students will learn about ad hoc and institutional arbitrations. They will look at the specificities of investment arbitration and ICC arbitration. The students will take an active role in a Moot arbitration

**6 ECTS – 30 hours**

## **BANKRUPTCY LAW**

*Level: Graduate*

**① Submitted to prior assessment of the student's background**

This course is designed to provide students with international corporate bankruptcy law. The key general concepts studied will include French law, German law, British law, European law and American law. In examining the different types of bankruptcy proceedings, we will begin with the rules for liquidations and then explore reorganizations. Throughout the course we will explore the policies underlying bankruptcy laws. By the end of this course, students should: (1) have acquired knowledge of business bankruptcy law, policy, and practice, and of fundamental legal concepts relating to debtor-creditor relationships, and have acquired an ability to apply such knowledge to advising financially companies, as well as their creditors and other interested parties. (2) have acquired a general awareness of some of the current events, trends, politics, and developments relating to bankruptcy law and practice.

**3 ECTS – 20 hours**

## **CORPORATE GOVERNANCE**

*Level: Graduate*

Module content: Corporate governance is essential in improving efficiency and competitiveness of business. Best practices in corporate governance is a global trend and international principles serve as benchmarks for standard setting and indentifying best practices. Within the European Union, harmonization of the rules relating to corporate governance is considered as essential for creating a single market for financial services and products. This course aims to present the major International and European rules and principles in the field of corporate governance and their impact on majot European and International companies.

**6 ECTS – 20 hours**

## **DISPUTE RESOLUTION**

*Level: Graduate*

Description in progress

**6 ECTS – 30 hours : 20 hours lecture and 10 hours tutorial**

## ETHICS IN INTERNATIONAL BUSINESS LAW

*Level: Graduate*

Doing business in an international context entails risks. Along with the risks, corporations do face legal and ethical dilemmas. Future lawyers need to understand the requirements connected to Ethics & Corporate Governance and Ethics & Compliance. In relation to corporate governance, focus is given to directors & board structure, directors' performance & remuneration, risk management and shareholders' participation. In relation to compliance, one needs to consider bribery and corruption as well as international conventions dealing with these issues.

**6 ECTS – 20 hours**

## EU PUBLIC PROCUREMENTS AND INTERNATIONAL TRADE RULES

*Level: Graduate*

① Submitted to prior assessment of the student's background

Description in progress

**3 ECTS – 20 hours**

## INTERNATIONAL & EUROPEAN INTELLECTUAL PROPERTY LAW

*Level: Graduate*

Module objectives: To develop knowledge especially about international industrial property rights (patents, brands etc.)

Module content: This course aims at allowing students to discover the notion of intellectual property rights on an international level. They will study copyright, on the one hand, and industrial design, on the other hand. That will be done through a conventional approach. They will analyze the international intellectual property rights along with author's copyright, industrial design, patent rights and brand name.

**3 ECTS – 20 hours**

## RESOLUTION OF INTERNATIONAL INVESTMENT DISPUTES

*Level: Graduate*

① Submitted to prior assessment of the student's background

Module objectives: Student will gain an understanding and practical knowledge of the relevant arguments raised in investors-States disputes involving foreign investors and host states arising out of foreign direct investments.

Module content: Study of the International Centre for Settlement of Investment Disputes and the ICSID Convention of 1965. Analysis of legal arguments raised by foreign investors

and host states in case of the breach of the substantive provisions of international investment treaties and the protection of given to foreign investments by host states. The course requires students to read in advance of classes. Students will have the opportunity to use their knowledge and their advocacy skills during an investment arbitration moot.

**3 ECTS – 20 hours**

## **RESOLUTION OF TRADE DISPUTES (WTO & DTAS) AND TRADE REMEDIES**

*Level: Graduate*

**① Submitted to prior assessment of the student's background**

Module objectives: Knowledge about the various situations of trade disputes and understanding of the WTO's procedure and some Free Trade Agreements disputes settlement mechanisms for resolving the said disputes.

Module content: Presentation of the importance of dispute settlement mechanism for ensuring a smooth trade flow and for providing legal certainty in the global economy. Study of the sources of disputes (violation of trade agreements). The Dispute Settlement Body of the WTO and the procedure applicable (including appeals) will be the major part of the course. The dispute settlement mechanisms of major regional/preferential trade agreements will also be addressed. Their impact on enforcement of trade rules and agreements will be examined as well.

**6 ECTS – 30 hours**

## **TAXATION OF INTERNATIONAL TRADE TRANSACTIONS**

*Level: Graduate*

**① Submitted to prior assessment of the student's background**

This module will provide an introduction to international tax law, basic principles and outline and explain cross border transactions, role and objectives of tax treaties; OECD Model Tax Convention; UN Model Double Tax Convention. Students will learn major concepts under tax treaties (scope, residence, origin of income, interpretation of tax treaties); taxation of investment income (dividends, interest, royalties, capital gains, personal services); double taxation (concept, causes, methods of relief from double taxation). The module will also cover tax dispute resolution mechanisms in tax and non-tax agreements, international tax planning, and anti-tax avoidance measures and regulations. The module will also cover challenges to international taxation in digital economy.

**3 ECTS – 20 hours**

## TRADE AND INTELLECTUAL PROPERTY RIGHTS

*Level: Graduate*

Module objectives: Make the students aware of the objectives of intellectual property protection, in a global perspective, and the limitations and exceptions applicable to reach the said objectives. Understand the various international legal rules in this area.

Module content: Presentation of the various Intellectual Property rights: patents, trademarks, designs, copyrights or geographical indications). Discussion about the role of Intellectual property rights in stimulating innovation and economic growth. Study of the protection and enforcement of intellectual property internationally and especially of the TRIPS' legal framework. The inclusion of Intellectual Property rights within the external trade policy competences of the EU will also be discussed. Besides, a focus will be put on particular economic sectors and the particular legal issues in the said sectors

**6 ECTS - 30 hours**

## LABOUR LAW AND DIGITAL ECONOMY

**△ Only for students who stay the whole academic year – The class starts in December**

*Level: Graduate*

The example used in this course will be the EU and UK jurisdictions. The UK will be a particularly useful focus here as it will (upon departure from the EU) be a good example of efforts to stimulate an economy in the digital era. The course, then, will better situate students to assess the labour implications of the digital economy as considerations develop.

**3 ECTS - 22 hours**

## COMMERCIAL PRACTICES & COMPETION LAW ON INTERNET

**△ Only for students who stay the whole academic year – The class starts in December**

*Level: Graduate*

New course, description in progress

**3 ECTS - 22 hours**

## DISPURE RESOLUTION OF INTERNATIONAL DISPUTES

**△ Only for students who stay the whole academic year – The class starts in December**

*Level: Graduate*

The course aims to provide non-law students with a basic understanding of international commercial disputes and alternative dispute resolution methods with a particular focus on international arbitration. By the end of the course, students should be able to identify and

critically analyse legal issues relating to international commercial disputes, international arbitration and other related alternative dispute resolution methods.

**3 ECTS - 22 hours**

## CYBERCRIME & E PRIVACY

△ Only for students who stay the whole academic year – The class starts in December  
**December**

*Level: Graduate*

New course, description in progress

**3 ECTS - 18 hours**

## EU GENERAL DATA PROTECTION REGULATION & THIRD COUNTRIES

△ Only for students who stay the whole academic year – The class starts in December

*Level: Graduate*

New course, description in progress

**3 ECTS - 18 hours**

## FRENCH LANGUAGE

**Semester: 1 & 2**

***A level assessment test is organized at the beginning of each semester in order to determine your command of French language.***

### **Group 1 & 2**

Level A1.1/A1 of the European Common Framework for Languages:

Understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type. Introduce him/herself and others and ask and answer questions about personal details such as where he/she lives, people he/she knows and things he/she has. Interact in a simple way provided the other person talks slowly and clearly and is prepared to help.

### **Group 3**

To build on existing language skills and to proceed to more advanced aspects of the language having reached Level A1+/A2 of the European Common Framework for Languages, corresponding to an intermediate level.

It is expected to develop communicative skills and extend understanding of both written and spoken French in order to bring the learner to a progressive autonomy in the use of the language in everyday situations.

**Group 4**

Level B1 of the European Common Framework for Languages.

The student will be able to accomplish tasks in various social domains, due to the acquisition of basic knowledge and communicative, linguistic and cultural know-how and from the implementation of realistic learning strategies.

The students will be able to discuss the news and their opinions, their emotions and sentiments, activities and actions, organize their thoughts, and will be able to interact appropriately in social situations.

**Group 5**

Level B2 C1 (Proficient User) of the European Common Framework for Languages:

Understand a wide range of demanding, longer texts, and recognize implicit meaning. Express fluently and spontaneously without much obvious searching for expressions. Use language flexibly and effectively for social, academic and professional purposes. Produce clear, well-structured, detailed text on complex subjects, showing controlled use of organizational patterns, connectors and cohesive devices.

**4 ECTS – 30 hours**



**Institut des Droits  
de l'Homme - Lyon**

*HUMAN RIGHTS INSTITUTE*

## Fall Semester/ Semester 1 (September – December 2019)

### Master 1 level

#### EUROPEAN UNION LAW AND HUMAN RIGHTS

*Teacher : Theresa RYAN ROUGER – [trouger@univ-catholyon.fr](mailto:trouger@univ-catholyon.fr)*

*Office Hours: Dates and times to be arranged in class and/or by email.*

It is an intense class where homework assignments and class participation are important for the overall successful learning and development stage of the student.

#### Learning Outcomes

The student will be able to describe and critically assess the framework of international human rights law through the lens of Refugee law, Fundamental rights, the impact of Brexit on human rights and privacy rights and its ultimate relationship with the recent General Data Protection Regulation (May 2018).

#### **Class 1 – Introduction**

*Introduction to European Human Rights law (2 hours)*

- Brief introduction to the themes of Human Rights within the European context
- Progressive nuances in International Human Rights Paradigm
- Women's Rights in International law
- Globalization and Human Rights

Learning Outcomes :

- Have a good basic standard of the subjects the course will cover
- Solid knowledge of the context of women within the Human Rights system

#### **PART I – REFUGEE LAW**

#### **Class 2 & Class 3:**

*Refugee law 4 hours (2 hours per class)*

- A brief outline of the historical development of international refugee law and introduction of the key instrument, the 1951 Refugee Convention, European provisions for the protection of refugees, including European Union law and policy and the impact of the European Convention on Human Rights.

- provisions for the protection of refugees, including European Union law and policy and the impact of the European Convention on Human Rights.
- Some key contemporary issues in international refugee law, including the protection (or lack of it) afforded to internally displaced persons and stateless persons and the particular needs of women, children, the elderly and disabled people as refugees.

Class homework assignment.

### Bibliography

CLAYTON, G. Textbook on immigration and asylum law. (Oxford University Press: Oxford, 2012) 5th edition [ISBN: 9780199699438] (hereafter 'Clayton').

UNHCR Handbook and Guidelines on Procedures and Criteria for Determining Refugee Status under the 1951 Convention and the 1967 Protocol Relating to the Status of Refugees. HCR/1P/4/Eng/REV.3. Re-issued. (Geneva: UNHCR, 2011). Available at: [www.refworld.org/docid/4f33c8d92.html](http://www.refworld.org/docid/4f33c8d92.html)

### Homework - Case law

- Colombian–Peruvian Asylum Case, ICJ Reports 1950, p.266.
- Soering v United Kingdom (1989) 11 EHRR 439.
- Suresh v Canada (MCI) 2002 SCC 1.

Amnesty International – <http://web.amnesty.org/pages/refugees-index-eng>

### Learning outcomes

- explain the concept of non-refoulement
- describe and evaluate the interaction between human rights law and international refugee law
- discuss relevant international and European case law
- critically assess and evaluate the process provided for by the recast of the Dublin Regulation

## **PART II – EUROPEAN CONVENTION ON HUMAN RIGHTS AND FUNDAMENTAL RIGHTS**

### **Class 3 & 4:**

#### *Fundamental Rights (4 hours)*

- The class looks in particular at certain substantive rights: the right to life, the prohibition of torture, the prohibition of slavery, the right to liberty and security of the person and discrimination.

Class homework assignment.

### Bibliography

KORFF, D. The right to life: a guide to the implementation of Article 2 of the European Convention on Human Rights. (Human Rights Handbooks, No. 8) (Strasbourg: Council of Europe, 2006); available at: [www.echr.coe.int/LibraryDocs/DG2/HRHAND/DG2-EN-HRHAND-08\(2006\).pdf](http://www.echr.coe.int/LibraryDocs/DG2/HRHAND/DG2-EN-HRHAND-08(2006).pdf)

Committee for the Prevention of Torture website: [www.cpt.coe.int/en/default.htm](http://www.cpt.coe.int/en/default.htm)

European Convention for the Prevention of Torture and Inhuman or Degrading Treatment or Punishment; available at: <http://conventions.coe.int/Treaty/en/Treaties/Html/126.htm>

Case law :

- McCann v UK (1995) App 18984/91
- Makaratzis v Greece (2004) App 50385/99
- Rantsev v Cyprus and Russia (2010) App 25965/04 (Slavery)
- Orsus and others v Croatia (2010) App 15766/03 (Discrimination)

### Learning Outcomes

Identify the substantive rights afforded protection by Articles 2, 3, 4, 5, and 14 of the ECHR  
Be familiar with the relevant caselaw in the area.

Understand the way in which the various rights have been interpreted by the Court

## **PART III – WHAT'S AT STAKE FOR HUMAN RIGHTS IN THE UK AND THE EUROPEAN UNION AFTER BREXIT?**

### **Class 3:**

#### *Brexit (3 hours)*

- This class explores the implications of the process of incorporating European Union (EU) law into UK domestic law for the protection of human rights after the United Kingdom withdraws from the EU
- Brexit and the impact of Rights in the EU
- Relationship with the European Court and Human Rights

Class homework assignment.

### Bibliography

Article 50(3) TEU

Council Directive 2000/43/EC of 29 June 2000 implementing the principle of equal treatment between persons irrespective of racial or ethnic origin [2000] OJ L180/22 and

Council Directive 2000/78/EC of 27 November 2000 establishing a general framework for equal treatment in employment and occupation [2000] OJ L303/16

Nils MUIŽNIEKS, '[Reforms to UK Human Rights Laws Must Not Weaken Protection](#)' *Huffington Post*.

### Learning Outcomes

- Identify clearly the implications of Brexit on human rights in the UK and the EU.

## **PART IV– PRIVACY AND DATA PROTECTION RIGHTS**

### **Class 4 :**

#### *Privacy and Data Protection (3 hours)*

- Introduction to the General Data Protection Regulation (GDPR).
- Examination of privacy rights within the Regulation and European Convention on Human Rights context
- Brief overview of the Dark Net and its impact on privacy rights.

Class homework assignment.

### Bibliography

<https://gdpr-info.eu/>

[https://www.echr.coe.int/Documents/Convention\\_ENG.pdf](https://www.echr.coe.int/Documents/Convention_ENG.pdf)

Google case (2014) (European Court of Justice of the European Union)  
curia.europa.eu/juris/document/document\_print.jsf?doclang=EN&text=&pageIndex=0&part=1&mode=lst&docid=152065&occ=first&dir=&cid=358745

<https://inform.org/2018/01/10/data-protection-overview-of-the-case-law-in-2017/> (a summarised media version of current case law)

### Learning Outcomes

Have a complete and full understanding of the new GDPR and its impact on human rights with particular reference to privacy rights.

### Assesement

Two hours written examination (80% of the final grade) and homework assignments (20% of the final grade)

**18 hours**

# ECONOMICS AND MANAGEMENT



*ESDES LYON BUSINESS SCHOOL*

## **UNDERGRADUATE LEVEL COURSES**

### **Fall Semester/ Semester 1 (September – December 2019)**

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Student's studying in English at Bachelor's level can choose classes from the list below, however please note that there may be timetable conflicts which will be communicated to you during class enrolment.

#### **CONSUMER PSYCHOLOGY**

*Level: First Year*

Psychology is the study of human (or animal) behavior. It is important to know about the human behavior in a business environment because it helps to maximize the prime asset of any organization i.e., its people. Understanding how people behave - including one's own behavior, is important for a successful business career. This module deals with individual psychological qualities that facilitate individual performance in a professional organization. The class is organized on several major topics that will be presented in the first sessions of the class. For the following sessions, the professor will discuss in further details other elements linked to consumer psychology. Students are required to follow the class, read the required readings and to prepare a project in groups that will further explain and measure a psychological construct.

**3 ECTS (credits)**

#### **ENTREPRENEURIAL PROCESS AND CREATIVITY**

*Level: First Year*

This course aims to acquire a general culture around the notion of entrepreneurship. After learning about different ways of interpreting and implementing the project, you will discover several aspects of your future project and its financial problems, building and managing teams and creating a business plan. In parallel, the students approach the notion of creativity. Creativity generates value creation on multiple dimensions in companies. Students will be familiar with techniques that have improved individual creativity and collective creativity by practicing exercises themselves.

It is about learning how to create a context to bring out the creativity and to give constraints that favor the emergence of new ideas to seize the opportunities of evolutions of the environment.

**3 ECTS (credits)**

#### **FINANCIAL MATHEMATICS**

*Level: First Year*

Management Mathematics:

- 
- Matrix basic calculation and solving linear systems with multiple variables
- Optimization of economic functions of several variables with or without constraint
- Linear programming (graphical method)

Financial Mathematics :

- Simple and compound interest (interest rate calculation yields or returns, principle of discounting)
- Annuities loans and investment
- Amortization table construction
- Profitability of an investment (NPV, internal rate of return, payback period and choice of funding of this investment)
- Excel Session

**3 ECTS (credits)**

## HUMAN RIGHTS

*Level: First Year*

-Course description to be provided-

**2 ECTS (credits)**

## INTERNATIONAL CONTRACT LAW

*Level: First Year*

This class is a foundation class to International Contract Law. Students will be introduced to the legal terminology for contract law across the globe and gain an understanding of legally binding agreements between different parties, based in different countries. Students at the end of the class will be able to interpret contracts. The objective is to increase awareness of legal infrastructure that looks at international sales contracts and international distribution contracts.

**3 ECTS (credits)**

## INTRODUCTION TO LAW

*Level: First Year*

Introduction to French Law is an introductory law class for business school students. The course introduces students to legal concepts, principles and procedures that are applied within the French legal system.

The course is designed to provide students with an understanding of the structure of the French legal system including the role of the judicial, legislative, and executive branches; the philosophical underpinnings of law; the history of law in the law in France, the role of judges,

courts, attorneys and other legal professionals; categories of law; contract, tort, and litigation principles; and alternative dispute resolution

**3 ECTS (credits)**

## PROJECT MANAGEMENT

*Level: First Year*

-Course description to be provided-

**2 ECTS (credits)**

## PRINCIPALS OF ACCOUNTING

*Level: First Year*

The objective is to familiarize students with accounting terminology and methods so that they are able to interpret, analyse, and evaluate financial statements published in annual reports. By the end of this course, students should be able to easily read the two principal financial statements of a company's annual report (balance sheet and income statement) knowing the basic contents of each line item and the journal entries that create them.

**3 ECTS (credits)**

## SOCIETAL AND ENVIRONMENTAL ISSUES

*Level: First Year*

This course aims to make students aware of the complexity of the new organizational and operational modalities of our societies; in particular so that everyone can become aware of the responsibilities incumbent on those who, in the enterprise, at the state level, political institutions and more broadly civil society, intend to participate in the making of a "better" world.

**3 ECTS (credits)**

## ACCOUNTING HISTORY

*Level: Second Year*

-Course description to be provided-

**2 ECTS (credits)**

## BUSINESS GAME

*Level: Second Year*

The business game allows students to put into practise the knowledge they have gained in the area of Marketing, Accounting, Organisation and Innovation and Human Ressources Management. The classes put students in a real life and competitive environment to help

them to develop their skills in individual and team performance.

**1 ECTS (credit)**

## ECONOMIC DEVELOPMENT AND INTERNATIONAL RELATIONS

*Level: Second Year*

Students will study the process by which a nation improves the economic, political, and social well-being of its people and how international relations plays an important role. Major theories of international relations including realism, idealism, liberalism, neorealism, integrationism, interdependence, dependency, world system and regime and how to apply them to understand international situations and issues in the modern world. Students will study the relationship between international conflicts and cooperation and the move from “internationalization” to “globalization”. Other topics include identifying major countries on a world map and explain what problems those countries are facing, looking into the history of modern international relations, the causes of war and International trade & monetary systems.

**3 ECTS (credits)**

## FRANCE IN 21<sup>st</sup> CENTURY

*Level: Second Year*

France has long been among Europe’s paramount cultural, political, and economic powers. Yet the upheavals of the 20th century have left a deep mark on France, and have caused France to question its place and its role in contemporary Europe. This course examines France’s current standing in Europe from a socio-economic perspective. An in-depth look at how current changes in French society and business are leading France to re-examine its relationship to the wider European context. Specific cases will highlight the way that contemporary French business functions both at home and abroad. As part of the course requirements students will write a 20 page term paper in addition to presentations and examinations in this course.

**3 ECTS (credits)**

## GLOBAL MARKETING

*Level: Second Year*

-Course description to be provided-

**2 ECTS (credits)**

## FINANCIAL ANALYSIS

*Level: Second Year*

The course is an introduction to the key concepts of financial statements (IFRS / International Financial Reporting Standards) ; it will also focus on some international issues (foreign exchange risks).

**3 ECTS (credits)**

## HUMAN RESOURCES MANAGEMENT

*Level: Second Year*

This course examines the purpose and domain of the human resource management function in organizations. It stresses those skills and techniques used in the various activities within the human resources function, and relate them to the overall management of the organization. HRM activities include the recruitment, selection, and maintenance of a qualified, motivated, and productive workforce. Even if you do not enter into a career in Human Resources, you should understand the topics covered in this course since the job of the general manager is to manage people as well as financial and material resources. Since managers' report that they spend about half their time dealing with "people-related" issues, it is important that you are introduced to the major topics associated with managing people in the context of the global marketplace.

**3 ECTS (credits)**

## MARKET RESEARCH

*Level: Second Year*

-Course description to be provided-

**3 ECTS (credits)**

## POLITICAL CONFLICTS/ ECONOMIC WAR

*Level: Second Year*

-Course description to be provided-

**2 ECTS (credits)**

## PRINCIPLES OF ECONOMICS

*Level: Second Year*

This course focuses on the basic concepts and reasoning of microeconomics, giving managers the concepts and methods necessary to control the economic environment and have the theoretical results necessary to tackle courses in industrial economics, business and market finance.

**3 ECTS (credits)**

## STATISTICS

*Level: Second Year*

- Case study of synthesis schedules (programs) math first year (with statistics, mathematics of management and financial mathematics) - Sampling and estimation - Tests parametrics of comparison of an average or a proportion to a reference value (standard) - Tests parametrics of comparison of 2 moyennes or 2 proportions
- Opening on the tests not parametrics Mann and Whitney, Wilcoxon and Spearman)

**3 ECTS (credits)**

## BUSINESS STRATEGY

*Level: Third Year*

Strategy is a vital tool for corporate managers. The primary objective of this course is that students will deepen their understanding on the strategic management process, and specifically on the strategic choices. The course also aims at helping students drawing a full strategic diagnosis.

**4 ECTS (credits)**

## CROSS CULTURAL MANAGEMENT

*Level: Third Year*

This course will give the participants a first set of tools to operate in a sensitive and efficient manner in a culturally diverse work environment

Students will gain an understanding about how culture shapes organization:

- Through belief systems: understanding differences in Eastern and Western world views
- Through value systems: assessing, measuring and comparing specific value differences
- Through norms of interaction: understanding communication styles, the use of time and space and non-verbal language

- Through inner evolutionary dynamics of society

**3 ECTS (credits)**

## DEVELOPMENT OF ENTREPRENEURIAL PROJECTS

B2 level in French: 8 ECTS for the whole academic year

*Level: Third Year*

**△ Only for students who stay the whole academic year**

The objective of this course is to get acquainted with the entrepreneurial approach. The proposed education to achieve this goal is to be able to create and develop a project.

This lesson gives you a triple freedom:

- Choice of the working group
- Choice of the business project
- Autonomy in the work organization

This course allows you to comprehensively explore a business idea, to learn how to work on a project mode and acquire entrepreneurial behavior that can be implemented in different professional situations.

**4 ECTS (credits)**

## DIGITAL MARKETING & COMMUNICATION

*Level: Third Year*

-Course description to be provided-

**3 ECTS (credits)**

## DIGITAL MARKETING & INNOVATION

*Level: Third Year*

This course provides an introduction to the evolution in marketing strategy with digital innovation. Students will understand how consumer behavior has greatly impacted the way marketers adjust the marketing mix, which itself has been completely re-examined in the light of digital strategies.

**3 ECTS (credits)**

## DOING BUSINESS ABROAD (SERIES OF CONFERENCES AND WORKSHOPS)

*Level: Third Year*

This class includes a series of conferences where guest speakers will come to share their experiences about doing business abroad. Students will study and compare different international markets, businesses, working practices with a focus on different aspects that companies and individuals need to take into mind when doing business abroad. Different factors that are influenced by local and corporate culture will be looked at.

The conferences look at:

1. Middle East, with a focus on UAE, Qatar and Saudi
2. South East Asia, with a focus on China
3. South America, with a focus on Brasil
4. Europe, Anglo-Saxon vs Latin

**3 ECTS (credits)**

## FINANCE

*Level: Third Year*

This course allows the students to Master the tools for financial decision making and identification of arbitrage opportunities. It also provides the students the tools to compute the time value of money. They will also master capital budgeting and investment decision rule. The course will be supported by myfinancelab to help them master the course through exercises and quizzes

**4 ECTS (credits)**

## GEOPOLITICS AND RISK ANALYSIS FOR INTERNATIONAL DEVELOPMENT

*Level: Third Year*

The class will teach students to examine different country and the risks when companies plan to do business abroad. Students will conduct a risk analysis and will learn the different factors that need to be considered by a company when they expand abroad for example macroeconomic policy. Students will also consider economic policy change, social unrest, public finances and war when assessing the risk of a country.

**3 ECTS (credits)**

## INDUSTRIAL ORGANIZATIONS AND ECONOMICS DYNAMICS

*Level: Third Year*

The course aims to give the main concepts and analytical tools enabling to understand the mechanisms of the contemporaneous economy based on knowledge. In this economy

technological innovation (the production of new technological knowledge) sets up the engine of growth of firms, sectors and nations. It is a driver of competition between firms. In that context it matters to seize the main patterns and trends of innovation. The course highlights the determinants of different types of innovation.

**4 ECTS (credits)**

## INTERNATIONAL BUSINESS NEGOTIATION

*Level: Third Year*

The course will deal with the application and development of negotiation techniques in a variety of professional contexts. Students will explore ways to achieve set objectives while remaining loyal to fundamental issues common to quality negotiation practices. This course will set foundations for negotiation skill development through review of the dominant issues in planning and managing the negotiation process, and by focusing on professional objectives and cooperative problem solving techniques. Students will examine the BATNA and hidden interests in order to reach maximum mutual benefit in the negotiation. Role-play and reflection on successful negotiation practices will highlight class activities and case studies. Lectures and reading materials will supplement the core curriculum of exploration and practice of negotiation strategy.

**3 ECTS (credits)**

## MARKETING COMMUNICATION

*Level: Third Year*

This class teaches students how companies convey product or services messages to encourage purchase. Students will look at the different means of communicating including PR, advertising, sales promotions and events to target markets to build brand awareness.

**3 ECTS (credits)**

## MARKETING STRATEGY

*Level: Third Year*

Marketing Strategy aims at helping companies better understand customer preferences and operationalize this knowledge to develop an appropriate marketing mix. Students will learn the components and construction of a strategic marketing plan.

**3 ECTS (credits)**

## OPERATIONS MANAGEMENT

*Level: Third Year*

This class teaches students how to improve business processes to increase productivity and high quality standards and provides an understanding of the various production decisions of

a business. Students will study various concepts including process analysis, flows rates and inventory levels. At the end of the class students should be able to create effective solutions to business problems.

**3 ECTS (credits)**

## ORGANISATIONAL BEHAVIOUR AND MANAGEMENT

*Level: Third Year*

The purpose of this course is to enable students to analyze and influence repeated patterns of action in groups and organizations. Specifically, this course helps students to:

- understand organizational behavior theories and phenomena from different perspectives (psychology, social neurosciences, anthropology, organization theory...)
- critically evaluate human actions (group/individual) within an organization.
- apply this knowledge to managerial and organizational situations.

**4 ECTS (credits)**

## SOCIAL MEDIA AND COMMUNITY MANAGEMENT

*Level: Third Year*

This class looks at the use of social media in business, marketing, communications and advertising and most importantly in managing your community to cultivate and nurture existing relationships with customers. Consumers are becoming more interactive in the way that they are interacting with brands and with each other. This class identifies how companies should engage with their customer to increase ROI.

**3ECTS (credits)**

## TAX LAW AND EMPLOYMENT LAW

*Level: Third Year*

The course of tax law will allow the student to discover the main principles of French taxation and more particularly in the field of VAT, calculation of a tax result and corporate tax.

Know how to use the tax rules specific to companies and individuals.

Statement of the main principles in the field of VAT (scope, basis of assessment, liability, tax assessment).

Determination of the taxable income of an enterprise subject to income tax or corporation tax and calculation of corporation tax.

This course is also an overview of various laws and regulations that determine the rights and obligations of employees and employers. Topics covered include the nature of the employment relationship and common law principles, prohibitions against discrimination on the basis of certain protected characteristics.

You will be introduced to the most significant employment statutes, to the common law and to the case law covering employment matters. We will also be looking at how employment law has evolved historically, what it seeks to achieve, how it is made and how it is enforced. Sessions will include lectures as well as extensive group exercises focusing on real cases and their outcomes.

**4 ECTS (credits)**

## TECHNIQUES OF INTERNATIONAL TRADE

*Level: Third Year*

Different trade strategies and opportunities for entering the international market place are discovered in this class along with the theories of international trade. Topics include sociocultural, demographic, economic, technological, and political-legal factors in the foreign trade environment, the International Monetary System currency exchange, and trade and investment policies.

**3 ECTS (credits)**

## FRENCH LANGUAGE : OPEN TO ALL EXCHANGE STUDENTS FROM BEGINNER TO ADVANCED LEVELS

We strongly recommend that students take a French class during their stay in France. Research shows that 32 students benefit more fully from their time in a foreign environment if they have an understanding of the world around them. We provide French classes for beginner to advanced level. No matter what your level of French is there be a class specially for you. Students are tested when they arrive at the school and put into the appropriate level. All levels are available from students who know no French to those who are fluent in the language.

**3 ECTS (credits)**

## Spring Semester/ Semester 2 (January 2019 – May 2020)

Student's studying in English at Bachelor's level can choose classes from the list below, however please note that there may be timetable conflicts which will be communicated to you during class enrolment.

### EFFECTIVE COMMUNICATION

*Level: First Year*

During this class students will develop and build their communication skills by learning effective communication in engaged listening, nonverbal communication, and asserting oneself in a respectful way. Communication should become spontaneous rather than formulaic, therefore students will build their confidence in giving speeches, presentations and pitches as well as written communication in terms of the importance of minutes and formulating emails.

**2 ECTS (credits)**

### EMOTIONAL INTELLIGENCE

*Level: First Year*

-Course description to be provided-

**2 ECTS (credits)**

### ENVIRONMENTS: CULTURAL, POLITICAL AND LEGAL

*Level: First Year*

In an international market, students need to gain an understanding of the "environmental uncontrollables" which impact a company and its strategy. Students will study the different elements of a domestic market and those in an international market to explore the critical differences; culturally, politically and legally to avoid misunderstandings and miscommunication between managers.

By taking a look at language, religion, demography, climate, values and beliefs, education, labor, roles of women, family, ethnic groups students will widen their knowledge and understanding of what aspects really impact the company and a manager when making a strategic decision and to be able to cater for the needs of the international buyers.

**3 ECTS (credits)**

### FUNDAMENTALS OF MARKETING

*Level: First Year*

This course is an introduction to the key concepts and fundamental practices of marketing from the perspective of an organization, including managerial approaches, and in

consideration of its products and services. The course will include the basics of developing a marketing strategy. Thus, students will understand the various stages of the marketing process (analysis of the company and its environment, the definition of objectives, development of a marketing strategy, definition and implementation of operational policies to support the strategy,

Readings and case studies discussing realistic marketing situations and ranging from small entrepreneurial to international scenarios will be used to help students understand and apply their marketing knowledge. Both business-to-consumer (B2C) and business-to-business (B2B) perspectives will be discussed.

**3 ECTS (credits)**

## GEOPOLITICS AND MEDIA ANALYSIS

*Level: First Year*

This course aims to give students a geopolitical vision of the world in which they will be brought to evolve as an economic player. The major issues of the economic, political, military and cultural will be addressed through the prism of the world conflict whose various facets will be explained. A particular emphasis will be given on the notions of report of strength, power and interest.

The political discourse and the media relating to these matters will be submitted to the critical analysis.

**3 ECTS (credits)**

## HUMAN RIGHTS

*Level: First Year*

-Course description to be provided-

**2 ECTS (credits)**

## INTERCULTURALITY – SOCIOLOGICAL INQUIRY

*Level: First Year*

This course will focus on gaining understanding of the concepts associated with culture, communication, and cross cultural misunderstanding. This course will provide students the opportunity to develop intercultural awareness and patterns of perception and thinking to enable effective communication across cultural boundaries. Students will be required to observe and report on social phenomena related to culture including the creation of a survey and fieldwork

**3 ECTS (credits)**

## MANAGEMENT ACCOUNTING

*Level: First Year*

Success in any organization – from the smallest corner to the largest multinational corporation – requires the use of management accounting concepts and practices. Management Accounting provides key information to managers for planning and controlling, as well as setting goals and forecast strategies. This course examines the concepts and procedures underlying the development of management accounting and cost accounting systems for managerial decisions, control, and performance reporting.

**3 ECTS (credits)**

## ORGANISATION AND INNOVATION

*Level: First Year*

In order to increase organization competitive advantage in a changing environment, corporations have to innovate all along the value chain. Accessing new technologies or new resources, launching new solutions, addressing new markets, designing new business models require that manager's design and change their organizational structures and processes.

In order to analyse the impact of these strategic moves, students have to understand under which premises corporations are organized. Starting from various theoretical insights on organizations and management practices in an organization, students will consider various reciprocal links between organizational design and innovation capabilities of a corporation.

**3 ECTS (credits)**

## PROJECT MANAGEMENT

*Level: First Year*

-Course description to be provided-

**2 ECTS (credits)**

## QUANTITATIVE METHODS

*Level: First Year*

-Course description to be provided-

**3 ECTS (credits)**

## BUILDING DIGITAL COMPETENCES

*Level: Second Year*

Students will develop information technology and digital skills and build their knowledge on digital and information literacy. The course will help students to read and interpret media, to

reproduced data and images through digital manipulation and to evaluate and apply new knowledge gained from digital environments. Students will become confident and critical when using electronic media for communication.

The class will also look into how the digital work plays a huge importance in companies and it can be incorporated into business practices

**3 ECTS (credits)**

## ENTREPRENEURSHIP & BUSINESS PLAN

*Level: Second Year*

The class will develop skills in preparing a business plan, looking at its objectives and structure and what it takes to realize a business idea. Students will also consider various different business ideas and conduct a competitor, industry and trend analysis, a financial analysis and a profitability and risk analysis. Characteristics of a successful start-up company will be covered along with how ideas can be developed into a business concept.

**3 ECTS (credits)**

## ETHICAL DIMENSIONS OF INTERNATIONAL BUSINESS

*Level: Second Year*

The class focuses on the accepted principles of right or wrong which may vary from one country to another. What one country may think is ethical may be unethical when judged by another. Students will study common ethical issues faced within a company and when conducting business internationally. Some points that will be addressed will be human rights, employment practices, environmental regulations, economic development, politics, legal systems and culture.

**3 ECTS (credits)**

## EUROPEAN UNION, ECONOMIC & LEGAL ENVIRONMENT

*Level: Second Year*

As we move further into the 21st century, relations between nations are undergoing profound and unforeseen changes. The European Union has taken its place on the world stage, and yet is still a “work in progress”. The EU is an ambitious project which has captured the imaginations of people throughout Europe, of course, but also around the world. And yet the question remains: What is Europe? Is there a common European identity? What is the future of Europe, and what will be its role in the world in the years to come? The aim of this course is to examine all of these issues and questions through the perspective of the institutions of the European Union. The European project’s construction can be seen in light of the evolution of its institutions.

**3 ECTS (credits)**

## INTERNATIONAL MARKETING

*Level: Second Year*

This course allows students to better understand the complexity, challenges and strategies of international marketing environments.

Students will gain an understanding of the adaptation that may be needed to the international marketing mix in a global context, apply marketing concepts to the international environment and learn how to implement international marketing for maximum effectiveness.

**3 ECTS (credits)**

## THE SOCIAL IMPACT OF GLOBALISATION AND INNOVATION

*Level: Second Year*

This course aims to make students aware of the impact globalization has and how the complexity of the new organizational modalities affects societies. How can international companies, political institutions, and other stakeholders work together to increase innovation but reduce any negative social impact globalization has to make the world a better place?

**3 ECTS (credits)**

## BIG DATA AND BUSINESS ANALYSIS

*Level: Third Year*

Students will gain an understanding of big data and big data analytics and how to use this information to predict trends, make decisions and manage strategies. This class helps students to make meaning out of big data, gain insight about the market and use this information for their competitive advantage.

**3 ECTS (credits)**

## BUSINESS CRIMINAL LAW AND COMPANY LAW & BUSINES ENTITIES IN FRANCE

*Level: Third Year*

This course focuses on crime committed within the commercial and business environment in France. We will discuss when the law responds to the challenges presented by corporate crime; and also unacceptable commercial activity, unacceptable corporate practices and both criminal sanctions and causes of action in civil law.

The course considers criminal activities that can occur in a Company structure, consideration given to the tortious actions, criminal activities such as fraud, forgery and failure to keep and file relevant accounts. Criminal sanctions will also be considered. The lessons will encourage students to use relevant vocabulary and each session will use actual case studies to help

students understand the principals and apply them to scenarios. In class discussion and group work will be encouraged.

**4 ECTS (credits)**

## COLLABORATIVE ECONOMY

*Level: Third Year*

In each of these classes, students will discover how that industry works, the market dynamics of the industry, consumption habits and consumer demands, marketing and promotion , logistics and chain of distribution, legal and regulatory dynamics of the industry.

**2 ECTS (credits)**

## CORPORATE SOCIAL RESPONSIBILITY (CSR)

*Level: Third Year*

The course will define the concept of CSR, based upon different approaches. Then, will be presented different tools used in CSR management such as ISO 26000 or GRI. It will analyse the political and international dimension of CSR. The course will finally focus on the relationship between CSR, Ethics and value creation.

**3 ECTS (credits)**

## DEVELOPMENT OF ENTREPREURIAL PROJECTS

B2 level in French: 8 ECTS for the whole academic year

*Level: Third Year*

**△ Only for students who stay the whole academic year**

The objective of this course is to get acquainted with the entrepreneurial approach. The proposed education to achieve this goal is to be able to create and develop a project.

This lesson gives you a triple freedom:

- Choice of the working group
- Choice of the business project
- Autonomy in the work organization

This course allows you to comprehensively explore a business idea, to learn how to work on a project mode and acquire entrepreneurial behavior that can be implemented in different professional situations.

**4 ECTS (credits)**

## E-COMMERCE: DISTRIBUTION AND MERCHANDISING IN A DIGITAL AREA

*Level: Third Year*

In this class, topics that will be covered include the theories and concepts of e-commerce, the use of internet technologies and the various tools that can be used to help companies develop their e-commerce strategies and platforms. At the end of this class students will be able to understand current business models and opportunities in communication and distribution along with the current challenges and difficulties in e-commerce.

**3 ECTS (credits)**

## FINANCIAL MANAGEMENT

*Level: Third Year*

-Course description to be provided-

**4 ECTS (credits)**

## HOSPITALITY MANAGEMENT

*Level: Third Year*

Students will get an insight into the hospitality industry and gain an insight into the operation of hotels, restaurants and event management. The class focuses on the service based environment and what it entails to ensure an excellent customer experience. Students will be introduced into what it takes to be a hospitality manager looking at for example event planning, organizing and coordinating operations

**2 ECTS (credits)**

## INFORMATION SYSTEM MANAGEMENT & CRM

*Level: Third Year*

This class focuses on how information systems can greatly impact business performance in terms of customer relation management. Students will appreciate the importance and benefits of information systems and will learn how to implement IT strategies to best suit companies' strategies to develop, build and retain good relationships with customers.

**3 ECTS (credits)**

## INFORMATION SYSTEMS MANAGEMENT

*Level: Third Year*

-Course description to be provided-

## INTEGRATED COMMUNICATION CAMPAIGNS

*Level: Third Year*

As markets are becoming more segmented, companies strive to beat the competition. The benefits of having a cohesive brand message and marketing strategy to retain existing customers and to lure new ones will be explored.

This course aims at providing students with the academic knowledge and skills to be able to evolve and coordinate comprehensive communication strategies.

The course mainly focuses on advertising and promotion with a focus on creating integrated campaigns including digital communications and measuring their performance.

Students will study integrated campaigns and related advertising supports to build their knowledge of real brand messages. Topics include social media, media-planning, branding, reputation, tag lines, PR, press conferences, events and trade shows, as well as crisis management.

**4 ECTS (credits)**

## INTERNATIONAL BUSINESS DEVELOPMENT

*Level: Third Year*

This course addresses several questions: (1) Why do firms expand abroad? (2) How do firms expand abroad? (3) How does managing a multinational corporation (MNC) differ from managing a domestic firm? (4) How do managers cope with the multiple and often conflicting demands they face when managing cross-border operations?

**3 ECTS (credits)**

## INTERNATIOANL FINANCE

*Level: Third Year*

The course is an introduction to International Finance & Risk Management. It will familiarize students with some key concepts of international finance (foreign exchange rates, investments in emerging countries, hedging instruments...).

Case studies will be widely used with a focus on emerging economies.

**3 ECTS (credits)**

## INTERNATIONAL TRADE TECHNICIS

*Level: Third Year*

The course examines the most relevant Market Entry Strategies in order to enter into a foreign market. It will help students to identify and evaluate business opportunities, demand and potential barriers to enter a foreign market. Moreover, students can analyze different

methods that can optimize the choice of an entry strategy (developing partners, use of distributors, signing strategic alliance agreements or analyzing foreign direct investment, etc.)

The course consists of a study of Incoterms® to understand all of the different components of a price and the different ranges of prices for the same commodity and the same customer. The course includes transport study, as a defining factor for the price. The course includes an import and export context.

**4 ECTS (credits)**

## **SOCIAL BUSINESS**

*Level: Third Year*

Students discover the function and business models of enterprises that are created to resolve social, cultural and environmental needs. In this class students will focus on companies that have non-profits or blend for-profit goals and the functioning of a company where their primary objective is a positive return on society.

**2 ECTS (credits)**

## **STRATEGIC MANAGEMENT**

*Level: Third Year*

Class topics include how managerial decisions affect the performance of a company and how to develop effective strategic leadership. This is an interdisciplinary class that links concepts from Marketing, Finance and Economics for example. Students will explore the importance of an organization's principles, vision, mission and looks at company practices such as governance and business ethics.

**3 ECTS (credits)**

## **SUPPLY CHAIN MANAGEMENT**

*Level: Third Year*

The class teaches students how to manage all activities related to products/ services from the manufacturing process to the final step of selling to a customer. Students will learn methods in planning, organization, logistics and controlling supply chain operations to ensure the product/ service is delivered in a timely manner to the right people whilst also respecting company policies and strategies, for example respecting budgets, delivery times... Topics include planning and managing inventories, principles of logistics, supply chain performance and supply chain business models.

**3 ECTS (credits)**

## THE WINE INDUSTRY

*Level: Third Year*

-Course description to be provided-

**2 ECTS (credits)**

## FRENCH LANGUAGE : OPEN TO ALL EXCHANGE STUDENTS FROM BEGINNER TO ADVANCED LEVELS

We strongly recommend that students take a French class during their stay in France. Research shows that 32 students benefit more fully from their time in a foreign environment if they have an understanding of the world around them. We provide French classes for beginner to advanced level. No matter what your level of French is there be a class specially for you. Students are tested when they arrive at the school and put into the appropriate level. All levels are available from students who know no French to those who are fluent in the language

**3 ECTS (credits)**

## POST-GRADUATE LEVEL COURSES

### Autumn Semester/ Semester 1 (September – December 2019)

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Due to timetable conflicts, master level students must choose classes from one program only.

#### Program 1: International Business Administration

##### FAIR TRADE AND SUSTAINABLE DEVELOPMENT

The module is aimed at helping students understand how vital for the world trade and then economy is the promotion of sustainable development through better trading conditions. In addition, the module will also focus on analysing and demonstrating how fair trade can alleviate poverty in developing and emerging countries, raise consumer awareness about social and environmental issues relative to international trade. Students will have the possibility to discover the socio-economic hindrances to fair trade and sustainable development and the seek for ways to remove them.

*3 ECTS (credits)*

##### CORPORATE GOVERNANCE

What is ethics and business ethics? Basic theories in ethics which can used as business ethics.

The character of ethical norms.

Corporate Social Responsibility principles as ethical principles

Definitions and models of CSR

How to implement CSR in an organization, pressure on CSR (role of consumers, NGOs).

*3 ECTS (credits)*

##### BUSINESS ETHICS

The course will give an insight into the importance of ethical reasoning and responsibility of companies and its employees. The concept of corporate social responsibility (CSR) will be discussed from a strategic and ethical perspective. Students learn how to implement CSR into strategy, functions and structure based on practical examples and group work.

*3 ECTS (credits)*

## INTERNATIONAL BUSINESS STRATEGY

Business Strategy has evolved as a discipline, from rigid planning into a much more flexible process, more accurately described as strategic thinking. The global world of commerce is becoming more dynamic and complex, requiring managers to formulate and implement strategies based on consistent congruence between the firm and its environment. The module will focus initially on systematic external and internal analysis and introduce a generic range of strategic alternatives before covering formulation and selection of corporate and business level strategies. It is designed to be fully integrative, utilizing material concepts and techniques from modules relating to functional disciplines.

*3 ECTS (credits)*

## INTERNATIONAL MARKETING

The course builds-up an understanding of what International Marketing is all about. The objective is to be able to plan marketing activities according to the principles of international marketing. An introductory phase includes the analysis of marketing-oriented research tools - how to analyze the business environment online and offline, international markets, using advanced marketing methodologies. The second phase is about taking decisions according to those principles while the last two phases are about translating strategic planning into a practical action plan and its control procedures.

*3 ECTS (credits)*

## LEADERSHIP IN INTERNATIONAL MANAGEMENT

1. Explore selected historical and contemporary models of leadership.
2. Critique the usefulness of select leadership approaches to complex business issues and practice.
3. Examine the global context of leadership.
4. Apply foundational areas of leadership theory to practical and real-life situations within the workplace
5. Critique your personal approach to leadership

*3 ECTS (credits)*

## DATA MANAGEMENT

-Data management is becoming a fundamental component of businesses and their decision-making process. A strong data management strategy permits companies to predict and quickly react to changes from customers and environmental conditions. This course explores four different but interrelated areas: data-driven marketing, big data, information security management and data management strategy. The study of those areas will provide the participants with the tools to develop and assess a data management strategy. Through the development of case studies, the studies will be able to understand the opportunities and

challenges that the business faces and how data management and analytics contribute to make better management decisions.

*3 ECTS (credits)*

## FINANCIAL MANAGEMENT

This course is designed to help students to develop (1) an understanding of advanced aspects of the processing of cost accounting information used for the purposes of short- and long-term planning, control and decision making business organizations; (2) the ability to apply this understanding in a variety of business settings.

*3 ECTS (credits)*

## FINANCIAL MARKETS

This course sharpens student's analytical skills for understanding the financial markets instruments and how to determine prices of financial assets as bonds, derivatives, and stocks. The course is divided into four parts: - The first part familiarizes the student with the basic financial valuation tools and time value of money. - The second part develops of the bond market and examines how prices of bonds and interest rates are determined. - The third part familiarizes the student to the stock market and the valuation methods. - Part four introduces the student to the derivatives markets and their use, such as futures, options, and swaps for hedging against risk or for speculating and use of the derivatives in corporate finance.

*2 ECTS (credits)*

## STORY TELLING

When individuals, brands and leaders use storytelling, they bring their audiences back to a natural state of primal listening. The use of stories, properly conveyed, is actually how we prefer to receive communications. Leaders learn how to meld the use of stories with the left-brain data-based information they also need to convey in order to convince their communities. Their influence and engagement becomes more powerful, and real change occurs because people are moved to action. This highly practical course will enable students to discover the art of storytelling and practice techniques to build personal and brand based stories.

*2 ECTS (credits)*

## GLOBAL CHALLENGES OF FOREIGN DIRECT INVESTMENT

Exploration and comparison of emerging changes in FDI in different markets, such as emerging markets and Bottom-of-the-pyramid markets.

As a series of thematic seminars, the course aims at the current large movements of FDI in the global economy. We cover, for example: 1) the special characteristics, risks and challenges of emerging markets, their latest developments, underlying evolution and overall

potential, 2) case studies of the internationalization of emerging multinational firms, 3) the cooperation between BRICS countries; 4) the multiple dimensions of opportunities and risks in Bottom-of-the-pyramid markets, 5) Chindiafrique, 6) Born Global firms, etc. We seek to identify the new dynamics of FDI related to these changes in order to reflect on the competitiveness of French companies at the global level, not only for multinational companies but also for SMEs and mid-sized companies. It is compulsory for students to read the required reading material and to prepare the analytical reading sheets.

*2 ECTS (credits)*

## **SOCIAL ENTREPRISE**

This course aims to familiarize the students with the different types of social enterprises, with a critical point of view through a bottom up approach. The students will be given a list of academic papers related to this topic, and need to present them. We will have an overview on cooperatives, NGOs, mutual, etc. with a focus on their governance, finances and performance assessment.

During this course, students will have to read, understand and explain academic articles, that will also help them for their preparation for their masters dissertation. They will be given a bibliography of the main papers on the topic and need to make oral presentations with summaries made at the end of each session. We will also have case studies group work to compare concepts with reality.

*2 ECTS (credits)*

## **Program 2: International Supply Chain Management**

### **INTERNATIONAL LOGISTICS**

- Awareness of the logistics aspects of international trade, including sustainable development aspects.
- Understanding the basic structures of international logistics schemes and their associated costs.
- Mastery of some basic mechanisms in terms of contracts, incoterms, packaging/packaging, modes of transport, customs, import/export documents, insurance, etc

*3 ECTS (credits)*

### **PURCHASING & SUPPLY CHAIN MANAGEMENT**

The course addresses the strategic role of purchasing and supply chain management. It is mostly an introduction to the basics, definitions, standards, frameworks, tools, best practices and key performance indicators. A special focus is given to business control, cross functional integration and value creation for the enterprise.

*3 ECTS (credits)*

## GLOBAL SUPPLY CHAIN MANAGEMENT

The module is designed to provide future managers with an introduction to Operations, Supply chain management and managing processes. Providing them with the knowledge, understanding of tools and skills necessary to operate effectively beyond the bounds of their own organizations.

*3 ECTS (credits)*

## PRINCIPLES OF PROCUREMENT

-Course description to be provided-

*3 ECTS (credits)*

## SUPPLY CHAIN RISK MANAGEMENT

The module introduces the students to the multitude of risks that threaten the operations of supply chains. It then aims at reducing supply chain vulnerability by identifying and managing risks within the supply chain and outside of it.

*3 ECTS (credits)*

## SUSTAINABLE SUPPLY CHAIN MANAGEMENT

-Course description to be provided-

*3 ECTS (credits)*

## DATA MANAGEMENT

-Data management is becoming a fundamental component of businesses and their decision-making process. A strong data management strategy permits companies to predict and quickly react to changes from customers and environmental conditions. This course explores four different but interrelated areas: data-driven marketing, big data, information security management and data management strategy. The study of those areas will provide the participants with the tools to develop and assess a data management strategy. Through the development of case studies, the studies will be able to understand the opportunities and challenges that the business faces and how data management and analytics contribute to make better management decisions.

*3ECTS (credits)*

## FINANCIAL MANAGEMENT

This course is designed to help students to develop (1) an understanding of advanced aspects of the processing of cost accounting information used for the purposes of short- and long-term planning, control and decision making business organizations; (2) the ability to apply this understanding in a variety of business settings.

*3 ECTS (credits)*

## FINANCIAL MARKETS

This course sharpens student's analytical skills for understanding the financial markets instruments and how to determine prices of financial assets as bonds, derivatives, and stocks. The course is divided into four parts: - The first part familiarizes the student with the basic financial valuation tools and time value of money. - The second part develops of the bond market and examines how prices of bonds and interest rates are determined. - The third part familiarizes the student to the stock market and the valuation methods. - Part four introduces the student to the derivatives markets and their use, such as futures, options, and swaps for hedging against risk or for speculating and use of the derivatives in corporate finance.

*2 ECTS (credits)*

## STORY TELLING

When individuals, brands and leaders use storytelling, they bring their audiences back to a natural state of primal listening. The use of stories, properly conveyed, is actually how we prefer to receive communications. Leaders learn how to meld the use of stories with the left-brain data-based information they also need to convey in order to convince their communities. Their influence and engagement becomes more powerful, and real change occurs because people are moved to action. This highly practical course will enable students to discover the art of storytelling and practice techniques to build personal and brand based stories.

*2 ECTS (credits)*

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competitiveness of French companies at the global level, not only for multinational companies but also for SMEs and mid-sized companies. It is compulsory for students to read the required reading material and to prepare the analytical reading sheets.

**2 ECTS (credits)**

## **SOCIAL ENTREPRISE**

This course aims to familiarize the students with the different types of social enterprises, with a critical point of view through a bottom up approach. The students will be given a list of academic papers related to this topic, and need to present them. We will have an overview on cooperatives, NGOs, mutual, etc. with a focus on their governance, finances and performance assessment.

During this course, students will have to read, understand and explain academic articles, that will also help them for their preparation for their masters dissertation. They will be given a bibliography of the main papers on the topic and need to make oral presentations with summaries made at the end of each session. We will also have case studies group work to compare concepts with reality.

**2 ECTS (credits)**

## **Program 3: Marketing and Digital Business**

### **BRAND MANAGEMENT**

This class is a course on branding, based on specific concepts of brand management. The objective of this course is to explain the tools dedicated to branding. It also defines the economic and marketing functions of the brand. At the end of this course, enriched with many examples, students will be able to apprehend a typical case of brand management.

**3 ECTS (credits)**

### **GOOGLE ANALYTICS & TAG MANAGER**

-Course description to be provided-

**3 ECTS (credits)**

### **GRAPHICS FOR WEB DESIGN SUPPLY CHAIN**

This course focuses on providing students with the knowledge needed to manage teams, in the context of website projects management. The students will develop an eye for graphic web design, understand the process of making a website and learn to use one of the most popular CMS, Wordpress.

## SEARCH MARKETING

Search has become the cornerstone of our digital lives. Google is the first place we go when we need to know something. Anything. Every day we search for products, news, entertainment, friends, information, opinions, advice, and almost anything else you can think of. How can marketers make use of the massive number of daily searches we conduct online to make their products visible and desired by consumers? In this course we will examine what companies need to do to cut through and build a successful business through search. Search Marketing encompasses unpaid organic Search Engine Optimization (on and off page), and paid Search Engine Marketing (ads, listings and more). Successful students will come out of the course with a strong foundational understanding of the principles of Search Marketing and how to apply them to generate traffic, leads, and drive business success.

**3 ECTS (credits)**

## DATA MANAGEMENT

-Data management is becoming a fundamental component of businesses and their decision-making process. A strong data management strategy permits companies to predict and quickly react to changes from customers and environmental conditions. This course explores four different but interrelated areas: data-driven marketing, big data, information security management and data management strategy. The study of those areas will provide the participants with the tools to develop and assess a data management strategy. Through the development of case studies, the studies will be able to understand the opportunities and challenges that the business faces and how data management and analytics contribute to make better management decisions.

**3ECTS (credits)**

## PRODUCT MAKETING

-Course description to be provided-

**3 ECTS (credits)**

## INBOUND MARKETING

-Course description to be provided-

**3 ECTS (credits)**

## FINANCIAL MANAGEMENT CONTROL

-Course description to be provided-

## FINANCIAL MARKETS

This course sharpens student's analytical skills for understanding the financial markets instruments and how to determine prices of financial assets as bonds, derivatives, and stocks. The course is divided into four parts: - The first part familiarizes the student with the basic financial valuation tools and time value of money. - The second part develops of the bond market and examines how prices of bonds and interest rates are determined. - The third part familiarizes the student to the stock market and the valuation methods. - Part four introduces the student to the derivatives markets and their use, such as futures, options, and swaps for hedging against risk or for speculating and use of the derivatives in corporate finance.

*2 ECTS (credits)*

## STORY TELLING

When individuals, brands and leaders use storytelling, they bring their audiences back to a natural state of primal listening. The use of stories, properly conveyed, is actually how we prefer to receive communications. Leaders learn how to meld the use of stories with the left-brain data-based information they also need to convey in order to convince their communities. Their influence and engagement becomes more powerful, and real change occurs because people are moved to action. This highly practical course will enable students to discover the art of storytelling and practice techniques to build personal and brand based stories.

*2 ECTS (credits)*

## GLOBAL CHALLENGES OF FOREIGN DIRECT INVEST

Exploration and comparison of emerging changes in FDI in different markets, such as emerging markets and Bottom-of-the-pyramid markets.

As a series of thematic seminars, the course aims at the current large movements of FDI in the global economy. We cover, for example: 1) the special characteristics, risks and challenges of emerging markets, their latest developments, underlying evolution and overall potential, 2) case studies of the internationalization of emerging multinational firms, 3) the cooperation between BRICS countries; 4) the multiple dimensions of opportunities and risks in Bottom-of-the-pyramid markets, 5) Chindiafrique, 6) Born Global firms, etc. We seek to identify the new dynamics of FDI related to these changes in order to reflect on the competitiveness of French companies at the global level, not only for multinational companies but also for SMEs and mid-sized companies. It is compulsory for students to read the required reading material and to prepare the analytical reading sheets.

*2 ECTS (credits)*

## SOCIAL ENTREPRISE

This course aims to familiarize the students with the different types of social enterprises, with a critical point of view through a bottom up approach. The students will be given a list of academic papers related to this topic, and need to present them. We will have an overview on cooperatives, NGOs, mutual, etc. with a focus on their governance, finances and performance assessment.

During this course, students will have to read, understand and explain academic articles, that will also help them for their preparation for their masters dissertation. They will be given a bibliography of the main papers on the topic and need to make oral presentations with summaries made at the end of each session. We will also have case studies group work to compare concepts with reality.

**2 ECTS (credits)**

## Spring Semester/ Semester 2 (December – February 2019)

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Due to timetable conflicts, master level students must choose classes from one program only.

### Program 1: International Business Administration

#### INTERNATIONAL TAXATION & SOCIAL RESPONSIBILITY

- The main differences in tax rules existing between countries
- Recent international tax issues, such as transfer pricing
- The fundamental mechanisms of taxation for both companies and individuals

*3 ECTS (credits)*

#### INNOVATION, CREATIVITY & PROJECT MANAGEMENT

The management of innovation is a critical element in ensuring successful new products and services are encouraged, survive and flourish.

In this module you will discover how to avoid the common pitfalls in managing innovation in both corporate and community situations.

Emphasis will be placed on internationalization, sustainability, external engagement, social innovation and employability within a global context.

*3 ECTS (credits)*

#### GLOBAL SUPPLY CHAIN MANAGEMENT

The module is designed to provide future managers with an introduction to Operations, Supply chain management and managing processes. Providing them with the knowledge, understanding of tools and skills necessary to operate effectively beyond the bounds of their own organizations.

*3 ECTS (credits)*

#### BUSINESS GAME : GLOBAL CHALLENGE

It is a web-based simulation training platform in how to run from scratch a business in a highly competitive and changing environment. It could be run through a bunch of rounds between 8 to a maximum of 12 in total and each round has its own market conditions that differ from year to year.

*3 ECTS (credits)*

## INTERNATIONAL BUSINESS LAW

This course focuses on the study of international business transactions from the legal perspective based on real world case studies. Students shall learn how to manage, eliminate and/or reduce risk in cross-border transactions.

We focus on three models for engaging in international business:

1. Trade,
2. Licensing of intellectual property, and
3. Foreign direct investment.

We also consider the economic environment of doing business in developing countries and the role of multinational corporations in world development. We consider models for managing and eliminating or reducing risk in cross-border transactions. We shall focus on how disputes are settled in an international business transaction, including issues of jurisdiction as applied electronic commercial transactions. Key elements such as contracts, companies, arbitration and litigation are also considered.

*3 ECTS (credits)*

## MANAGING CULTURAL DIVERSITY

-Course description to be provided-

*3 ECTS (credits)*

## DISRUPTIVE STRATEGY

-Course description to be provided-

*3 ECTS (credits)*

## FOUNDATIONS OF LEADERSHIP

In this course, students will become familiar with different ways of exercising leadership and how they can best work with others in a leadership context. Students will be introduced to the history of Leadership Theory from the “Great Man” theory of born leaders to Transformational Leadership theory of nonpositional learned leadership. They will learn and apply leadership skills in a hands-on practical way that encourages them to challenge their own beliefs and assumptions about what constitutes leadership.

*3 ECTS (credits)*

## INTERNATIONAL FINANCIAL REPORTING STANDARD

This course provides an up-to-date overview of the most relevant International Accounting Standards (IFRS) regarding the recognition criteria, measurement, and disclosure. Cases

studies and real Annual Financial Statements from European companies will support the discussions.

*2 ECTS (credits)*

## SERVICES MARKETING

How do you market a service when there is no car to test drive, no shoes to try on, no computer to take home or book to read? Services marketing are different from traditional product marketing and this course will introduce you to the distinctive characteristics of services and how they affect both customer behavior and marketing strategy.

*2 ECTS (credits)*

## EMAIL MARKETING

Discover and understand the mechanism of digital advertising campaigns dissemination in emailing, display and performance retargeting according to the principle of affiliation, as well as the operation of an ad server and ad exchange in RTB

*2 ECTS (credits)*

## EMERGING MARKETS INNOVATION

This course is designed to provide students with an in-depth understanding and appreciation for the emerging markets and its consumers. The module delivers research-led, contemporary discussions on how emerging markets become the biggest drivers of the changing global economic reality under which multinational corporations now operate. The module will also provide opportunities for detailed investigations on selected emerging market regions, including Southeast Asia, the Middle East, South Americas and Eastern Europe. Through a project-based pedagogy, students are encouraged to change their mindset to rethink innovation and marketing strategies to reach the value-conscious emerging market consumer. Students will be asked to identify institutional voids to provide business solutions to fill the void, but also adapt existing business models to adapt to them.

*2 ECTS (credits)*

## FINANCE MODELLING

The course aims to apply the acquired financial concepts and tools on the most used and basic tool: Excel. The sessions will overview the use of this tool for Time value of money problems and investment decisions, project valuation and financial planning problems. The course will have a bottom up approach, allowing them to master Microsoft excel to be directly operational at their arrival for their internships.

*2 ECTS (credits)*

## Program 2: International Supply Chain Management

### INTERNATIONAL SOURCING, OUTSOURCING & E-SOURCING

The module focuses on the management of services and/or products sourced from outside of the firm, with an international focus. The company has to face a trade-off between “making-buying” and/or outsourcing. Company managers have then to focus on the management of services or products that are sourced from other companies.

*3 ECTS (credits)*

### BUSINESS GAME/GLOBAL CHALLENGE

It is a web-based simulation training platform in how to run from scratch a business in a highly competitive and changing environment. It could be run through a bunch of rounds between 8 to a maximum of 12 in total and each round has its own market conditions that differ from year to year.

*3 ECTS (credits)*

### BUDGETING IN A GLOBAL ARENA

Businesses utilize budgets and financial reports on a very large scale. Being able to make decision on the ground of the budgets is one of the key goals of the module. The budgeting process, cost control and management appraisal are key tools for success for any international company that has to cope with a fierce competition on the global stage.

*3 ECTS (credits)*

### MANAGING PROCESS IN PROCUREMENTS

-Course description to be provided-

*3 ECTS (credits)*

### ERP BASED SUPPLY CHAIN MANAGEMENT

-Course description to be provided-

*3 ECTS (credits)*

### MANAGING CULTURAL DIVERSITY

-Course description to be provided-

*3 ECTS (credits)*

## DISRUPTIVE STRATEGY

-Course description to be provided

*3 ECTS (credits)*

## FOUNDATIONS OF LEADERSHIPS

In this course, students will become familiar with different ways of exercising leadership and how they can best work with others in a leadership context. Students will be introduced to the history of Leadership Theory from the “Great Man” theory of born leaders to Transformational Leadership theory of nonpositional learned leadership. They will learn and apply leadership skills in a hands-on practical way that encourages them to challenge their own beliefs and assumptions about what constitutes leadership.

*2 ECTS (credits)*

## INTERNATIONAL FINANCIAL REPORTING STANDARDS

This course provides an up-to-date overview of the most relevant International Accounting Standards (IFRS) regarding the recognition criteria, measurement, and disclosure. Cases studies and real Annual Financial Statements from European companies will support the discussions.

*2 ECTS (credits)*

## SERVICES MARKETINGS

How do you market a service when there is no car to test drive, no shoes to try on, no computer to take home or book to read? Services marketing are different from traditional product marketing and this course will introduce you to the distinctive characteristics of services and how they affect both customer behavior and marketing strategy.

*2 ECTS (credits)*

## EMAIL MARKETING

Discover and understand the mechanism of digital advertising campaigns dissemination in emailing, display and performance retargeting according to the principle of affiliation, as well as the operation of an ad server and ad exchange in RTB

*2 ECTS (credits)*

## EMERGING MARKETS INNOVATION

This course is designed to provide students with an in-depth understanding and appreciation for the emerging markets and its consumers. The module delivers research-led,

contemporary discussions on how emerging markets become the biggest drivers of the changing global economic reality under which multinational corporations now operate. The module will also provide opportunities for detailed investigations on selected emerging market regions, including Southeast Asia, the Middle East, South Americas and Eastern Europe. Through a project-based pedagogy, students are encouraged to change their mindset to rethink innovation and marketing strategies to reach the value-conscious emerging market consumer. Students will be asked to identify institutional voids to provide business solutions to fill the void, but also adapt existing business models to adapt to them.

**2 ECTS (credits)**

### FINANCE MODELLING

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**2 ECTS (credits)**

## Program 3: Marketing and Digital Business

### CONTENT MARKETING

-Course description to be provided-

**3 ECTS (credits)**

### SEA & SOCIAL MEDIA ADVERTISING

-Course description to be provided-

**3 ECTS (credits)**

### SOCIAL MEDIA

-Course description to be provided-

**3 ECTS (credits)**

### VISUAL COMMUNICATION

-Course description to be provided-

**3 ECTS (credits)**

## EMAIL MARKETING

Discover and understand the mechanism of digital advertising campaigns dissemination in emailing, display and performance retargeting according to the principle of affiliation, as well as the operation of an ad server and ad exchange in RTB

*3 ECTS (credits)*

## MANAGING CULTURAL DIVERSITY

-Course description to be provided-

*3 ECTS (credits)*

## DISRUPTIVE STRATEGY

-Course description to be provided-

*3 ECTS (credits)*

## FOUNDATIONS OF LEADERSHIP

In this course, students will become familiar with different ways of exercising leadership and how they can best work with others in a leadership context. Students will be introduced to the history of Leadership Theory from the “Great Man” theory of born leaders to Transformational Leadership theory of nonpositional learned leadership. They will learn and apply leadership skills in a hands-on practical way that encourages them to challenge their own beliefs and assumptions about what constitutes leadership.

*2 ECTS (credits)*

## INTERNATIONAL FINANCIAL REPORTING STANDARDS

This course provides an up-to-date overview of the most relevant International Accounting Standards (IFRS) regarding the recognition criteria, measurement, and disclosure. Cases studies and real Annual Financial Statements from European companies will support the discussions.

*2 ECTS (credits)*

## SERVICES MARKETING

How do you market a service when there is no car to test drive, no shoes to try on, no computer to take home or book to read? Services marketing are different from traditional product marketing and this course will introduce you to the distinctive characteristics of services and how they affect both customer behavior and marketing strategy.

*2 ECTS (credits)*

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Discover and understand the mechanism of digital advertising campaigns dissemination in emailing, display and performance retargeting according to the principle of affiliation, as well as the operation of an ad server and ad exchange in RTB.

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*2 ECTS (credits)*

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Please note that all students can take part in a student association and will receive 2 ECTS credits at ESDES for this participation. A list of the different associations can be found on our website at: <http://www.esdes.fr/study-in-lyon/life-at-esdes/associations/>

The international students can be a part of the Organizing Committee for our annual event Global Village #globalvillagelyon and will receive 2 ECTS credits for working on the organization of the event.

More information regarding how you can join an association and GV committee will be given to you during Orientation when you arrive in France. Please check with your home university if these credits transfer back.

# LETTERS AND LANGUAGES

*FACULTY OF LETTERS  
AND MODERN LANGUAGES*

## Fall Semester/ Semester 1

### CONTEMPORARY ISSUES

*Teacher : Theresa ROUGER*

*Level: First Year*

Ce cours de 44h visera à donner un aperçu des enjeux globaux du monde contemporain, en entrant dans le détail de leur signification au sein d'un contexte européen et international. Nous identifierons les principales théories se rapportant aux Etats-Unis et aux enjeux politiques contemporains : les dynamiques internationales des rapports de puissance, le populisme et son rôle dans les politiques européennes et américaines, les investissements socialement responsables, l'impact du droit international sur la politique, la relation symbiotique entre la politique des organisations internationales et les droits universels de l'homme.

#### Course content

**Session 1:** Introduction to Contemporary Issues: Religion (Terror)

**Session 2:** Global Corporate Governance and Corporate Social Responsibility

**Session 3:** Case studies on Corporate Social Responsibility

**Session 4:** The role of the United Nations in contemporary issues

**Session 5:** Film clip: The Constant Gardner (2005), case analysis and discussion

**Session 6:** Debate: Who rules (or does not rule) in today's world?

**Session 7:** The New York Times: Current Events and Pop Culture.

**Session 8:** Pathologies of Power – Paul Farmer.

**Session 9:** Evaluate the role of WTO in human rights protection.

**Session 10:** Is Populism back?

**Session 11:** Film clip: Class student presentation on populism.

#### Bibliography

Christine MALLIN, 2010, *Corporate Governance*, Oxford University Press, Oxford • The Harvard Law School blog on corporate governance, available at:

<http://corpgov.law.harvard.edu/>

the *Wall Street Journal* risk and compliance blog, available at:

<http://blogs.wsj.com/riskandcompliance/>

the Compliance Week blog, available at:

[www.complianceweek.com/blogs/section/1770#.VXSqXEblxX4](http://www.complianceweek.com/blogs/section/1770#.VXSqXEblxX4)

Articles:

To be provided in class.

Newspapers:

The *Irish Times*, available at: <https://www.irishtimes.com> | The *Independent*, available at: <https://www.independent.ie/> | The *Financial Times*, available at: <https://www.ft.co.uk> | Time Magazine | The Economist | The Guardian | The New York Times

Videos/films :

*Modern Times* (1936) | *Wall Street* (1987) | *The Constant Gardener* (2005)

22 hours

## INTRODUCTION TO POLITICAL SCIENCE AND CULTURE 1 AND 2

Teacher : Theresa Rouger

Level: First Year – Second Year – Third Year

The eighty eight (88) session lecture series will be a multi-disciplinary examination of audio-international politics and culture are portrayed through the visual, spatial, and philosophical medium of cinema. The class will discuss significant collections of independent, international, and silent films and its impact on today's culture, society and politics.

### Course content

**Session 1:** History of communication and Charlie Chaplin

**Session 2:** Introduction Plugged In: Social Media (2019)

**Session 3:** Toxicity of Social Media

**Session 4:** Brussels and European politics

**Session 5:** Snowden and whistle blowers

**Session 6:** Who is watching whom?

**Session 7:** Debate on Social Media

**Session 8:** Pathologies of Power – Paul Farmer I.

**Session 9:** Cultural rights through film

**Session 10:** Student presentation and Newspaper clippings

**Session 11:** Student presentation on topic of choice

**Session 12:** World War II discussion

**Session 13:** Hollywood, Politics and War through the medium of Film

**Session 14:** What does Human Rights mean in today's world? Bribery and Corruption

**Session 15:** Documentaries of Truth

**Session 16:** Current newspaper clippings

**Session 17:** Debate: can Hollywood be our political lens?

**Session 18:** The Kennedy clan: Newspaper clippings.

**Session 19:** Ronald Regan, cinema and politics

**Session 20:** Student presentation - Culture and Society

**Session 21:** Oral examination: Student presentation on topic of choice

**Session 22 :** Current affairs discussion

### Bibliography

GIGLIO Ernest, *Here's Looking at You : Hollywood, Film and Politics*, New York : Peter Lang, 2014 (4<sup>th</sup> edition)

NICHOLS Bill, *Introduction to Documentary*, Bloomington : Indiana University Press, 2010 (2<sup>nd</sup> edition)

### Assesement

1 final examination with continuous assessments oral and written throughout the academic year.

**3 ECTS (credits) – 22 hours**

## Spring Semester/ Semester 2

### CONTEMPORARY ISSUES

*Teacher : Theresa ROUGER*

*Level: First Year*

#### Course content

**Session 1:** The Irish perspective I: Brexit

**Session 2:** The Irish perspective II: Referendum

**Session 3:** What does Human Rights mean in today's world? Bribery and Corruption

**Session 3:** Case studies and discussions

**Session 4:** Film clip: case analysis and discussion

**Session 5:** Labour rights and rights of the people.

**Session 6:** Debate: The Right to Choose?

**Session 7:** Newspaper clippings.

**Session 8:** Pathologies of Power – Paul Farmer.

**Session 9:** Introduction to Populism and its role within modern day reality politics.

**Session 10:** Class presentation on topic of choice.

**Session 11:** The New York Times: Current Events and Pop Culture.

**22 hours**

### INTRODUCTION TO POLITICAL SCIENCE AND CULTURE 1 AND 2

*Teacher : Theresa Rouger*

*Level: First Year – Second Year – Third Year*

The eighty-eight (88) session lecture series will be a multi-disciplinary examination of audio-international politics and culture are portrayed through the visual, spatial, and philosophical medium of cinema. The class will discuss significant collections of independent, international, and silent films and its impact on today's culture, society and politics.

#### Course content

**Session 1:** India

**Session 2:** Military and War: The Secret History of ISIS

**Session 3:** Pearl Harbour and the similarities with 9/11

**Session 4:** September Clues

**Session 5:** Debate: do conspiracy theories exist?

**Session 6:** What the journalists say?

**Session 7:** Weinstein and feminist politics

**Session 8:** Missing women

**Session 9:** Antisemitism risings in Europe

**Session 10:** Debate Student presentation on topic of choice

**Session 11:** Current affairs discussion

**Session 12:** Islam – an Al Jazeera investigation

**Session 13:** Trump and the Trade War

**Session 14:** Newspaper clippings

**Session 15:** Debate on Climate change

**Session 16:** Global warming – another look

**Session 17:** To be or not to be Fake news?

**Session 18:** Students bring in newspaper clippings for discussion

**Session 19:** Media and the war you don't see

**Session 20:** Behind the Big News

**Session 21:** Oral Exam: Student presentation on topic of choice

**Session 22:** Revision session

### Assesement

1 final examination with continuous assessments oral and written throughout the academic year.

***3 ECTS (credit) – 22 hours***



*ESTRI SCHOOL FOR  
INTERNATIONAL CAREERS*

## Fall Semester/ Semester 1 (September – December 2019)

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### Culture and International Business Understanding the World

#### HISTORY AND CIVILISATION

*Level : First Year*

Class taught in Chinese, Deutch, English, Spanish, Italian

Identify the historical, political and ideological facts that influence the country. Situate these facts in their chronological and social context. Understand the geographical and political organization of the country and its territory.

**Assessment :** 1 continuous assessment grade + 1 final written exam grade

*4 ECTS (credits) – 12 Hours*

#### INTERCULTURAL INTERPRETATION

*Level : First Year*

Class taught in Chinese, Deutch, English, Spanish, Italian

Identify the intercultural differences, codes, and stereotypes of a culture.

**Assessment :** 1 continuous assessment grade + 1 final written exam grade

*4 ECTS (credits) – 12 Hours*

#### THE FRENCH-SPEAKING WORLD

*Level : First Year*

Class taught in French

Discover the history of the Francophone world. Understand the geopolitical impact of the Francophone world. Become aware of the linguistic variations in different Francophone areas. Understand the current ambassadors of the Francophone world (Maison de la France, Embassies, Alliances françaises, etc.)

**Assessment:** 1 continuous assessment grade + 1 final written exam grade

*4 ECTS (credits) – 12 Hours*

## Interpreting the World

### CIVILISATION

*Level : Second year*

Class taught in Chinese, Deutch, English, Spanish, Italian

Identify the main historical, political, and ideological events that allow an understanding of the major civilization themes. This will be done through key events examined in their chronological and social context. Address themes related to the course "Geopolitical Environments".

**Assessment:** 2 continuous assessment grades + 1 final written exam grade

**4 ECTS (credits) – 12 Hours**

### CIVILISATION

*Level :Third year*

Class taught in Chinese, Deutch, English, Spanish, Italian

Discuss the main historical, political, and ideological events allowing an understanding of the major civilization themes of the areas studied. These can include: key events in their chronological and social context, fundamental structures and institutions, the foundations of current trade and economic contexts, medias, and different sources of information online. Address themes related to course 'The Legal and Trade Environment".

**Assessment:** 2 continuous assessment grades + 1 final written exam grade

**4 ECTS (credits) – 18 Hours**

## Understanding and Analysing International Markets

### MARKETING

*Level :Second Year*

Class taught in English

Understand marketing tools (e.g. marketing studies, marketing strategies, operational marketing, etc.). Analyse the international market, the internal workings of a company, and outside influences (PESTEL analysis).

*Level :Third year*

**Assessment:** 2 continuous assessment grades + 1 final written exam grade

**4 ECTS (credits) – 18 Hours**

## Developing international Entrepreneurial Knowledge

### THE BUSINESS WORLD

*Level: Second year*

Class taught in English

Discover the basic functioning of a company and the world of trade from a national and international perspective. Understand the structure of companies (SMB, SME, etc.), and the different services and departments (marketing, HR, etc.). Understand and recognise basic professional documents (activity reports, quotes, invoices, etc.).

**Assessment:** 2 continuous assessment grades + 1 final written exam grade

**4 ECTS (credits) – 18 Hours**

## Analysing and Adapting to Intercultural Situations

### INTERCULTURAL COMMUNICATION

*Level: Second year*

Class taught in English

Reinforce knowledge of organizational, political, economic and legal international systems. Analyse the challenges surrounding the merger of two companies from different countries. Cooperate in groups on the organization, management, and planning of an international project. Adapt to work situations in an international context (role-plays on social and interpersonal skills).

**Assessment:** 2 continuous assessment grades + 1 final written exam grade

**4 ECTS (credits) – 18 Hours**

### INTERCULTURALITY

Develop extensive knowledge on the chosen country for study abroad. Develop knowledge on this country's university and social culture, emphasizing different types of knowledge

(national heritage, daily life, generational differences, the arts, education). This knowledge should help foreign students studying in France to acquire the tools necessary to better understand French society.

**Assessment:** 2 continuous assessment grades + 1 final written exam grade

**4 ECTS (credits) – 18 Hours**

## Developing international legal knowledge

### THE LEGAL AND TRADE ENVIRONMENT (OUTSIDE OF EUROPE)

*Level : Third year*

Class taught in French

Address legal culture and knowledge outside of Europe linked to languages taught at ESTRI (China, Latin America, Australia, the US, etc.). Become familiar with the legal system of different countries outside of Europe. Understand the notion of comparative law and its impacts on international law. Understand the legal lexicon and legal documents (vocabulary and legal documents in other languages will be addressed in the related translation course).

**Assessment:** 2 continuous assessment grades + 1 final written exam grade

**4 ECTS (credits) – 18 Hours**

### THE LEGAL AND TRADE ENVIRONMENT (EUROPE)

*Level : Third year*

Class taught in French

Address legal culture and knowledge of European countries, focusing on languages taught at ESTRI. Compare these legal systems and cultures to French law. Comprehend comparative law and its consequences on the world of European business. Understand legal vocabulary and legal documents (vocabulary and legal documents in other languages will be addressed in the related translation course).

**Assessment:** 2 continuous assessment grades + 1 final written exam grade

**4 ECTS (credits) – 18 Hours**

## International Communication Writing Descriptive and Narrative Content in Other Language

### WRITTEN COMMUNICATION

*Level : First year*

Class taught in Chinese, Deutch, English, Spanish, Italian

Identify descriptive and narrative discourse markers in texts. Write a descriptive text on a current event, a concept, a situation, etc. Write a narrative text (story of a country, an institution, a company, etc.).

**Assessment:** 2 continuous assessment grades + 1 final written exam grade

**4 ECTS (credits) – 18 Hours**

## Fostering Exchange and Dialogue

### ORAL COMMUNICATION

*Level :First year*

Class taught in Chinese, Deutch, English, Spanish, Italian

Ask for information orally (in person or on the phone). Summarize orally a current events subject or situation. Address debate techniques for or against a current events subject.

**Assesment:** 2 continuous assessment grades + 1 final oral exam grade

**4 ECTS (credits) – 18 Hours**

## Improving Your French

### IMPROVE YOUR SYNTAX AND VOCABULARY

*Level: First Year*

Class taught in French

Understand reformulations and lexical variety. Review different language points: morphology (including conjugations), syntax (sentence fragments, incomplete sentences, etc.), and lexicon. Correct texts containing language errors (especially related to agreement). Complete dictation and spelling exercises and respond to questions on lexical and grammatical questions in multiple-choice format.

**Assessment:** 2 continuous assessment grades + 1 final written exam grade

**4 ECTS (credits) – 18 Hours**

## Communicating in Business

### BUSINESS COMMUNICATION

*Level : Second year*

Class taught in Chinese, Deutch, English, Spanish, Italian

Simulate in groups professional situations relating to companies (professional meetings with and without slideshow presentations). Create professional documents (activity reports, brochures, etc.).

**Assessment:** 2 continuous assessment grades + 1 final oral exam grade

**4 ECTS (credits) – 18 Hours**

## Written Professional Documents in Other Languages

### WRITTEN COMMUNICATION

*Level : Second year*

Class taught in Chinese, Deutch, English, Spanish, Italian

Identify argumentative devices (verbs to express an opinion, stylistic devices, register, direct and indirect speech), rhetorical devices (linking expressions, stylistic devices). Identify a current events subject relating to economics, technical and business subjects, and express an informed opinion for or against the subject. Write one or more essays on the discussed current events topics.

**Assesement:** 2 continuous assessment grades + 1 final written exam grade

**4 ECTS (credits) – 18 Hours**

## Professional Interview

### PROFESSIONAL COMMUNICATION

*Level : Second year*

Class taught in Chinese, Deutch, English, Spanish, Italian

Develop linguistic competence in a professional context. Consolidate and broaden specialized vocabulary (national and international trade, business world, economics). Understand the workings of a company in the country of the language studied. Analyze and

understand texts specific to the work world (job offers, job descriptions). Write professional documents (CV/résumé, emails, cover letter).

**Assessment:** 2 continuous assessment grades + 1 final written exam grade

**4 ECTS (credits) – 18 Hours**

## Documentations and Translation Introduction to Translation

### GRAMMAR AND TRANSLATION (FRENCH INTO TARGET LANGUAGE)

*Level : First year*

Class taught in Chinese, Deutch, English, Spanish, Italian

Deepen grammatical knowledge (morphology and syntax) and master sentence structure. Discover the methodology of translating French into the target language. Complete translation exercises (translating into the target language) from isolated sentences that focus on the grammar points studied.

**Assessment:** 2 continuous assessment grades + 1 final written exam grade

**4 ECTS (credits) – 18 Hours**

### TRANSLATION (TARGET LANGUAGE INTO FRENCH)

*Level : First year*

Class taught in Chinese, Deutch, English, Spanish, Italian

Address techniques for learning basic vocabulary. Analyze grammatical structure for both sentences and full texts. Learn vocabulary, word groups, and word meanings and signification. Discover basic translation techniques for translating from the target language, using economic and social press documents.

**Assessment:** 2 continuous assessment grades + 1 final written exam grade

**4 ECTS (credits) – 18 Hours**

## Translating Socieconomic Documents

### TRANSLATION (TARGET LANGUAGE INTO FRENCH)

*Level : Second year*

Class taught in Chinese, Deutch, English, Spanish, Italian

Analyze the structure of authentic documents from different specialized fields. Translate into French different authentic documents from different specialized fields.

**Assesment:** 2 continuous assessment grades + 1 final written exam grade

*4 ECTS (credits) – 18 Hours*

### TRANSLATION (FRENCH INTO TARGET LANGUAGE)

Level : Second year

Class taught in Chinese, Deutch, English, Spanish, Italian

Translate documents from the professional world into the target language (linked with the class "The Business World"). Deepen knowledge and mastery of specialized vocabulary. Further develop techniques in researching terminology.

**Assessment:** 2 continuous assessment grades + 1 final written exam grade

*4 ECTS (credits) – 18 Hours*

### APPLIED FOREIGN LANGUAGES AND TRANSLATION

*Level : Third Year*

Class taught in Chinese, Deutch, English, Spanish, Italian

Translate documents linked with the course " The Legal and Trade Environment". Deepen specialized lexical knowledge in legal and business subjects. Use legal and business knowledge to inform translation. Use and apply fundamental terms and concepts to law in foreign languages.

**Assessment:** 2 continuous assessment grades + 1 final written exam grade

*4 ECTS (credits) – 18 Hours*

### TRANSLATION (FRENCH INTO TARGET LANGUAGE)

*Level : Third Year*

Class taught in Chinese, Deutch, English, Spanish, Italian

Translate documents from the professional world into the target language (linked with the course " Analyzing the Life of a Business /The Business World 3"). Deepen knowledge and mastery of specialized vocabulary. Further develop techniques in researching terminology. Adapt and address professional translation appropriately (recognition of target audience and the use of the translated text).

**Assesment:** 2 continuous assessment grades + 1 final written exam grade

*4 ECTS (credits) – 18 Hours*

## Introduction to interpreting

### INTERPRETION

*Level : Third year*

Class taught in Chinese, Deutch, English, Spanish, Italian

Become familiar with consecutive interpretation (tools and methods). Complete exercises to practice memorization, discourse analysis, note-taking techniques, oral restitution, and debriefing. Interpret authentic audiovisual documents (political speeches).

**Assessment:** 2 continuous assessment grades + 1 final oral exam grade

**4 ECTS (credits) – 18 Hours**

## Spring Semester/ Semester 2 (December – February 2019)

### Culture and International Business Understanding the World

#### HISTORY AND CIVILISATION

*Level : First Year*

Class taught in Chinese, Deutch, English, Spanish, Italian

Analyze the organization of the country and its geographical and political territory. Understand fully the political, economic, and legal structure of the country.

**Assessment:** 2 continuous assessment grades + 1 final written exam grade

**4 ECTS (credits) – 18 Hours**

#### INTERCULTURAL INTERPRETATION

*Level : First Year*

Class taught in Chinese, Deutch, English, Spanish, Italian

Identify implicit cultural messages through different means of communication and publicity (advertisements, posters, etc.). Identify different social and cultural themes in different countries through various primary source documents: texts, videos, images, music, websites, etc.

**Assessment:** 2 continuous assessment grades + 1 final written exam grade

**4 ECTS (credits) – 18 Hours**

### Interpreting the World

#### CIVILISATION

*Level : Second year*

Class taught in Chinese, Deutch, English, Spanish, Italian

Understand organizational, political, economic, and legal systems through fundamental structural institutions. Compare these systems by analysing the foundations of current trade and economic contexts, medias, and different sources of information online.

**Assessment:** 2 continuous assessment grades + 1 final written exam grade

**4 ECTS (credits) – 18 Hours**

## Understanding and Analysing International Markets

### MARKETING REINFORCE KNOWLEDGE OF MARKETING BY STUDYING THE COMPETITI

*Level : Second Year*

Class taught in English

**Assessment:** 2 continuous assessment grades + 1 final written exam grade

**4 ECTS (credits) – 18 Hours**

### INTERNATIONAL TRADE

*Level : Second Year*

Class taught in English

Discover the way international trade functions (practices, law, etc.). Understand the organization of multinational firms through case studies. Recognise and understand the professional documents used in international trade (customs tariffs, methods of payment, etc.).

**Assessment:** 2 continuous assessment grades + 1 final written exam grade

**4 ECTS (credits) – 18 Hours**

## Analysing and Adapting to Intercultural Situations

### INTERCULTURALITY

*Level : Second Year*

Class taught in French

Develop extensive knowledge on the chosen country for study abroad. Develop knowledge on this country's university and social culture, emphasising different types of knowledge (national heritage, daily life, generational differences, the arts, education). This knowledge should help foreign students studying in France to acquire the tools necessary to better understand French society.

**Assessment:** 2 continuous assessment grades + 1 final written exam grade

**4 ECTS (credits) – 18 Hours**

## BUSINESS AND INTERCULTURALITY

*Level : Second year*

Class taught in Chinese, Deutch, English, Spanish, Italian

Discover the business world by defining different types of organisations and analysing the social and cultural structure of each establishment. Recognise the references and different professional cultural systems: perception of the work world, social and interpersonal skills in a company. Identify and analyse professional sociocultural issues from news articles on situations relating to company buyout and takeover, and company difficulties and crisis.

**Assessment:** 2 continuous assessment grades + 1 final written exam grade

**4 ECTS (credits) – 18 Hours**

## Developing Geopolitical Knowledge

### GEOPOLITICAL ENVIRONMENTS (EUROPE)

*Level : Second Year*

Class taught in English

Understand the current economic, demographic, and geopolitical realities in Europe (vocabulary and legal documents in foreign languages are addressed in the related translation course). Understand the fundamental terms related to European politics and economics.

**Assesment:** 2 continuous assessment grades + 1 final written exam grade

**4 ECTS (credits) – 18 Hours**

### GEOPOLITICAL ENVIRONMENTS (OUTSIDE OF EUROPE)

*Level : Second Year*

Class taught in English

Understand the current economic, demographic, and geopolitical realities outside of Europe: China, Latin American, the United States, Australia, etc. (vocabulary and legal documents in foreign languages are addressed in the related translation course). Understand the fundamental terms related to global politics and economics and the interconnectedness of economic systems.

**Assessment:** 2 continuous assessment grades + 1 final written exam grade

**4 ECTS (credits) – 18 Hours**

## International Communication Debating

### ORAL COMMUNICATION

*Level : Second Year*

Class taught in Chinese, Deutch, English, Spanish, Italian

Summarize articles. Conduct telephone dialogues. Summarize orally a situation and articles from the press. Summarize orally a news subject and debate on it.

**Assessment:** 2 continuous assessment grades + 1 final oral exam grade

**4 ECTS (credits) – 18 Hours**

## Writing Argumentative Texts in Other Languages

### WRITTEN COMMUNICATION

*Level : Second Year*

Class taught in Chinese, Deutch, English, Spanish, Italian

Identify, ideas, arguments, and examples in an article from the press. Analyze argumentative texts: articles from the press (economic press and business), speeches and essays (political speeches and philosophical texts).

**Assesment:** 2 continuous assessment grades + 1 final written exam grade

**4 ECTS (credits) – 18 Hours**

### IMPROVE WRITING TECHNIQUES

*Level : Second Year*

Class taught in French

Summarize texts and documents. Write a press review on a current events subject (vocabulary from the press and media). Write a short argumentative text.

**Assesment:** 2 continuous assessment grades + 1 final written exam grade

**4 ECTS (credits) – 18 Hours**

## Arguing and Negotiating in Intercultural Contexts

### INTERCULTURAL NEGOCIATION

*Level : Second year*

Class taught in Chinese, Deutch, English, Spanish, Italian

Understand the steps of negotiation and the relation to negotiation in the target country. Evaluate the stakes and objectives in a negotiation. Master oral and written tools to conduct a negotiation. Practice to conduct successful negotiations with subcontractors and partners in an intercultural context. Adapt oneself to the negotiation context by taking into account the target culture, the negotiating partner, as well as verbal and non-verbal communication devices. Analyze a negotiation situation and handle any impasses.

**Assessment:** 2 continuous assessment grades + 1 final written exam grade

**4 ECTS (credits) – 18 Hours**

## Leading Professional Presentation and Meetings

### PROFESSIONAL COMMUNICATION

*Level : Second Year*

Class taught in Chinese, Deutch, English, Spanish, Italian

Conduct recruitment interviews (playing the role of the recruiter and the candidate). Exchange and interact on an immersion experience (debriefing on strong and weak points). Simulate professional hiring role play interactions (present oneself individually in a professional context, present one's competences, strengths, etc.).

**Assessment:** 2 continuous assessment grades + 1 final oral exam grade

**4 ECTS (credits) – 18 Hours**

## Documentations and Translation Introduction to Translation

### GRAMMAR AND TRANSLATION (FRENCH INTO TARGET LANGUAGE)

*Level : First year*

Class taught in Chinese, Deutch, English, Spanish, Italian

Deepen grammatical knowledge (morphology and syntax) and master sentence structure. Elaborate the methodology of translating French into the target language. Complete translation exercises (translating into the target language) from varied documents.

**Assessment:** 2 continuous assessment grades + 1 final written exam grade

*4 ECTS (credits) – 18 Hours*

### TRANSLATION (TARGET LANGUAGE INTO FRENCH)

*Level : First year*

Class taught in Chinese, Deutch, English, Spanish, Italian

Apply translation techniques to translate from the target language into French, using articles from the economic and social press. Grasp the variations in style and register (lexical richness, phrasal complexity, indirect and direct speech). Become aware of the more distinctive features of translation (translating proper nouns, proverbs, acronyms, etc.).

**Assessment:** 2 continuous assessment grades + 1 final written exam grade

*4 ECTS (credits) – 18 Hours*

### TRANSLATION METHODOLOGY

*Level : First year*

Class taught in French

Tackle the basic principles and methods of translation in French. Improve linguistic knowledge of French through translating. Understand the nature of translation (transposition of ideas, meaning) and text characteristics to justify translation choices. Choose the correct term after researching terminology, determine and justify choices in translation.

**Assessment:** 2 continuous assessment grades + 1 final written exam grade

*4 ECTS (credits) – 18 Hours*

### Translating Socieconomic Documents

### APPLIED FOREIGN LANGUAGES AND TRANSLATION

*Level : Second year*

Class taught in Chinese, Deutch, English, Spanish, Italian

Translate documents linked with the course " Geopolitical Environments". Deepen specialized lexical knowledge on geopolitical and economic subjects. Use economic and geopolitical knowledge to inform translation. Use and apply fundamental terms and concepts to politics and economics.

**Assessment:** 2 continuous assessment grades + 1 final written exam grade

*4 ECTS (credits) – 18 Hours*

## TRANSLATION (FRENCH INTO TARGET LANGUAGE)

*Level : Second Year*

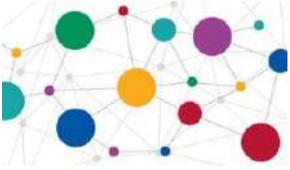
Class taught in Chinese, Deutch, English, Spanish, Italian

Translate documents from the professional world into the target language (linked with the course "International Trade/The Business World 2"). Deepen knowledge and mastery of specialized vocabulary. Further develop techniques in researching terminology.

**Assessment:** 2 continuous assessment grades + 1 final written exam grade

**4 ECTS (credits) – 18 Hours**





## Fall Semester/ Semester 1 (September – December 2019)

### WORKSHOP: ACTING IN ENGLISH

*Teacher: Alma Rosenbeck*

Monday from 6 to 8pm

ACTING IN ENGLISH is an acting class for english speakers or people wishing to develop their english speaking skills through the rigorous and joyful work of the theater actor.

#### Goal of the class

Create an environment of confidence and trust in which each person finds the space to explore, search, make mistakes, dare, and ultimately, find him/herself.

**Warm up** : exercices in awareness of self, body and voice. Techniques used: Ai ki do, suzuki, yoga, meditation and guided relaxation. Exercises in listening, in confidence and in connection to others. Group-chorus work with chorus leader. Work on personal presence both alone and in relationship to the group. A few of the collective games used to stimulate the group dynamic: Ball & Word game: Catch the ball, name one letter and create an english word rythmically, as a group, Hip hep hop, Zip zap bang...

**Improvisation Exercises:** Basic premises of theater : understanding the sacred aspect of the stage. Discovering the audience and what it represents. Becoming aware of the frontier between fiction and reality, so as to be able to use each one consciously onstage. Speaking exercises in front of the group. Example of a duo exercise: Telling an extraordinary fact/tale, recounting a terrible memory, then switching, and recounting the other person's story as if it were your own

Working on the written word, with chosen authors. Working Shakespearian Iambic Pentameter. Working on collective scenes or duos. Working the word, thematically in specific areas : relationship to the audience, movement in space, directing and structure, connection to the other, receiving and responding through reaction. References: Shakespeare, Dennis Kelly, Edward Bond, Harold Pinter, Beckett, Sarah Kane...

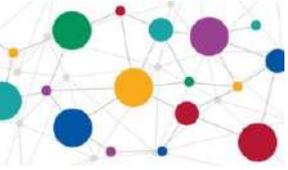
**20 hours**

### WHAT IS EUROPE ? (HISTORY AND CULTURE )

*Teacher: Sylvie Allouche*

Tuesday from 6 to 8 pm

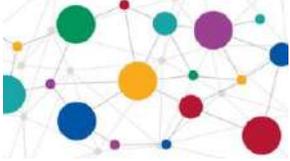
This course is part of the Erasmus European exchange program and aims at supporting students in their reflection on what Europe is, and what it means to be European from a historical and cultural point of view: literature, film, architecture, language, music, etc.



The goal is to give students the opportunity to practice their English, improve their knowledge of European culture and history, and exchange with other European or non-European students on what Europe and being European mean.

During the first sessions, teacher and students will choose together the main themes of the course for which the students will prepare oral presentations, and provide written versions that will be put online by the teacher on a dedicated website. English will be the main language and a special emphasis will be given to discussions between the students. A variety of materials (written, audio, visual...) will be used so as to address emotional intelligence and sensibility along with the ability to listen to others, understand and discuss arguments.

**Assessment:** oral presentations accompanied by their written supports, the participation of students during the discussions, and a final written exam.



## Spring Semester/ Semester 2

### WORKSHOP: ACTING IN ENGLISH

*Teacher: Alma Rosenbeck*

Monday from 6 to 8pm

ACTING IN ENGLISH is an acting class for english speakers or people wishing to develop their english speaking skills through the rigorous and joyful work of the theater actor.

#### Goal of the class

Create an environment of confidence and trust in which each person finds the space to explore, search, make mistakes, dare, and ultimately, find him/herself.

**Warm up** : exercices in awareness of self, body and voice. Techniques used: Ai ki do, suzuki, yoga, meditation and guided relaxation. Exercises in listening, in confidence and in connection to others. Group-chorus work with chorus leader. Work on personal presence both alone and in relationship to the group. A few of the collective games used to stimulate the group dynamic: Ball & Word game: Catch the ball, name one letter and create an english word rythmically, as a group, Hip hep hop, Zip zap bang...

**Improvisation Exercises:** Basic premises of theater : understanding the sacred aspect of the stage. Discovering the audience and what it represents. Becoming aware of the frontier between fiction and reality, so as to be able to use each one consciously onstage. Speaking exercises in front of the group. Example of a duo exercise: Telling an extraordinary fact/tale, recounting a terrible memory, then switching, and recounting the other person's story as if it were your own

Working on the written word, with chosen authors. Working Shakespearian Iambic Pentameter. Working on collective scenes or duos. Working the word, thematically in specific areas : relationship to the audience, movement in space, directing and structure, connection to the other, receiving and responding through reaction. References: Shakespeare, Dennis Kelly, Edward Bond, Harold Pinter, Beckett, Sarah Kane...

**20 hours**

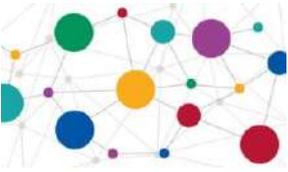
### AMERICAN CULTURE

*Teacher : Andrea Morin*

Thursday from 1.30 to 3.30pm

This course will invite students to discover the personal development world and to form their own opinions on the subject.

What is personal development? Why are more people turning to self help books for answers? How are Europeans different than the Americans when it comes to personal development? Are these approaches successful? This brings us to the great question, what is success? Students are invited to reflect on the subject while learning new techniques that



are used in and out of the workplace. We'll speak openly, without judgment, to try and understand why so many Americans are attracted to these new ideas. We will also observe the criticism and eventual dangers.

Regular debates will give students the opportunity to express their views. We will do in class experiments and exercises using various methods.

**Assessment:** Written evaluation at the end of the semester, as well as an in class power point presentation to complete in small groups. Participation is also graded.

**20 hours**

## EUROPE AND ITS CONTEMPORARY GEO-POLITICAL ISSUES

*Teacher: Béatrice Blanchet*

Tuesday from 6 to 8 pm

This introductory course to geopolitics (in English) aims to develop an understanding of the political, economic and social issues associated with the European continent in the post-Cold War era. This course will analyse the current challenges and debates relating to the geopolitics of Europe, through geography, history as well as socio-cultural representations. Geopolitics analyses the strategic relations between the international actors (states, regional organizations, NGOs...) that ompete for resources and territories. But geopolitics also emphasises the crucial part played by representations of the world involving cultures and shared identities (values, conceptions of time and space).

Among the issues addressed are : nationalist challenges to the European Union in post-Cold War era, socio-cultural representations of Europe's eastern enlargement, the rise of Russia as a global geopolitical actor, obstacles and oppositions to Turkey's EU membership...

Students will approach these questions and will develop their analytical skills through an engagement with written documents as well as audiovisual media available online.

**Assessment :** students will have to make a presentation in English, which will be graded.

**20 hours**