

Fall 21

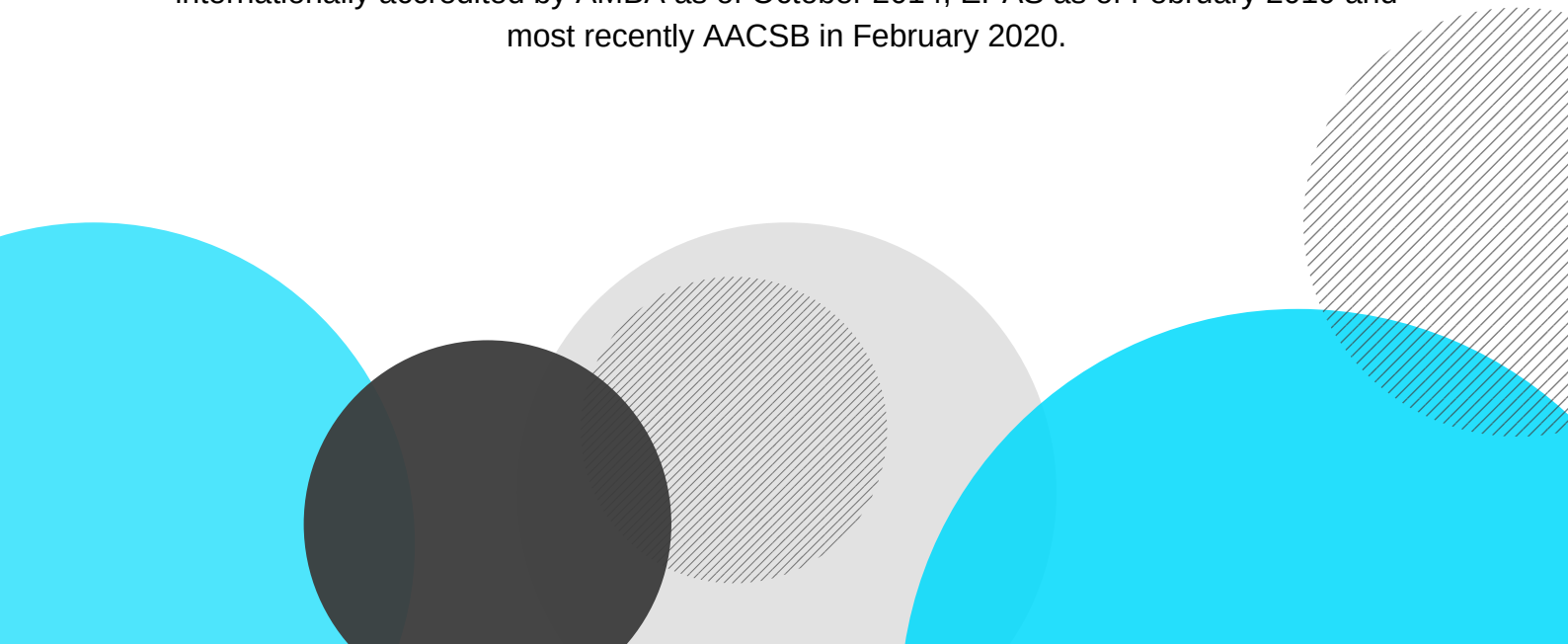
PSB Exchange - Study Abroad - Free Mover

English Course Catalogue

Founded in 1974, Paris School of Business is a European elitist Grande Ecole management school that combines academic excellence, international awareness and professional experiences.

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

Cited as one of the top post-baccalaureate schools in France, its Grande École Program offers a 5-year course leading to an official Master level degree which is also internationally accredited by AMBA as of October 2014, EPAS as of February 2019 and most recently AACSB in February 2020.





International students enrolled in the PSB Study Abroad or Exchange Program can select English taught courses from two different programs:

- PSB MIM (Master in Management) - Undergraduate & Postgraduate
- PSB BBA (Bachelor in Business Administration) - Undergraduate

Students can select between 6 and 30 ECTS per semester within one single track (1 course minimum and 5 maximum).

Please take into account that courses/tracks from PSB MIM, PSB BBA and PSB Study Abroad programs cannot be mixed.

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

Please refer to the Fall 21 French Course Catalogue if you wish to study in French.

Starting and ending dates will vary according to the track:

Track	Courses	Final exam period starts on	Final exam period finishes on
PSB MIM - Year 1	From September 20 th to November 25 th 2021	December 13 th 2021	December 17 th 2021
PSB MIM – Year 2	From September 13 th to December 3 rd 2021	December 6 th 2021	December 10 th 2021
PSB MIM – Year 4	From September 20 th to December 4 th , 2021	December 6 th 2021	December 10 th 2021
PSB Study Abroad Track	September 20 th to December 3 rd 2021	December 6 th 2021	December 10 th 2021
PSB IP BBA – All years	From October 18 th 2021 to January 8 th 2022	January 10 th 2022	January 15 th 2022

Attention: All tracks and courses are subject to change without notice.



PSB MASTER IN MANAGEMENT PROGRAM – UNDER & POSTGRADUATE

Paris School of Business' 5-year Master in Management Program consists of three years of undergraduate level studies and two years of postgraduate level studies. International students can select from four different tracks and undertake from 6 to 30 ECTS per semester (1 course minimum and 5 maximum).

IMPORTANT: In this program courses of different years/tracks cannot be mixed. For example, if you choose the first year track, you must choose within the courses available in the first year only and so on.

FIRST YEAR (UNDERGRADUATE)

This track takes place from September 20th to December 17th, 2021 (exams included).

Course Code	Track	Module	ECTS
P1QAM004	PSB MIM 1 IT	Financial Mathematics	6
P2INT007	PSB MIM 1 IT	Emerging Markets	6
P1INT007	PSB MIM 1 IT	International Relations	6
P1MKG008	PSB MIM 1 IT	Principles Of Marketing	6
P1ACA008	PSB MIM 1 IT	Principles Of Accounting	6
P1LTX007	PSB MIM 1 IT	Principles of Business Law	6

SECOND YEAR (UNDERGRADUATE)

This track takes place from September 13th to December 10th, 2021 (exams included).

Course Code	Track	Module	ECTS
P2ACA010	PSB MIM 2 IT	Cost Accounting	6
P2MKG048	PSB MIM 2 IT	Market Study	6
P2MKG049	PSB MIM 2 IT	Sales & Negotiation	6
P2ECO006	PSB MIM 2 IT	International Monetary Economics	6
P2FIN006	PSB MIM 2 IT	Financial Markets	6
P1QAM005	PSB MIM 2 IT	Introduction to Statistics	6



FOURTH YEAR (POSTGRADUATE / MASTER LEVEL)

This track takes place from September 20th to December 10th, 2021 (exams included).

Course Code	Track	Module	ECTS
P4ECO011	PSB MIM M1 MIB IT	International Business Environment 1: International Business Law + International Economics	6
P4IBE003	PSB MIM M1 MIB IT	International Business Development: International Business Strategy + Corporate Strategy	6
P4MNT059	PSB MIM M1 MIB IT	Business Optimisation: Managerial Accounting + Operation Management/Supply Chain	6
P4FIN008	PSB MIM M1 MIB IT	Financial Management 1	6
P1MKG008	PSB MIM M1 MIB IT	Marketing Management: Integrated Communication	6
P1ACA008	PSB MIM M1 MIB IT	Human Decision Processes: Organizational Behavior + Human Resources Management	6

IMPORTANT: SOME OF THESE MODULES ARE COMPOSED OF TWO COURSES. ALL COURSES HAVE TO BE VALIDATED TO GET THE FULL CREDITS AND CANNOT BE TAKEN SEPARATELY.

STUDY ABROAD TRACK

This track takes place from September 20th to December 10th, 2021 (exams included).

Course Code	Track	Module	ECTS
S4MKG004	PSB SA	Marketing	6
S4IBE026	PSB SA	International Business	6
S4ECO013	PSB SA	Economics of Innovation	6
S4MNT061	PSB SA	Business Planning	6
S4MNT062	PSB SA	Intercultural Communication	6
S4MNT063	PSB SA	Doing Business in Europe /Strategic Management	6
S4MNT064	PSB SA	Business Consulting	6
S4MKG005	PSB SA	Marketing applied to Luxury	6
S4FIN001	PSB SA	Financial Reporting and Regulation	6
S4LNG004	PSB SA	French - Beginner	6
S4LNG005	PSB SA	French - Intermediate	6

Attention: All tracks and courses are subject to change without notice.



PSB INTERNATIONAL BBA PROGRAM – ONLY UNDERGRADUATE

The International Bachelor of Business Administration (BBA) degree is the ideal way to become familiar with the world of business, while making the most of life in Paris!

The BBA allows you to specialize your study abroad semester in International Management, International Marketing, Luxury Brand Management, International Finance or E-commerce and Digital Marketing; with the option to complete a Certificate of Business or remain global by undertaking between 6 and 30 ECTS per semester.

IMPORTANT: In this program courses of different years/tracks can be mixed.

This track (all years and electives) takes place from October 18th, 2021 to January 15th, 2022 (exams included).

FIRST YEAR

Course Code	Track	Module	ECTS
B1ACA003	PSB IP BBA	Principles of Accounting	6
B1LTX008	PSB IP BBA	Principles of Business Law	6
B1MNT046	PSB IP BBA	Principles of Management	6
B1MKG048	PSB IP BBA	Digital Business	6
B1IBE025	PSB IP BBA	International Business	6

SECOND YEAR

Course Code	Track	Module	ECTS
B2ACA004	PSB IP BBA	Accounting	6
B2MKG046	PSB IP BBA	Operational and Advanced Marketing	6
B2QAM012	PSB IP BBA	Introduction to Statistics	6
B2ECO011	PSB IP BBA	Advanced Economics	6

THIRD YEAR: STUDENTS GET TO SPECIALIZE

Students undertaking and passing three core courses from the following list and two additional courses from the PSB IP BBA program can get the PSB Certificate of Business in Finance & Accounting.

Course Code	Track FIN/ACC	Module	ECTS
B3ACA005	PSB IP BBA FIN/ACC	Cost Accounting	6
B3FIN005	PSB IP BBA FIN/ACC	Principles of Investments	6
B3FIN011	PSB IP BBA FIN/ACC	Corporate Finance	6

Students undertaking and passing three or the four following core courses and two or one additional courses from the PSB IP BBA program can get the PSB Certificate of Business in International Marketing.

Course Code	Track MKG	Module	ECTS
B3MKG054	PSB IP BBA MKG	Web Marketing	6
B3MKG017	PSB IP BBA MKG	International Marketing	6
B3MKG006	PSB IP BBA MKG	Consumer Behavior	6
B3MKG007	PSB IP BBA MKG	Advertising	6

Attention: All tracks and courses are subject to change without notice.



Students undertaking and passing the three following core courses and two additional courses from the PSB IP BBA program can get the PSB Certificate of Business in International Management.

Course Code	Track MNT	Module	ECTS
B3MNT007	PSB IP BBA MNT	Principles of Operations Management	6
B3MNT050	PSB IP BBA MNT	Human Resource Management	6
B3MNT012	PSB IP BBA MNT	Project Management	6

Students undertaking and passing the three following core courses and two additional courses from the PSB IP BBA program can get the PSB Certificate of Business in Luxury Brand Management.

Course Code	Track LUX	Module	ECTS
B3MKG020	PSB IP BBA LUX	Fundamentals of the Luxury Industry	6
B3LPS051	PSB IP BBA LUX	History of Luxury	6
B3MKG049	PSB IP BBA LUX	Marketing Applied to Luxury.	6

Students undertaking and passing three or the four following core courses and two or one additional courses from the PSB IP BBA program can get the PSB Certificate of Business in E-commerce & Digital Marketing.

Course Code	Track MKG	Module	ECTS
B3MKG124	PSB IP BBA MKG	E-Commerce, Mobile Commerce and Marketing in the Digital Age	6
B3MKG125	PSB IP BBA MKG	Business Models in Digital Environments	6
B3MKG126	PSB IP BBA MKG	Digital Marketing & Customer Experience	6
B3MKG127	PSB IP BBA MKG	Communication & Social Media	6

ELECTIVES

Course Code	Track	Module	ECTS
B2MNT134	PSB IP BBA	Entrepreneurship	6
B2HUM005	PSB IP BBA	History of Paris Through Iconic Works of Art	6
B2FIN057	PSB IP BBA	Innovations in Finance	6
B2MNT024	PSB IP BBA	Creativity and Design Thinking	6
B2LNG002	PSB IP BBA	French - Beginner	6

Attention: All tracks and courses are subject to change without notice.



PSB MIM IT YEAR 1 (undergraduate)



FINANCIAL MATHEMATICS

Course Code	P1QAM004
Language of Instruction	English
Level	Undergraduate
Track	PSB MIM 1 IT
Semester	Fall Semester
Number of ECTS	6
Schedule	9 sessions of 3 hours each, a 1.5 hour midterm and a 2 hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

In this course, we will discuss: short and long-term capitalization: interest calculations, constant payments, pensions; the discounting of future financial flows; the methods of calculation of amortization tables, in fine or constant depreciation, constant annuities; the calculation of the NPV of the IRR and the payback period of investment projects; the bond yield.

The work is based on case studies taken from the life of the companies, the financial markets or the economy.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

- calculate the interest of a capitalization and an annuity
- understand and properly complete an amortization table
- estimate an investment project using NPV and IRR

LEARNING RESOURCES:

[5] Lo, A.W. (2008). Finance Theory, MITOpenCourseWare, MIT, Lectures 2-3. <https://ocw.mit.edu/courses/sloan-school-of-management/15-401-finance-theory-i-fall-2008/download-course-materials/>

[1] Berk, J. and DeMarzo, P. (2016). Corporate Finance, Global Edition, Pearson Education.

[2] Capinski, M. and Zastawniak, T. (2011). Mathematics for finance, 2nd ed, Springer Publishing.

[3] Brealey, R., Myers, S.C. and Allen, F. (2017). Principles of Corporate Finance, 12th ed, McGraw-Hill Education.

[4] Capinski, M. and Zastawniak, T. (2003). Mathematics for Finance, Springer.



EMERGING MARKETS

Course Code	P2INT007
Language of Instruction	English
Level	Undergraduate
Track	PSB MIM 1 IT
Semester	Fall Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each and a 2 hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

Personal investment will allow students to understand the major problematics surrounding the causes of conflict as to actors' interests and behaviour. The class is structured so that students may also progress academically in terms of how to ask the 'right' questions and formulating a relevant research question. Additionally emphasis will be put on acquiring the tools to conduct analysis, differentiating it from a purely historical study. The course is based on interaction between the students and the instructor. The course will consist of lectures, debates and case studies that will emphasize the importance of research methods and assist students to develop their critical thinking skills. The instructor will be available before and after class or by e-mail to answer any questions. Course methodology and power point will be provided in class.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

This course will seek to familiarize students with important concepts within the study of international relations. We will address topics regarding political actors, systems and factors of instability within an evolving international system. In addition, major theoretical schools of thought that will allow us to make better sense of the world today. Furthermore, the course will also seek to introduce to students basic but essential political science methodology

LEARNING RESOURCES:

TBC



INTERNATIONAL RELATIONS

Course Code	P1INT007
Language of Instruction	English
Level	Undergraduate
Track	PSB MIM 1 IT
Semester	Fall Semester
Number of ECTS	6
Schedule	9 sessions of 3 hours each and a 2 hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

Personal investment will allow students to understand the major problematics surrounding the causes of conflict as to actors' interests and behaviour. The class is structured so that students may also progress academically in terms of how to ask the 'right' questions and formulating a relevant research question. Additionally emphasis will be put on acquiring the tools to conduct analysis, differentiating it from a purely historical study. The course is based on interaction between the students and the instructor. The course will consist of lectures, debates and case studies that will emphasize the importance of research methods and assist students to develop their critical thinking skills. The instructor will be available before and after class or by e-mail to answer any questions. Course methodology and power point will be provided in class.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Define important concepts within the study of international relations. We will address topics regarding political actors, systems and factors of instability within an evolving international system.
Describe major theoretical schools of thought that will allow us to make better sense of the world today.
Outline to students basic but essential political science methodology.

LEARNING RESOURCES:

Battistella, Dario, *Théories des relations internationales*, Presses de Sciences Po, 4e édition, 2012.
Baylis, John, Smith, Steve and Owens, Patricia, *The Globalization of World Politics: An Introduction to International Relations*, Oxford University Press, 2010.
Devin, Guillaume et Smouts, Marie-Claude, *Les Organisations Internationales*. Armand Colin, 2011.
Keohane, Robert O., *After Hegemony: Cooperation and Discord in the World Political Economy*, Princeton University Press, 2005.
Lebow, Richard Ned, *Why Nations Fight: The Past and Future of War*, Cambridge University Press, 2010.
Lindeman, Thomas, *La Guerre: Théories, Causes, Règlements*, Armand Colin, 2010.
Lindemann, Thomas, *Causes of War: The Struggle for Recognition*, ECPR Press, 2010.
Mearsheimer, John, *The Tragedy of Great Power Politics*, W.W. Norton & Company, 2003.
Sagan, Scott Douglass and Waltz, Kenneth N, *The Spread of Nuclear Weapons: An Endless Debate*, W. W. Norton & Company, 3rd edition, 2012.
de Senarclens, Pierre et Ariffin, Yohan, *La politique internationale : Théories et enjeux contemporains*, Armand Colin, 5e édition, 2010.

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Walt, Stephen M., *The Origins of Alliances*, Cornell University Press, 1987

Waltz, Kenneth, *Theory of International Politics*, New-York, McGraw-Hill, 1979

Art, Robert J. and Jervis, Robert, *International Politics: Enduring Concepts and Contemporary Issues*, 8th edition, Addison-Wesley Educational Publishers Inc., 2006.



PRINCIPLES OF MARKETING

Course Code	P1MKG008
Language of Instruction	English
Level	Undergraduate
Track	PSB MIM 1 IT
Semester	Fall Semester
Number of ECTS	6
Schedule	9 sessions of 3 hours each and a 2 hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

More specifically, the learning objectives of this course refer to two levels:

On the level of knowledge, after completion of this course, students will

- gain an understanding of the importance of marketing in management science;
- enhance their “marketing sense” by learning the variety of interesting concepts in marketing;
- be able to use basic marketing vocabulary to analyse marketing phenomenon.

On the level of skill, this course will help to

- improve students' presentation skill
- learn how to build successful working team

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

- Think strategically about marketing in today's global environment,
- Have a basic understanding of the marketing concept, segmentation, targeting, positioning, the marketing mix (product, place, promotion and price) etc,
- Know how to classify ideas to build a marketing diagnostic and to develop a marketing strategy.

LEARNING RESOURCES:

David Jobber (2009), Principles And Practice Of Marketing 6th edition, McGraw-Hill UK.

Marilyn A.Stone, John Desmond (2006), Fundamentals of Marketing, Taylor & Francis.

Paul Hague, Nick Hague, Carol-Ann Morgan (2013), Market Research in Practice: How to Get Greater Insight From Your Market, Kogan Page

Philip Kotler, Gary Armstrong, Lloyd Harris and Nigel F. Piercy (2013), Principles of Marketing European Edition, 6/E, Pearson.



PRINCIPLES OF ACCOUNTING

Course Code	P1ACA008
Language of Instruction	English
Level	Undergraduate
Track	PSB MIM 1 IT
Semester	Fall Semester
Number of ECTS	6
Schedule	9 sessions of 3 hours each, a 1.5 hour exam and a 2 hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

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

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

- understand the basic principles of accounting,
- demonstrate double entry bookkeeping,
- produce and interpret financial statements
- define specific accounting terms, name accounts, and reproduce accurate double entry
- class items and describe how to account for each action.

LEARNING RESOURCES:

Financial Accounting for Dummies – Collings & Loughran (John Wiley & Sons 2013)
Book-keeping for Dummies – Kelly, Barrow & Epstein (John Wiley & Sons 2011)
Guide to Financial Management – John Tennent (The Economist 2013),
Accounting Global Edition – Horngren, Harrison & Oliver (Pearson 2012)
Introduction to Financial Accounting – Horngren, Sundem, Elliott and Philbrick (Pearson 2013)
Financial Accounting , 12 edition , Thomas et al. Pearson 2019
Horngren's Financial & Managerial Accounting, The Managerial Chapters (6th Edition) 6th Accounting Principles, Pearson, 2018
Fundamentals of Financial Accounting, Philips ,Mac graw Hill 2019
MOOC = <https://learn.saylor.org/course/bus103>

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PRINCIPLES OF BUSINESS LAW

Course Code	P1LTX007
Language of Instruction	English
Level	Undergraduate
Track	PSB MIM 1 IT
Semester	Fall Semester
Number of ECTS	6
Schedule	9 sessions of 3 hours each, a 1.5-hour exam and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

This course shows students the impact of various laws and regulations on the business world and its companies. Students are also introduced to the implications of varying legal constraints in different environments. The course does not aim to teach legal specifics but provides a backdrop for the basic understanding of business and the law.

Business law addresses statutes and regulations affecting businesses, families and individuals in their related roles. Knowledge of business law is in its comprehensive understanding for students to be prepared to play their roles as citizens, workers, managers and consumers, within their respective communities and society at large. This course provides students with the regulations bodies, judicial entities providing law and regulations and to understand the basic foundations of the different legal systems.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

- Identify and understand basic legal terminology and concepts of the areas of business law identified in this syllabus
- Recognize the applicable legal issues with significance in business transactions
- Describe problems in relation to the regulation of the law, the formation of contracts and business operations, apply the legal principles studied and present or propose solutions and arguments that can be applied to the case (both orally and in writing)
- Name the applicable nature of a rule of law, the basics and principles of law, fundamental rules in order to position oneself as a manager in a commercial context.
- Describe and recognize the main components involved in the formation and execution of contracts.
- Examine and describe the law governing basic business operations such as agency, franchise and distribution agreements

LEARNING RESOURCES:

- Macintyre E, Business Law (ninth edition), Pearson (2018)
- Marson J., Ferris K., Business Law (fifth edition), Oxford (2018)
- Phil Harris, Introduction to Law. Cambridge (2012)
- Introduction to Law. Phil Harris, Cambridge 2012

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Civil Law and common Law, Two different paths leading to the same goal, Caslav Pejovic (internet, online publication), 2001
Introduction to Law Jaap Hage, Bram Akkermans., Springer. 2014
European Comparative Company Law, Mads Adenas, Cambridge, 2015
Business Law in the Global Market Place Nayler, Peter A, 2005 Taylor & Francis
<http://www.scholarvox.com/book/10120352#>
The Legal Environment of Business, Meiners, Roger E., : Ringleb, Al H. : Edwards, Frances L. Thompson, 2005.



PSB MIM IT

YEAR 2

(undergraduate)



COST ACCOUNTING

Course Code	P2ACA010
Language of Instruction	English
Level	Undergraduate
Track	PSB MIM 2 IT
Semester	Fall Semester
Number of ECTS	6
Schedule	8 sessions of 3 hours each, a 1.5-hour exam and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

Introduction to Management Accounting, CVP, Fixed and variable costs. Partial and total costs. ABC. Budgets and budgets methodology. Variance analysis.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

- understand cost accounting
- demonstrate and reproduce the different costing methods
- understand budgets
- produce and interpret budgets
- estimate and calculate different costs, and describe specific methods
- understand the impact of short term decisions on the company

LEARNING RESOURCES:

Cost Accounting: A Managerial Emphasis, Charles T Horngren, George Foster, and Srikant M. Datar. Pearson, 9th edition

CIMA Certificate C1, Fundamental of Management Accounting

Cost accounting: a managerial emphasis, Horngren.

<https://www.class-central.com/mooc/2751/coursera-managerial-accounting-cost-behaviors-systems-and-analysis>



MARKET STUDY

Course Code	P2MKG048
Language of Instruction	English
Level	Undergraduate
Track	PSB MIM 2 IT
Semester	Fall Semester
Number of ECTS	6
Schedule	9 sessions of 3 hours each and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

- Introduce students to the fundamental techniques and methods for marketing research
- Give students a knowledge of marketing research principles, terminology, concepts, tools and applications
- Develop students' practical skills by applying the theories covered to real-world organizational problems

This is a course designed to give students a sense of what Marketing Research is all about. It follows the contents of the first year of the PGE program and goes more in depth with techniques and skills to master when conducting marketing research.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The course introduces the objectives of a market study and presents quantitative and qualitative methods. It mainly addresses the process of conducting quantitative market research by detailing the methodology of a questionnaire survey.

All the steps are covered: the definition of the marketing problem and the study problems, the definition of the target, the sampling methods, the construction of the questionnaire, the data entry and analysis, and the managerial recommendations.

Students become familiar with the Sphinx software (data analysis software)

LEARNING RESOURCES:

- Crouch S. & Housden M, Marketing Research for Managers, 3rd edition, Taylor and Francis, 2003, ISBN : 978 0 7506 5453 1
- Lietz (2010): Research into questionnaire design- A summary of the written literature, International Journal of Market Research, Vol 52 (2), pp 249-272
- Clarke Patsy, the Internet as a Medium for qualitative research, paper presented 6th September 2000 at the Web 2000 Conference

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SALES & NEGOCIATION

Course Code	P2MKG049
Language of Instruction	English
Level	Undergraduate
Track	PSB MIM 2 IT
Semester	Fall Semester
Number of ECTS	6
Schedule	9 sessions of 3 hours each, a 1.5-hour midterm and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

The subject “Sales & Negotiation” deals with customer contact and the various stages of negotiation, from the preparation of the interview and the argumentation to the proposal of solutions adapted to the specific needs. This course is based on group workshops to apply the theoretical elements seen in the classroom.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

- Acquire key negotiation techniques
- Understand your customer’s motivations
- Apply all of these methods in a commercial negotiation

LEARNING RESOURCES:

ENGLISH FOR NEGOTIATING – Charles Lafond, Sheila Vine & Birgit Welch – Oxford University Press
GETTING TO YES - Roger Fisher and William Ury With Bruce Patton, Editor Second edition by Fisher, Ury and Patton - RANDOM HOUSE BUSINESS BOOKS.
The Art Of War - Sun Tzu - Paperback Edition



INTERNATIONAL MONETARY ECONOMICS

Course Code	P2ECO006
Language of Instruction	English
Level	Undergraduate
Track	PSB MIM 2 IT
Semester	Fall Semester
Number of ECTS	6
Schedule	9 sessions of 3 hours each a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

The course focuses on the money creation and monetary transmission mechanisms, inflation and expectations, neutrality of money and introduces the Real Business Cycle Model

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

This course provides students with the theoretical building blocks that are needed for an understanding of the monetary theory and surveys the issues in the present-day monetary policy implementation faced by the central banks. The course equips students with the necessary background to analyze problems involving the determination of interest and exchange rates in the economy as well as with the understanding of what central banks can do to improve the economic performance through the use of the monetary policy instruments.

LEARNING RESOURCES:

Brana, S et Cazals M., (2014), La monnaie, Dunod (available on cyberlibris)
Brana S., Cazals M. et Hauffmann M., (2016), Monnaie, banque et finance, Dunod (available on cyberlibris)
Church, J. (2000), Industrial Organization: A Strategic Approach. Download at [http://works.bepress.com/jeffrey_church/23/Suggested text](http://works.bepress.com/jeffrey_church/23/Suggested_text)
CARLTON and PERLOFF (2004), Modern Industrial Organization, 4th edition, Pearson
See Church. Economic Newspapers, Financial Times, The Economist
Websites: INSEE, IMF, Banque de France
MOOC: <https://www.mooc-list.com/course/intermediate-microeconomics-saylororg?static=true>
Regulatory Policy and Behavioral Economics, Pete Lunn, OECD
Mangot M, 2005, Financial Markets and investor's' psychology, Dunod
Delaplace M, 2009, Monnaie et financement de l'économie, Dunod

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FINANCIAL MARKETS

Course Code	P2FIN006
Language of Instruction	English
Level	Undergraduate
Track	PSB MIM 2 IT
Semester	Fall Semester
Number of ECTS	6
Schedule	8 sessions of 3 hours each, a 1.5-hour midterm and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

The course provides insight into the role financial markets play in the business environment that students will soon be facing. It explores the application of economic and financial principles to everyday events often faced by actors in financial markets such as bankers, fund managers, and financial directors.

Course topics include financial instruments and their purposes; aspects of portfolio management and people's demand for financial assets; interest rates and what determines them; the operations of banks and other financial institutions; the role of the Federal Reserve as the central bank in the U.S. banking system; the history of central banking in the U.S.; and international dimensions of monetary policy and financial markets.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

- Identify the main stakeholders on a financial market
- Distinguish the main primitive securities and their features
- Discriminate equity and debt instruments
- Explain how public securities are listed and traded
- Describe financial institutions and the functioning of the markets

LEARNING RESOURCES:

Bodie, Kane, Marcus, 2013, Essential of Investments, 9th Edition, McGraw Hill

www.cboe.com

Mishkin, F. S., (2012), "The Economics of Money, Banking and Financial Markets", 10th Edition, Pearson Education

www.pbs.org

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INTRODUCTION TO STATISTICS

Course Code	P1QAM005
Language of Instruction	English
Level	Undergraduate
Track	PSB MIM 2 IT
Semester	Fall Semester
Number of ECTS	6
Schedule	9 sessions of 3 hours each, a 1.5-hour midterm and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

Basic concepts of statistics useful for modeling economic and financial phenomena are discussed, such as the construction and the use of an index, the calculation of probabilities to specify a financial analysis or marketing. The work is based on case studies taken from the life of the companies, the financial markets or the economy, such as the study of the launching of a commercial product on a population.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

- compute descriptive statistics for a series of data
- estimate the level of correlation between two series and draw their scatter plot
- use linear regression to describe financial series
- apply the laws of probability to characterize an uncertain environment

LEARNING RESOURCES:

- [2] Wonnacott, Th. and Wonnacott, R. (1990). Introductory statistics for business and economics, Wiley.
- [3] Cooper, D. and Schindler, P. (2013). Business Research Methods, McGraw-Hill.
- [4] Wooldridge, J. (2012). Introductory Econometrics: A Modern Approach, Cengage Learning.
- [1] Lind, D. et. al. (2017). Statistical Techniques in Business and Economics, McGraw-Hill.



PSB MIM IT YEAR 4



INTERNATIONAL BUSINESS ENVIRONMENT 1

Course Code	P4ECO011
Courses	International Business Law + International Economics
Language of Instruction	English
Level	Postgraduate
Track	PSB MIM M1 MIB IT
Semester	Fall Semester
Number of ECTS	6
Schedule	5 sessions of 3 hours each a 1-hour final exam + 4 sessions of 3 hours each, a 1.5-hour midterm a 1-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

This course introduces students to basic legal concepts, principles and procedures in the International Business Law and International economics environment.

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

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

- Differentiate basic legal issues and categorize them according to areas of law, recognizing the incumbent issues in the Commercial arena (Academic Outcomes: Critical Thinking)
- Manipulate the legal vocabulary and the knowledge of applied legal theory (Academic Outcomes: Communication and Critical Thinking).
- Interpret legal texts and brief cases (Academic Outcomes: Communication, Critical Thinking and Information Literacy).
- Relate the trade patterns: increasing returns and trade, international factor labor movements, growth and trade, income distribution and trade, economic integration, multinational enterprises.
- Explain how international economy theory has been shaped by real world events.

LEARNING RESOURCES:

<http://www.scholarvox.com/book/10120352#>

Business Law in the Global Market Place : The effects on international business

Auteur: Nayler, Peter A.

Editeur: Taylor & Francis

Publication: 2005

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<http://www.scholarvox.com/catalog/book/docid/88811205/>

AMA Handbook of Due Diligence

Auteur: Crilly, William M., Sherman, Andrew J.

Editeur: Amacom

Publication: 2010

Escobar Gamboa, O. R. (2013). Foreign direct investment (FDI) determinants and spatial spillovers across Mexico's states. *The Journal of International Trade & Economic Development*, 22(7), 993-1012.

Colovic A., Escobar O., Lamotte O. & Meschi P.-X. (2018). Multinational enterprises, local firms, and employee human rights violation in the workplace: Evidence from Mexico. *Multinational Business Review*, forthcoming.

Damijan, J. P., De Sousa, J., & Lamotte, O. (2009). Does international openness affect the productivity of local firms?. *Economics of Transition*, 17(3), 559-586.

Escobar Gamboa, O. R. (2010). The (un) lucky neighbour: Differences in export performance across Mexico's states. *Papers in Regional Science*, 89(4), 777-799.

Lamotte, O., & Colovic, A. (2015). Early internationalization of new ventures from emerging countries: the case of transition economies.

M@n@gement, 18(1), 8-30.

Lamotte, O., & Colovic, A. (2013). Innovation and internationalization of young entrepreneurial firms. *Management international/International Management/Gestión Internacional*, 18(1), 87-103.

Lamotte, O., & Porcher, T. (2011). Stratégie des compagnies pétrolières internationales et partage de la rente: le cas du Congo.

Management & Avenir, (2), 310-32

Krugman, P., M. Obstfeld and M. Melitz, 2014. *International Economics: Theory and Policy*. Boston, Mass.; London: Pearson/Addison-

Wesley, Pearson global edition; tenth edition ISBN 9781292019550



INTERNATIONAL BUSINESS DEVELOPMENT

Course Code	P4IBE003
Courses	International Business Strategy + Corporate Strategy
Language of Instruction	English
Level	Postgraduate
Track	PSB MIM M1 MIB IT
Semester	Fall Semester
Number of ECTS	6
Schedule	9 sessions of 1.5 hours each and a 1-hour final exam + 9 sessions of 1.5 hours each and a 1-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

Corporate Strategy

The course will encompass the following topics:

- Explain what a strategy is and be conscious about trade-offs involved in strategic decision making
- Identify sources of competitive advantage and understand how this relates to firms' strategic positioning
- Build inter-firm relations and development strategies
- Learn how to innovate and pursue disruptive growth

International Business Strategy

The aim of this course is to provide an introduction to modern work on international trade theory and policy.

Practice strategy devising and complex problem solving on behalf of a corporation

Develop a hands on accountable approach of arbitration and decision making whilst anticipating the outcome of selected strategies and tactics

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Corporate Strategy

- Investigate key strategic concepts and apply analytical tools to business cases
- Analyze company's external environment and internal resources/capacities
- Construct elaborated strategic planning to solve problematics companies are facing
- Evaluate and compare different strategic options
- Develop critical thinking skills

International Business Strategy

- Analyze the role of financial markets corporate strategies and opportunities in the international expansion of medium to large size corporations. In depth case studies of expansion strategy options for

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such corporations as ALIBABA's challenge in conquering Europe for example or What risks is Disney taking by launching Disney +?

LEARNING RESOURCES:

- W. Chan Kim, Renee Mauborgne (2005), Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant, Harvard Business School Press
 - Selected Harvard Business Review Articles
 - Fred R. David (2016), Strategic Management: A Competitive Advantage Approach, Concepts and Cases, Global Edition, 16th edition, Pearson Education
 - Charles W. L. Hill, Gareth R. Jones, Melissa A. Schilling (2014), Strategic Management: Theory & Cases: An Integrated Approach, 11th edition, Cengage Learning
 - Michael A. Hitt, R. Duane Ireland, Robert E. Hoskisson (2014), Strategic Management: Concepts: Competitiveness and Globalization, 11th Edition, South-Western College Pub
 - Jones/Hill (2010), Case Studies in Strategic Management, International Edition, 9th edition, South Western College
- The Handbook of Logistics and Distribution Management: Understanding the Supply Chain, Alan Rushton,, Phil Croucher, Dr Peter Baker, Kogan Page; 6 edition (3 Jan. 2017)
- International Trade and the Successful Intermediary, David Giordanni Papa and Lorna Elliott, Routledge (1999).
- Import/Export: How to Take Your Business Across Borders, Carl Nelson, McGraw-Hill Education; 4 edition (1 Feb. 2009))
- Johnson G., Scholes K. & Whittington R. (2017), Exploring Corporate Strategy, 11th edition, Pearson Education
- Frank Rothaermel (2016), Strategic Management: Concepts, 3rd edition, McGraw-Hill Higher Education
- Krugman, Obstfeld, and Melitz. International Trade: Theory & Policy (10th edition)
- John McLaren, 2015, International Trade, Wiley
- Cavusgil, Knight, Reisenberger, 2013, International business: the new realities



BUSINESS OPTIMISATION

Course Code	P4MNT059
Courses	Managerial Accounting + Operation Management/Supply Chain
Language of Instruction	English
Level	Postgraduate
Track	PSB MIM M1 MIB IT
Semester	Fall Semester
Number of ECTS	6
Schedule	4 sessions of 3 hours each and 1 session of 1.5 hours a 1-hour final exam + 4 sessions of 3 hours each and 1 session of 1.5 hours and a 1-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

Managerial Accounting:

Students will study the relationship of managerial accounting to control and decision making functions of management. The course is designed for future business managers. It is mainly focused on the analytical aspects of management accounting and therefore can be considered numbers based.

Operation Management - Supply Chain

This course discusses operational issues facing organizations and introduces operations management concepts and techniques. Students develop skills necessary to improve productivity and quality of operations in both manufacturing and service organizations. Topics include international competitiveness, quality assurance, forecasting, design and control of operations systems, creating value for the customer, project management and supply chain and inventory management.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Managerial Accounting;

- Analyse business problems with managerial accounting tools and techniques.
- Measure and evaluate costs/profitability of products, processes and decisions.

Operation Management - Supply Chain

- Interpret the tools and concepts of the course to analyse operational problems;
- Interpret contemporary operations and manufacturing organizational approaches and the supply-chain management activities
- Synthesize the results of their analysis.



LEARNING RESOURCES:

www.imanet.org Institute of Certified Management Accountants

www.maaw.info Web site with management accounting definitions, exercises, books, research

www.accountingformanagement.org Web site with accounting definitions, exercises, books

Slack, N., Chambers, S., & Johnston, R. (2010). Operations management. Pearson education.

Chopra, S., & Meindl, P. (2007). Supply Chain Management: Strategy, Planning, and Operation. Ed ke-3.

Hornngren, C, T, Datar, S, M, Rajan, M, (202), Cost Accounting A Managerial Emphasis, 14th Edition, Pearson Education

Louderback, J., Holmen J, (2003), Managerial Accounting, 10th Edition, South-Western, Thomson



FINANCIAL MANAGEMENT

Course Code	P4FIN008
Language of Instruction	English
Level	Postgraduate
Track	PSB MIM M1 MIB IT
Semester	Fall Semester
Number of ECTS	6
Schedule	8 sessions of 3-hours each, a 3-hour midterm and review, and a 3-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

This course is designed around the financial statements, their use and analysis, and enables students to become familiar with English vocabulary and concepts in financial management. Fundamental tools in capital budgeting decisions are also learnt to help students efficiently use the financial information in order to help the manager take decisions.

Main contents are:

- Financial statements, composition and analysis
- Wealth creation
- Financial Balance-Sheet
- Sales Efficiency
- Asset Productivity
- Economic and financial profitability
- Financial risk
- TVM
- NPV
- IRR

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

- Construct a financial statement
- Provide an efficient financial analysis including performance analysis and financial risk analysis
- Detect the key elements for the creation of value to shareholders
- Compare financial decisions and know how they affect future financial statements
- Select capital budgeting techniques to make decisions of investment
- Infer how specific techniques and decision rules can be used to optimize firm's investments

LEARNING RESOURCES:

BREALEY, MYERS & ALLEN (2010), Principles of Corporate Finance, McGraw Hill.
VERNIMMEN et al. (2014), Corporate Finance, Theory and practice, 4th edition, Wiley, 2014
(available on Cyberlibris)

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MARKETING MANAGEMENT

Course Code	P4MKG011
Language of Instruction	English
Level	Postgraduate
Track	PSB MIM M1 MIB IT
Semester	Fall Semester
Number of ECTS	6
Schedule	9 sessions of 3 hours each and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

This course aims at consolidating students' previous knowledge in the area of Marketing Management by introducing the basic tools and concepts needed to develop effective marketing strategies linked with communication. The course content is mainly conveyed through lectures, in-class discussions, and oral presentations finished by the marketing communication group pitch.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

- describe the scope, the basic concepts and the new realities of marketing communication
- discuss the key challenges with regard to the basic decisions areas (i.e., product, pricing, sales, and communication decisions) that are inherent in developing marketing strategies.
- employ strategies, tools and approaches for developing successful (global) marketing strategies (e.g., SWOT analysis, PESTEL, Marketing-Mix).

LEARNING RESOURCES:

- Kenneth E. Clow, Donald Baack, Integrated Advertising, Promotion and Marketing Communications, 8th Global Edition, Pearson, Newest Edition, 2018
- Kotler P., Keller K.L. (2016), Marketing Management. 15th edition. Pearson education.

Additional recommended readings (not obligatory):

- Bijmolt, T. H., Heerde, H. J. V., & Pieters, R. G. (2005). New empirical generalizations on the determinants of price elasticity. *Journal of Marketing research*, 42(2), 141-156.
- Boles, J. S., Johnson, J. T., & Barksdale Jr, H. C. (2000). How salespeople build quality relationships: A replication and extension. *Journal of Business Research*, 48(1), 75-81.
- Campbell, M. C. (2007). "Says who?!" How the source of price information and affect influence perceived price (un)fairness. *Journal of Marketing Research*, 44(2), 261-271.

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- DelVecchio, D., Krishnan, H. S., & Smith, D. C. (2007). Cents or percent? The effects of promotion framing on price expectations and choice. *Journal of Marketing*, 71(3), 158-170.
- Homburg, C., & Kuehnl, C. (2014). Is the more always better? A comparative study of internal and external integration practices in new product and new service development. *Journal of Business Research*, 67(7), 1360-1367.
- Homburg, C., Müller, M., & Klarmann, M. (2011). When should the customer really be king? On the optimum level of salesperson customer orientation in sales encounters. *Journal of Marketing*, 75(2), 55-74.
- Kotler P., Armstrong G. (2012), *Principles of Marketing*. 14th edition. Pearson education.
- Landwehr, J. R., McGill, A. L., & Herrmann, A. (2011). It's got the look: The effect of friendly and aggressive "facial" expressions on product liking and sales. *Journal of Marketing*, 75(3), 132-146.
- Nelson, L. D., Meyvis, T., & Galak, J. (2009). Enhancing the television-viewing experience through commercial interruptions. *Journal of Consumer Research*, 36(2), 160-172.
- Orth, U. R., & Malkewitz, K. (2008). Holistic package design and consumer brand impressions. *Journal of Marketing*, 72(3), 64-81.
- Pieters, R., Wedel, M., & Batra, R. (2010). The stopping power of advertising: Measures and effects of visual complexity. *Journal of Marketing*, 74(5), 48-60.
- Pullig, C., Simmons, C. J., & Netemeyer, R. G. (2006). Brand dilution: When do new brands hurt existing brands? *Journal of Marketing*, 70(2), 52-66.
- Samaha, S. A., Palmatier, R. W., & Dant, R. P. (2011). Poisoning relationships: Perceived unfairness in channels of distribution. *Journal of Marketing*, 75(3), 99-117.
- Wiles, M. A., & Danielova, A. (2009). The worth of product placement in successful films: An event study analysis. *Journal of Marketing*, 73(4), 44-63.

H1. SESSIONS



HUMAN DECISION PROCESSES

Course Code	P4MNT038
Courses	Organizational Behavior + Human Resources Management
Language of Instruction	English
Level	Postgraduate
Track	PSB MIM M1 MIB IT
Semester	Fall Semester
Number of ECTS	6
Schedule	4 sessions of 3 hours each and 1 session of 1.5 hours a 1-hour final exam + 9 sessions of 1.5 hours each and a 1-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

The Organizational Behaviour course takes students through key elements of group and individual behaviour inside organizations. It explores various angles derived from social sciences to explain management/employee reactions and relations. The course is half lecture and half experiential. It describes and explains workplace psychology and sociology within a tight 15-hour time frame.

The Human Resources Management course is comprehensive introduction to the human resources function and related elements and activities. The course outlines the roles and functions of members of the human resources department, as well as educating others outside human resources, in how their roles include human resources-related activities. The student will learn about the evolution in human resources management, as we know it today. Emphasis is placed on the modern-day importance of HRM and the new "corporate view" of the function. Additionally, the student will be exposed to the view of HRM from the perception of both management and subordinate employees. The importance of maintaining fair and equitable compensation and benefit programs will be discussed. Equal Employment Opportunity will be discussed in order for the student to understand its need, importance and the legal issues surrounding it. Other critical areas of training and development, staffing and strategy will also be explored.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Organisational Behaviour

- Analyze individual behaviour in organizations, including diversity, attitudes, job satisfaction, emotions, moods, personality, values, perception, decision making, and motivational theories.
- Interpret frequent attitudes and human reactions within the workplace
- Evaluate the organizational system, including leadership, group behaviour and corporate cultures.

Human Resource Management

- Analyze and compare HR policies
- Discuss HR questions with colleagues and classmates
- Use additional expertise about HR policies, processes and activities in future experiences as manager or entrepreneur

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- Compare the diversity of HR policies around the world through various examples from different countries
- Appraise and/or criticize ethical aspects of HR decisions and practices

LEARNING RESOURCES:

Dressler, G, Human Resource Management, 15th edition, Pearson

Robbins, S, Judge, T, Essentials of Organizational Behaviour, 13th Edition, (available on Cyberlibris and free online pdf)

Zeuch, M, Handbook of Human Resources Management, Springer Publishing

Machado, C, International Human Resources Management: Challenges and Changes, Springer Publishing



PSB STUDY ABROAD TRACK

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MARKETING

Course Code	S4MKG004
Language of Instruction	English
Level	Undergraduate
Track	PSB IT Study Abroad
Semester	Fall Semester
Number of ECTS	6
Schedule	9 sessions of 3 hours each, a 3-hour midterm an questions and a group presentation PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

More specifically, the course covers both traditional marketing areas and trending topics such as digitalization and CSR but a focus is done on Customer Engagement. Indeed, top marketers share now a common goal: putting the consumer at the heart of marketing. Today's marketing is all about creating customer value and engagement in a fast-changing, increasingly digital and social marketplace.

Marketing starts with understanding consumer needs and wants, determining which target markets the organization can serve best and developing a compelling value proposition by which the organization can attract and grow valued consumers. Then, more than just making a sale, today's marketers want to engage customers and build deep customer relationships that make their brand a meaningful part of consumer' conversations and lives.

Finally, the changing economic environment will be studied with an emphasis on sustainable marketing. Indeed, corporate ethics and social responsibility have become hot topics for almost every business. Today's customers expect companies to deliver value in a socially and responsible way.

To enable students to succeed, a session is dedicated for the project assignment. The teacher will talk to each group to guide students and will answer questions.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

- Define Marketing and outline the steps in the marketing process.
- Have a basic understanding of the marketing concept, segmentation, targeting, positioning, the marketing mix (product, price, place and promotion),
- Think strategically about marketing in today's global environment: Identify strategies for creating value for customers and capturing value from customers in return.
- Describe a market, to summarize provided information and to solve a marketing problem through a precise situation.

LEARNING RESOURCES:

Kotler P., Amstrong G. "Principles of Marketing" (Pearson 2019 - Global edition)
https://recessionsolution.com/2017/07/27/influencer-content-marketing-series-how-the-potato-was-made-popular/antoine_parmentier/
<https://www.marketing91.com/the-objectives-of-marketing/>
<https://pestleanalysis.com/pestle-in-marketing/>
<https://www.marketingteacher.com/buyer-decision-process-2/>

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INTERNATIONAL BUSINESS

Course Code	S4IBE026
Language of Instruction	English
Level	Undergraduate
Track	PSB IT Study Abroad
Semester	Fall Semester
Number of ECTS	6
Schedule	9 sessions of 3 hours each and a 3-hour exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

An interactive and cross knowledge based class taking advantage of the diversity of countries.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

- Describe how multinational companies devise strategies to expand and operate globally.
- Select tools and methods to fulfill roles in such international environments as manager's team coordinators and prepare to participate to industrial sales marketing strategies worldwide or in several territories
- Identify and select several key countries and study their economic environment trade and FDI

LEARNING RESOURCES:

Title: International Business: The Challenges of Globalization, 8th Edition
John J. Wild, University of Wisconsin
Kenneth L. Wild ©2016 |Pearson

G. BIBLIOGRAPHY

Title: International Business: The Challenges of Globalization, 8th Edition
John J. Wild, University of Wisconsin
Kenneth L. Wild
©2016 |Pearson

Secondary books:

Title: International business - Saylor Foundation 2007 ebooks <http://www.saylor.org/book>



ECONOMICS OF INNOVATION

Course Code	S4ECO013
Language of Instruction	English
Level	Undergraduate
Track	PSB IT Study Abroad
Semester	Fall Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, a 1.5-hour midterm and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

Topics include economics of the intellectual property (IP) protection system; IP licensing and research joint ventures; enforcement and litigation; strategic choices in innovation & competition; the value of innovation & patent races; process innovation and product market competition; the discussion of technological innovations; interaction between public and private sector innovation; network effects; current policy issues regarding IP rights and antitrust regulation.

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

This course will often motivate the analysis of economic concepts using case studies, empirical facts and consider simple economic models to explain individuals behavior. The primary tool for understanding firm's consumer's, and government's choices is the maximization paradigm which assumes individuals behave as if they maximize an objective function; such function may represent the level of happiness or social welfare. Academic objective of this course will be this analytical thinking and the goal is for the students to interpret the economic aspects of innovative activity and IP protection system.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

- Process and content concepts of innovation and change.
- Differentiate the mainstream concepts of innovation.
- Analyze the theoretical models of innovation with an emphasis on the market structure and intellectual property rights on the incentives for inventors.

LEARNING RESOURCES:

Innovation Economics, The Race for Global Advantage, Robert Atkinson and Stephen Ezell, Yale University Press; 2016
Innovation Economics, Robert Atkinson and Stephen Ezell, Yale University Press, 2016
International Economics, Krugman & Obstfeld & Melitz, 10th edition
Copeland, Exchange Rates and International Finance, 6th edn, 2014, Pearson.
J.E. Stiglitz, Globalisation and its Discontents, W. W. Norton, 2003
M.E. Porter, The Competitive Advantage of Nations, New York.
World Trade Organisation, International Trade Trends and Statistics
International Monetary Fund, World Economic Outlook
World Bank, World Development Report

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BUSINESS PLANNING

Course Code	S4MNT061
Language of Instruction	English
Level	Undergraduate
Track	PSB IT Study Abroad
Semester	Fall Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

This is a capstone course in which students learn to connect the concepts learned in management, marketing and finance courses. It introduces students to the realities of researching (ideation/innovation), financing, starting and developing a profitable business. In project teams of 5 to 6, students demonstrate their creativity and develop their entrepreneurial skills in a Business Plan for a new venture. A part of each class will be devoted to the ongoing development of the Business Plan.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

- Identify and set up a business opportunity using a feasibility study and a business plan;
- Prepare and present a business plan to stakeholders in informal (elevator pitch) and formal settings (including written report);

LEARNING RESOURCES:

- Barringer, B., Ireland, D. (2012). Entrepreneurship. Successful Launching New Ventures. Pearson
Maurya A. (2012). Running Lean. Iterate from plan A to a Plan That Works. O'Reilly
Barringer, B., Ireland, D. (2012). Entrepreneurship. Successful Launching New Ventures. Pearson
Suggested references:
- Crown publishing group, Eric Ries (2012). The lean startup



INTERCULTURAL COMMUNICATION

Course Code	S4MNT062
Language of Instruction	English
Level	Undergraduate
Track	PSB IT Study Abroad
Semester	Fall Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

The main communication modes (verbal vs non-verbal, etc.) and communication levels (individual, group and organizational) will be discussed. International communication in periods of change and crisis is also covered. At the end of the class, student will be able to: 1) create and manage communication plans; and 2) identify and anticipate communication crisis.

This course introduces key concepts and models of international communication. The objective of the course is to master the main communication tools and concepts in an international context. Students are also expected to learn about the importance of using appropriate communication tools in multicultural business environments. At the end of the module students should feel more confident in evolving in multicultural environments. They develop expertise in the business communication area.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

- Define the basic concepts and ideas of communication across culture
- Discuss the concepts of communication to create a well-structured message
- Compare the main developed countries cultural differences in the subject of communication

LEARNING RESOURCES:

Lillian H Chaney, Jeanette S Martin, (2000), Intercultural Business Communication, 2nd ed., Prentice-Hall.

Recommended readings for those wishing to expand their knowledge are any books, articles or websites from or about these authors

Bridging the Culture Gap: A Practical Guide to International Business Communication 2nd edition (available on cyberlibris

Edward T Hall

Gert Hofstede

Fons Trompenaars

Philippe D'Iribarne

Erin Meyer

F. TEXTBOOK/ARTICLE

McDaniel, E. (2015). Communication Between Cultures. Cengage Publishing

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DOING BUSINESS IN EUROPE/STRATEGIC MANAGEMENT

Course Code	S4MNT063
Language of Instruction	English
Level	Undergraduate
Track	PSB IT Study Abroad
Semester	Fall Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

The main communication modes (verbal vs non-verbal, etc.) and communication levels (individual, group and organizational) will be discussed. International communication in periods of change and crisis is also covered. At the end of the class, student will be able to: 1) create and manage communication plans; and 2) identify and anticipate communication crisis.

This course introduces key concepts and models of international communication. The objective of the course is to master the main communication tools and concepts in an international context. Students are also expected to learn about the importance of using appropriate communication tools in multicultural business environments. At the end of the module students should feel more confident in evolving in multicultural environments. They develop expertise in the business communication area.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

- Define the basic concepts and ideas of communication across culture
- Discuss the concepts of communication to create a well-structured message
- Compare the main developed countries cultural differences in the subject of communication

LEARNING RESOURCES:

Hill, C. (2015). Strategic Management Theory. Cengage Publishing.
Gabriele Suder, (2016), Doing Business in Europe, Sage Publishing
W. Chan Kim, Renee Mauborgne, (2005), Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant, Harvard Business School Press
Debra Johnson & Colin Turner, European Business, Third edition, Routledge, 2016
Guay, Terrence (2014), The Business Environment of Europe. Firms, Governments, and Institutions, Cambridge University Press.
Hofstede, Geert (2010), Cultural Dimensions for International Business.

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BUSINESS CONSULTING

Course Code	S4MNT063
Language of Instruction	English
Level	Undergraduate
Track	PSB IT Study Abroad
Semester	Fall Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

This course introduces key concepts and frameworks of strategic analysis and strategic formulation. Case studies and team projects offer a dynamic way to bring course concepts to life with interactive learning. The key contents include how to analyse the external environment and internal capabilities, how to develop business and corporate strategies, and how to understand the roles of culture, innovation, and change, in particular, for companies with a market focus on or operational roots in Europe.

Students are expected to develop a strategic understanding on the European business environment and business implications for companies operating in the European context. This course aims to foster students' abilities of strategic thinking – asking key questions, seeking additional information, making sense of the information, and drafting strategic plans in a systematic way..

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

- Identify the main differences of doing business in Europe per country
- Describe the main European institutions that affect business in Europe
- Select strategies required to do business in different countries of the EU

LEARNING RESOURCES:

Hill, C. (2015). Strategic Management Theory. Cengage Publishing.
Gabriele Suder, (2016), Doing Business in Europe, Sage Publishing
W. Chan Kim, Renee Mauborgne, (2005), Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant, Harvard Business School Press
Debra Johnson & Colin Turner, European Business, Third edition, Routledge, 2016
Guay, Terrence (2014), The Business Environment of Europe. Firms, Governments, and Institutions, Cambridge University Press.
Hofstede, Geert (2010), Cultural Dimensions for International Business.

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MARKETING APPLIED TO LUXURY

Course Code	S4MKG005
Language of Instruction	English
Level	Undergraduate
Track	PSB IT Study Abroad
Semester	Fall Semester
Number of ECTS	6
Schedule	9 sessions of 3 hours each and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

After a brief review of fundamental marketing concepts, such as brand, identity and image, we will study the specificities of luxury and we will analyze how brands should communicate and manage their brand equity in order to develop internationally.

This course is divided in three main sections:

- 1.The luxury Industry and its customers
- 2.The strategic management of a luxury brand
- 3.The specificities of the international marketing of a luxury brand

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

- 1.Explain the differences between business-as-usual scenario and what is specific in the marketing of luxury brands
- 2.Describe luxury clients and identify their needs
- 3.Identify main luxury players, strategies and issues
- 4.Develop a good grasp of brand management in the Luxury Industry.

LEARNING RESOURCES:

Kotler P., Keller K., Manceau D. - Marketing management (Editions Pearson, 2017 - 15th edition) – ISBN 978-2-326001688

Hoffmann J., Lecamp L. – Independent luxury: the four Innovation Strategies to Endure in the Consolidation Jungle - (PalgraveEd., 2015) – ISBN 978-1-137-48146-7

Collectif IFM – Mode & Luxe / Fashion & Luxury – (Editions IFM Regard, 2014) – ISBN 978-2-914863-29-2

Kapferer J.N. – Kapferer on Luxury: How Luxury Brands Can Grow Yet Remain Rare (Kogan Page Libri Ed, 2015) – EAN9780749474362

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FINANCIAL REPORTING AND REGULATION

Course Code	S4FIN001
Language of Instruction	English
Level	Undergraduate
Track	PSB IT Study Abroad
Semester	Fall Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

Accounting for Investments in Subsidiaries
Consolidated Statements of Financial Position
Consolidated Statements of Comprehensive Associates
Introduction to published accounts
IFRS 5 Non-current assets held for Sale and discontinued operations
IAS 10 and 37
IAS 17 leases and IAS 32 Financial instruments
IAS 11 construction contracts
IAS 7 statements of cash flow

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

-Interpret an accounting standard
-Analyse a financial statement

LEARNING RESOURCES:

Intermediate Accounting, 2nd Edition
CIMA F1 Study Text Financial Reporting, Kaplan Publishing
IFRS standards www.ifrs.org



FRENCH - BEGINNER

Course Code	S4LNG004
Language of Instruction	English
Level	Undergraduate
Track	PSB IT Study Abroad
Semester	Fall Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

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

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The aim of this course is to develop the oral fluency of students in French by improving pronunciation, oral and written comprehension, vocabulary mastery, and knowledge of contemporary French society.

We will read and comment on articles from the written press, read two novels, watch movies, and listen to songs.

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

LEARNING RESOURCES:

TBC



FRENCH - INTERMEDIATE

Course Code	S4LNG005
Language of Instruction	English
Level	Undergraduate
Track	PSB IT Study Abroad
Semester	Fall Semester
Number of ECTS	6
Schedule	9 sessions of 3 hours each and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

Course for students with basic knowledges of French.

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

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

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

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Be able to express yourself in French language.

LEARNING RESOURCES:

TBC



PSB BBA IP Year 1



PRINCIPLES OF ACCOUNTING

Course Code	B1ACA003
Language of Instruction	English
Level	Undergraduate
Track	PSB IP BBA
Semester	Fall Semester
Number of ECTS	6
Schedule	8 sessions of 3 hours each, a 1.5-hour midterm and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

Accounting for Investments in Subsidiaries
Consolidated Statements of Financial Position
Consolidated Statements of Comprehensive Associates
Introduction to published accounts
IFRS 5 Non-current assets held for Sale and discontinued operations
IAS 10 and 37
IAS 17 leases and IAS 32 Financial instruments
IAS 11 construction contracts
IAS 7 statements of cash flow

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

-Interpret an accounting standard
-Analyse a financial statement

LEARNING RESOURCES:

Intermediate Accounting, 2nd Edition
CIMA F1 Study Text Financial Reporting, Kaplan Publishing
IFRS standards www.ifrs.org



PRINCIPLES OF BUSINESS LAW

Course Code	B1LTX008
Language of Instruction	English
Level	Undergraduate
Track	PSB IP BBA
Semester	Fall Semester
Number of ECTS	6
Schedule	8 sessions of 3 hours each, a 1.5-hour session and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

This course shows students the impact of various laws and regulations on the business world and its companies. Students are also introduced to the implications of varying legal constraints in different environments. The course does not aim to teach legal specifics but provides a backdrop for the basic understanding of business and the law.

Business law addresses statutes and regulations affecting businesses, families and individuals in their related roles. Knowledge of business law is in its comprehensive understanding for students to be prepared to play their roles as citizens, workers, managers and consumers, within their respective communities and society at large. This course provides students with the regulations bodies, judicial entities providing law and regulations and to understand the basic foundations of the different legal systems.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

- Identify and understand basic legal terminology and concepts of the areas of business law identified in this syllabus
- Recognize the applicable legal issues with significance in business transactions
- Describe problems in relation to the regulation of the law, the formation of contracts and business operations, apply the legal principles studied and present or propose solutions and arguments that can be applied to the case (both orally and in writing)
- Name the applicable nature of a rule of law, the basics and principles of law, fundamental rules in order to position oneself as a manager in a commercial context.
- Describe and recognize the main components involved in the formation and execution of contracts.
- Examine and describe the law governing basic business operations such as agency, franchise and distribution agreements

LEARNING RESOURCES:

Introduction to Law Jaap Hage, Bram Akkermans., Springer. 2014

European Comparative Company Law, Mads Adenas, Cambridge, 2015

Business Law in the Global Market Place Nayler, Peter A, 2005 Taylor & Francis

<http://www.scholarvox.com/book/10120352#>

The Legal Environment of Business, Meiners, Roger E., : Ringleb, Al H. : Edwards, Frances L.

Thompson, 2005.

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- Macintyre E, Business Law (ninth edition), Pearson (2018)
- Marson J., Ferris K., Business Law (fifth edition), Oxford (2018)
- Phil Harris, Introduction to Law. Cambridge (2012)
- Introduction to Law. Phil Harris, Cambridge 2012
- Civil Law and common Law, Two different paths leading to the same goal, Caslav Pejovic (internet, online publication), 2001



PRINCIPLES OF MANAGEMENT

Course Code	B1MNT046
Language of Instruction	English
Level	Undergraduate
Track	PSB IP BBA
Semester	Fall Semester
Number of ECTS	6
Schedule	9 sessions of 3 hours each and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

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

This course aims to introduce students to the discipline of management and to provide the background for further studies of management-related subjects. Each session presents the key theories and concepts in management and integrates them with real life applications.

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

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Explain the key theories and concepts management

Define the main processes of management: organizing, planning and controlling.

Recognize the ways in which management is carried out through leading, team work, individual behavior and communication.

Discuss the current issues in management: globalization, diversity and ethics.

LEARNING RESOURCES:

Robbins, S. P., Coulter, M. (2012). Management 11th edition (Or later edition Pearson (an imprint of Prentice Hall), US

- Smith, M. (2011). Fundamentals of management. R. Gear (Ed.). McGraw-Hill Higher Education. (available at CYBERLIBRIS / SCHOLARVOX)

- Robbins, S.P., De Cenzo, A.D., Coulter, M. (2013), Fundamentals of Management, 8th edition, Pearson, Global Edition

- Williams, C. (2015). MGMT. 4LTR Press

- Schermerhorn, J.R. Exploring Management. 3rd edition

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DIGITAL BUSINESS

Course Code	B1MKG048
Language of Instruction	English
Level	Undergraduate
Track	PSB IP BBA
Semester	Fall Semester
Number of ECTS	6
Schedule	9 sessions of 3 hours each and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

The course will cover several topics such as digital business environment, business strategy principles, supply chain management, E-procurement and Project management, Digital Marketing, Customer Relationship Management, E-security and payments.

Students will be given 8 specific topics around those domains and each of them will be presented and discussed in classes.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

- Identify recent digital management practices and tools,
- Discuss best practices over concrete case studies,
- Develop critical thinking
- Construct potential solution to society issues.

Across the sessions, students will prepare and develop themselves class materials. The teacher applies reversing class approach. He or she takes the role of a guide for students. For each class, students will have to present and discuss a topic pre-selected by the instructor. Students will have to share the result of their investigation in class. Different steps will have to be followed; develop a question, read digital studies, collect data from sources and summarize their project in front of the class. The class is an opportunity to develop new knowledge about digital businesses, to evaluate the sustainability of practices.

LEARNING RESOURCES:

Chaffey, D. (2007). E-business and E-commerce Management: Strategy, Implementation and Practice. Pearson Education.

Laudon, K. C., & Traver, C. G. (2013). E-commerce. Pearson

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INTERNATIONAL BUSINESS

Course Code	B1IBE025
Language of Instruction	English
Level	Undergraduate
Track	PSB IP BBA
Semester	Fall Semester
Number of ECTS	6
Schedule	9 sessions of 3 hours each and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

An interactive and cross knowledge based class taking advantage of the diversity of countries

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

- Describe how multinational companies devise strategies to expand and operate globally;
- Select tools and methods to fulfill roles in such international environments as manager's team coordinators;
- Identify and select several key countries and study their economic environment trade and FDI;
- Recognize industrial sales marketing strategies worldwide or in several territories.

LEARNING RESOURCES:

John J. Wild, International Business: The Challenges of Globalization, 8th Edition, Pearson
International business - Saylor Foundation 2007 ebooks (<http://www.saylor.org/book>)

Secondary books:

Title: International business - Saylor Foundation 2007 ebooks
<http://www.saylor.org/book>



PSB BBA IP Year 2



ACCOUNTING

Course Code	B2ACA004
Language of Instruction	English
Level	Undergraduate
Track	PSB IP BBA
Semester	Fall Semester
Number of ECTS	6
Schedule	9 sessions of 3 hours each and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

Initially students will revise basic accounting. Then they will cover receivables, cash, depreciation, Long term Liabilities, equity, cash flow and finish with financial analysis

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

To understand more advanced accounting, demonstrate and reproduce double entry bookkeeping, interpret financial statements. Students will need to define and describe specific accounting terms, and name accounts. They will need to class items and calculate each transaction.

LEARNING RESOURCES:

Financial and Managerial accounting, Horngren, Pearson ISBN -13: 978-0-13-249799-2
Financial Accounting, Edition 2, IFRS Edition - Weygandt Kimmel Keiso
Financial Accounting , Libby et al. 2019 , Mc Graw Hill



OPERATIONAL AND ADVANCED MARKETING

Course Code	B2MKG046
Language of Instruction	English
Level	Undergraduate
Track	PSB IP BBA
Semester	Fall Semester
Number of ECTS	6
Schedule	9 sessions of 3 hours each and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

This course intends to deepen students' knowledge on fundamental principles of marketing by focusing on operational challenges that relate to the 4Ps of the marketing mix. Students will apply the content of the lectures and their previously acquired marketing skills during in-class discussions and exercises, a group project and an individual assignment.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

- Detail major marketing concepts and tools.
- Discuss key operational challenges that are related to the marketing mix.
- Use advanced tools and approaches for developing successful marketing strategies.

LEARNING RESOURCES:

Homburg C., Kuester S., Krohmer H. (2012), Marketing Management – A Contemporary Perspective. 2nd edition. McGraw Hill Higher Education.

Kotler P. and Armstrong G. (2018), "Principles of Marketing". 17th edition. Pearson Education, UK.

Campbell, M. C. (2007). "Says who?!" How the source of price information and affect influence perceived price (un)fairness. *Journal of Marketing Research*, 44(2), 261-271.

DelVecchio, D., Krishnan, H. S., & Smith, D. C. (2007). Cents or percent? The effects of promotion framing on price expectations and choice. *Journal of Marketing*, 71(3), 158-170.

Homburg, C., & Kuehnl, C. (2014). Is the more always better? A comparative study of internal and external integration practices in new product and new service development. *Journal of Business Research*, 67(7), 1360-1367.

Homburg, C., Müller, M., & Klarmann, M. (2011). When should the customer really be king? On the optimum level of salesperson customer orientation in sales encounters. *Journal of Marketing*, 75(2), 55-74.

Jobber D. (2009), "Principles and practice of Marketing". 6th edition. McGraw-Hill, UK. (online via Cyberlibris)

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- Landwehr, J. R., McGill, A. L., & Herrmann, A. (2011). It's got the look: The effect of friendly and aggressive "facial" expressions on product liking and sales. *Journal of Marketing*, 75(3), 132-146.
- Masterson R., Philips N., Pickton D. (2017), "Marketing: an introduction". Part 3, chap. 6-10. Sage Publications, UK.
- Pullig, C., Simmons, C. J., & Netemeyer, R. G. (2006). Brand dilution: When do new brands hurt existing brands? *Journal of Marketing*, 70(2), 52-66.



INTRO TO STATISTICS

Course Code	B2QAM012
Language of Instruction	English
Level	Undergraduate
Track	PSB IP BBA
Semester	Fall Semester
Number of ECTS	6
Schedule	9 sessions of 3 hours each and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

The course provides an introduction to statistical analysis and probability. Statistical methods are important for the understanding of the strengths, limitations and possibilities of applied research in general, and of econometric research in particular. Regression analysis, a key component of econometrics, is a powerful and very flexible multivariate data analysis tool that can shed light on a very large number of economic issues.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

- compute and visualize descriptive statistics for a series of data
- estimate the level of correlation between two series and draw their scatter plot
- use linear regression to make a projection
- apply the laws of probability to perform statistical testing

LEARNING RESOURCES:

- [1] Lind, D. et. al. (2017). Statistical Techniques in Business and Economics, McGraw-Hill.
[2] Wonnacott, Th. and Wonnacott, R. (1990). Introductory statistics for business and economics, Wiley.
[3] Cooper, D. and Schindler, P. (2013). Business Research Methods, McGraw-Hill.



ADVANCED ECONOMICS

Course Code	B2ECO011
Language of Instruction	English
Level	Undergraduate
Track	PSB IP BBA
Semester	Fall Semester
Number of ECTS	6
Schedule	9 sessions of 3 hours each and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

Monetary Economics course provides students with the theoretical building blocks that are needed for an understanding of the monetary theory and surveys the issues in the present-day monetary policy implementation faced by the central banks. The course equips students with the necessary background to analyze problems involving the determination of interest and exchange rates in the economy as well as with the understanding of what central banks can do to improve the economic performance through the use of the monetary policy instruments.

The course focuses on the money creation and monetary transmission mechanisms, inflation and expectations, neutrality of money and introduces the Real Business Cycle Model.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

- interpret and process the mainstream concepts of monetary theory.
- discuss the theoretical models of monetary theory.
- analyze problems involving the effect of interest and exchange rates.

LEARNING RESOURCES:

Brana, S & Cazals M., (2014), La monnaie, Dunod (available on cyberlibris)

Brana S., Cazals M. et Hauffmann M., (2016), Monnaie, banque et finance, Dunod (available on cyberlibris)

Church, J. (2000), Industrial Organization: A Strategic Approach. Download at [http://works.bepress.com/jeffrey_church/23/Suggested text](http://works.bepress.com/jeffrey_church/23/Suggested_text)

Carlton & Perloff (2004), Modern Industrial Organization, 4th edition, Pearson

See Church. Economic Newspapers, Financial Times, The Economist

Websites: INSEE, IMF, Banque de France

MOOC: <https://www.mooc-list.com/course/intermediate-microeconomics-saylororg?static=true>

Regulatory Policy and Behavioral Economics, Pete Lunn, OECD

Mangot M, 2005, Financial Markets and investor's' psychology, Dunod

Delaplace M, 2009, Monnaie et financement de l'économie, Dunod

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PSB BBA IP Year 3

Students get to specialize



Finance and Accounting Specialization



COST ACCOUNTING

Course Code	B3ACA005
Language of Instruction	English
Level	Undergraduate
Track	PSB IP BBA
Semester	Fall Semester
Number of ECTS	6
Schedule	9 sessions of 3 hours each and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

Introduction to Management Accounting, CVP, Fixed and variable costs. Partial and total costs. ABC. Budgets and budgets methodology. Variance analysis.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

- handle the different costing methods
- produce and interpret budgets
- estimate and calculate different costs, and describe specific methods
- estimate the impact of short term decisions on the company

LEARNING RESOURCES:

Cost accounting: a managerial emphasis, Horngren.

<https://www.class-central.com/mooc/2751/coursera-managerial-accounting-cost-behaviors-systems-and-analysis>

Financial and Managerial Accounting, Charles T Horngren, Pearson, 6th edition, 2018

CIMA Certificate C1, Fundamental of Management Accounting



PRINCIPLES OF INVESTMENTS

Course Code	B3FIN005
Language of Instruction	English
Level	Undergraduate
Track	PSB IP BBA
Semester	Fall Semester
Number of ECTS	6
Schedule	9 sessions of 3 hours each and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

Topics covered include: the financial environment, risk-return tradeoff, portfolio risk and return and the mean-variance analysis, asset-pricing model (CAPM) and optimal investment strategies as well as assets (bonds and equity) valuation.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

- explain key investments concepts such as risk and return for a stand-alone security, risk and return for a portfolio, the CAPM and optimal investment strategies
- demonstrate the basics of bonds and equity valuation

LEARNING RESOURCES:

Bodie, Kane and Marcus, "Essentials of Investments", Ninth Edition, McGraw-Hill, E-book.
Wall Street Journal, Financial Times, Harvard Business Review and The Economist will be used to discuss current events in the financial world.



CORPORATE FINANCE

Course Code	B3FIN011
Language of Instruction	English
Level	Undergraduate
Track	PSB IP BBA
Semester	Fall Semester
Number of ECTS	6
Schedule	9 sessions of 3 hours each and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

Financial statement analysis and Capital Budgeting, Time value of money, Valuing financial securities, Risk and Return, Cost of Capital, Capital Structure, Introduction to Financial derivatives and Risk management.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

This course complements the tools and techniques of fundamentals of finance with theoretical and practical analysis of risk and return in different contexts. It provides the necessary background to follow any of the more advanced finance electives.

LEARNING RESOURCES:

Fundamentals of Corporate Finance (2018)

Jonathan Berk , Peter DeMarzo, Jarrad Harford

Ross, S., Jaffe, J. & Westerfield, R. (2016), Corporate Finance.11th edition. New York, US: McGraw-Hill.

Assorted articles from academic journals (Including Harvard Business Review, Journal of Finance, Journal of Corporate Finance).

Supplementary literatures from financial news (including Economist, Financial Times, Bloomberg) , various data and analyst reports

<http://bcs.wiley.com/he-bcs/Books?action=index&itemId=1118285905&bcsId=735>



International Marketing Specialization



WEB MARKETING

Course Code	B3MKG054
Language of Instruction	English
Level	Undergraduate
Track	PSB IP BBA
Semester	Fall Semester
Number of ECTS	6
Schedule	9 sessions of 3 hours each and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

This course aims at introducing students to major concepts, definitions, and tools in web marketing. Based on an introduction to the scope of web marketing, this course deals with basic decision areas that need to be addressed when setting up and managing a web presence. The course content is mainly conveyed through lectures, in-class discussions, and oral presentations. By applying the acquired knowledge during a semester-long group assignment, students will become aware of key decision areas and challenges that are related to the implementation of a web marketing strategy.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

- describe major concepts, definitions, and tools in web marketing.
- discuss the key challenges that are related to the implementation of a web marketing strategy.
- demonstrate the outcome of web marketing activities through the use of analytical tools.
- employ major tools and approaches for developing a successful web marketing strategy.

LEARNING RESOURCES:

- Chaffey S. & Ellis-Chadwick D. (2019). Digital Marketing: Strategy, Implementation and Practice. 7th edition. Pearson.
- Kingsnorth S. (2016), Understanding Digital Marketing: An Integrated Approach to Online Marketing. 4th edition. Kogan Page.
- Ryan D. (2016), Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation. 4th edition. Kogan Page.
- Kefi, H., & Maar, D. (2020). The power of lurking: Assessing the online experience of luxury brand fan page followers. *Journal of Business Research*, 117, 579-586.
- Lamberton, C., & Stephen, A. T. (2016). A thematic exploration of digital, social media, and mobile marketing: Research evolution from 2000 to 2015 and an agenda for future inquiry. *Journal of Marketing*, 80(6), 146-172.
- Mallapragada, G., Chandukala, S. R., & Liu, Q. (2016). Exploring the effects of "What"(product) and "Where"(website) characteristics on online shopping behavior. *Journal of Marketing*, 80(2), 21-38.
- Martin, K. D., Borah, A., & Palmatier, R. W. (2017). Data privacy: Effects on customer and firm performance. *Journal of Marketing*, 81(1), 36-58.
- Strauss J., Frost R. (2014), E-Marketing. 7th edition. Pearson education.
- Wedel, M., & Kannan, P. K. (2016). Marketing analytics for data-rich environments. *Journal of Marketing*, 80(6), 97-121.

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INTERNATIONAL MARKETING

Course Code	B3MKG017
Language of Instruction	English
Level	Undergraduate
Track	PSB IP BBA
Semester	Fall Semester
Number of ECTS	6
Schedule	9 sessions of 3 hours each, a 1-hour midterm and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

This course will strengthen the concepts already acquired in International Marketing by focusing on the all new marketing strategies as well as the differences between International Marketing and Domestic Marketing. The focus of the course will be on Ethics Marketing, Viral Marketing and New Economics in the era of transformation.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

- define the specificities a firm has to integrate when an international strategy is scheduled.
- describe the marketing strategies in the International arena.
- classify ideas to build a marketing diagnostic and to develop a marketing strategy.
- identify the marketing mix components, recognize the problems a company copes with and build a relevant marketing mix according to the firm specificities

LEARNING RESOURCES:

- M.C. GREEN, W. J. KEEGAN, Global marketing, 8th edition, 2015 Prentice Hall
- Baines, Paul, Fill, Chris and Page, Kelly (2011) Marketing. 2nd ed. Oxford: Oxford University Press.
 - Baker, Michael John (2007) Marketing strategy and management. 4th ed. Basingstoke: Palgrave Macmillan.
 - Baker, Michael John and Hart, Susan J. (2008) The marketing book. 6th ed. Oxford: Butterworth-Heinemann.
 - Brassington, Frances and Pettitt, Stephen (2006) Principles of marketing. 4th ed. Harlow: Prentice Hall.
 - Chernev, Alexander and Kotler, Philip (2011) Strategic marketing management. 6th ed. United States: Cerebellum Press.
 - Jobber, D. and Ellis-Chadwick, F. (2013) Principles and practice of marketing. Seventh edition. London: McGraw-Hill Higher Education.
 - Kotler, Philip, Armstrong, Gary, Henthorne, Tony L. and Norman, Andrew T. (2008) Principles of marketing. 12th ed. Upper Saddle River, N.J.: Pearson Prentice Hall.
 - Kotler, Philip and Keller, Kevin Lane (2011) Marketing management. 14th ed., Global ed. Harlow: Pearson Education.

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- Lambi, Jean-Jacques and Schuiling, Isabelle (2012) Market-driven management: strategic and operational marketing. 3rd ed. Basingstoke: Palgrave Macmillan.
- Lee, Kiefer and Carter, S. (2009) Global marketing management: changes, new challenges, and strategies. 2nd ed. Oxford: Oxford University Press.
- West, Douglas C., Ford, John B. and Ibrahim, Essam (2006) Strategic marketing: creating competitive advantage. Oxford: Oxford University Press.
- Winer and Dhar (2010) Marketing Management. Prentice Hall.



CONSUMER BEHAVIOR

Course Code	B3MKG006
Language of Instruction	English
Level	Undergraduate
Track	PSB IP BBA
Semester	Fall Semester
Number of ECTS	6
Schedule	9 sessions of 3 hours each and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

The course emphasizes the importance of understanding consumers in formulating marketing strategy because many, if not most, of the fundamental concepts of Marketing are based on the practitioner's ability to understand people.

To illustrate the potential of consumer research in order to inform marketing strategy, the course examines numerous examples of specific applications of Consumer Behavior concepts by marketing practitioners.

We open the semester with an overview of the discipline of Consumer Behavior. Each chapter is rooted in our contemporary culture of consuming to investigate and understand how consumers navigate the retail world and make so many decisions on a daily basis. We'll move through a micro to a macro perspective on theory and applications of Consumer Behavior, beginning with issues related to the individual consumer and expanding our focus until we eventually consider the behaviours of large groups of people in their social settings.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

- look at the field of Consumer Behavior as the study of how the world is influenced by the action of marketers;
- find both professional and personal interest in learning more about how this process works since they are not only Business and Marketing students but also consumers and future managers;
- understand why people buy things and appreciate how products, services and consumption activities contribute to the broader social world we experience;
- use the perspectives from many different disciplines that cross-fertilize the field of Consumer behavior.

LEARNING RESOURCES:

NB: the following book is accessible online via your Extranet on CyberLibris database:

- Blythe J., Principles and Practice of Marketing. SAGE Publications (3rd ed.), 2013. □ chapter 3 "Consumer Behavior" pp. 61-119
- Blackwell R., Miniard P. and Engels J., Consumer Behavior. Thomson ed. (9th ed.), 2000, 590 p.
- Eagle L., Marketing Ethics & Society. SAGE Publications, 2015, 321 p. □ chapter 6: "Ethical consumption", pp. 132-140
- Eardley M., Steawart C., Business-To-Business Marketing: a step-by-step guide – Create Sales, Protect Margins, Build Market Shares. Penguin Books, 2016, 225p. □ chapter 3 "B2B's Big Five buying motivators: what really makes business customers buy" pp. 37-52

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- Graves P., Consumerology: The Truth about Consumers and the Psychology of Shopping. Nicholas Brealey Publishing, 2013, 240 p. □ chapter 4: "What consumers do: studying behavior", pp. 69-90
- Harrison R., Newholm T., Shaw D., The Ethical Consumer. SAGE Publications (1st ed.), 2005
- Passerard F. and Cartwright P, "Business-to-artist: record labels and sub-labels in the digital age". The Conversation, July 1st 2019. <https://theconversation.com/business-to-artist-record-labels-and-sub-labels-in-the-digital-age-118950>
- Pichère P., Maslow's Hierarchy of Needs: Gain vital insights into how to motivate people. 50 Minutes ed., 2015, 25 p.



ADVERTISING

Course Code	B3MKG007
Language of Instruction	English
Level	Undergraduate
Track	PSB IP BBA
Semester	Fall Semester
Number of ECTS	6
Schedule	9 sessions of 3 hours each and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

The content of this course will show the managerial issues in managing advertising through, for instance, managerial marketing concepts and sociology of consumption. Each chapter will be illustrated by various examples and cases.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

- define the key concepts, methods and issues within advertising and promotion for students specializing in Marketing.
- discuss communication strategies implemented by brands.
- expose a communication plan to answer a problematic.

LEARNING RESOURCES:

- Kotler P., Armstrong G., Principles of Marketing. Pearson (17th ed.), 2018: chap. 14 & 15

NB: the following books and/or chapters are accessible online via your Extranet on CyberLibris database:

- De Mooij M., Global Marketing and Advertising: Understanding Cultural Paradoxes. SAGE Publications, 2018, 513 p.
- Tellis G. J. (2007) The SAGE Handbook of Advertising. SAGE Publications, 513p.



International Management Specialization

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PRINCIPLES OF OPERATIONS MANAGEMENT

Course Code	B3MNT007
Language of Instruction	English
Level	Undergraduate
Track	PSB IP BBA
Semester	Fall Semester
Number of ECTS	6
Schedule	9 sessions of 3 hours each and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

The course is in English and is designed to approach the fundamentals of operations management, through simulation games and case studies. A strong focus is made on the understanding of the importance of operations management and its supportive function and role in the company.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Define key concepts in operations and supply chain management
Recognize different types of business activities from an operations management perspective
Analyze operational problems using the basic tools and concepts of operations management;
Interpret basic contemporary operations and manufacturing organizational approaches and the supply-chain management activities

LEARNING RESOURCES:

TBC



HUMAN RESOURCE MANAGEMENT

Course Code	B3MNT050
Language of Instruction	English
Level	Undergraduate
Track	PSB IP BBA
Semester	Fall Semester
Number of ECTS	6
Schedule	9 sessions of 3 hours each and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

This course will introduce and overview the major topics in Human Resource Management (HRM). HRM is a fundamental component of the competitiveness, effectiveness, and sustainability of any organization, as it influences who is hired, how they are trained, evaluated, compensated, and what steps are taken to retain them. In turn, HRM plays a critical role in predicting employees' behavior, attitudes, and performance. In other words, if an organization wants good people, it must practice good HRM.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

- Analyze and compare HR policies
- Debate HR questions with colleagues and classmates
- Use additional expertise about HR policies, processes and activities in future experiences as manager or entrepreneur
- Illustrate the diversity of HR policies around the world through various examples from different countries
- Appraise and/or criticize ethical aspects of HR decisions and practices

LEARNING RESOURCES:

Mathis & Jackson, Human Resource Management 13th ed., Centage Learning
Dressler, Human Resource Management, Global Edition, 15th Edition, Pearson



PROJECT MANAGEMENT

Course Code	B3MNT012
Language of Instruction	English
Level	Undergraduate
Track	PSB IP BBA
Semester	Fall Semester
Number of ECTS	6
Schedule	8 sessions of 3 hours each, a 1.5-hour session, a 1.5 midterm and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

Project Management examines the organization, planning, and controlling of projects and provides practical knowledge on managing project scope, schedule and resources. Topics include project life cycle, work breakdown structure and Gantt charts, network diagrams, scheduling techniques, and resource allocation decisions. Concepts are applied through team projects and tutorials using project management software. The course is based on PMI guidelines.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Explain how to initiate a project: organisations, stakeholders, scope
Identify and mitigate project risk
Plan and schedule projects using project management software

LEARNING RESOURCES:

Project Management Institute, A Guide to the Project Management Body of Knowledge, 2017
Ward, J L, PgMP Exam Practice Test and Study Guide 2nd edition
PMBOK



Luxury Brand Management Specialization



HISTORY OF LUXURY

Course Code	B3LPS051
Language of Instruction	English
Level	Undergraduate
Track	PSB IP BBA
Semester	Fall Semester
Number of ECTS	6
Schedule	8 sessions of 3 hours each and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

Luxury is a concept deeply rooted in our civilization. This course starts with a definition of luxury using evidence that every civilization has its own perception of luxury, each of which has an echo in our current society. Sumer is definitely the Cradle of civilization and birthplace of Luxury. Studying the Perfumes in Antiquity, the Fashion and dress codes, the symbolism of textiles, drawings, colors, shows an obvious link between the Past and the Present and let us understand that from manufacturing techniques to Art Craft, Ancient Civilizations have left many legacies in our today's luxury industry

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

- To indicate the roots of Luxury and be aware of its various facets;
- To recognize that the luxury craftsmanship remains at the core of Luxury Business
- To analyze today's luxury goods companies thanks to a better knowledge of History of Civilization.

LEARNING RESOURCES:

No mandatory textbooks - Press book will be provided by the Professor when necessary -

Chapter 1.: Introduction to Luxury

Riello, Giorgio, McNeil, Peter - « Luxury: a rich history » (2016) - ISBN 10: 0199663246 / ISBN 13: 9780199663248

<https://greenheart.org/blog/greenheart-international/cultural-appreciation-vs-cultural-appropriation-why-it-matters/>

<https://www.dezeen.com/2015/05/02/victoria-albert-museum-london-what-is-luxury-exhibition-questions-value-objects/>

Chapter 2.: The History of Perfume

Le Guerier A., -Phd Perfume Specialist - "Once Upon A Time...Perfume" (Garde-Temps, 2009) –

Vidéo 1: <https://www.youtube.com/watch?v=L1id2HE9Uks&t=322s>

Vidéo 2: <https://www.youtube.com/watch?v=b3VKbVFHphg&t=83s>

Vidéo 3: <https://www.youtube.com/watch?v=snB4ZDO9naI>

Vidéo 4: <https://www.youtube.com/watch?v=wtgtmWJs3NQ>

Vidéo 5: https://www.youtube.com/watch?v=zLr_awHqgnY

Vidéo 6: <https://www.youtube.com/watch?v=iRbxWUK8bhE>

Vidéo 7: <https://www.youtube.com/watch?v=gBpnNzyZYqg>

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Chapter 3.: The History of Champagne Wine

Vidéo 1: <https://www.youtube.com/watch?v=VmE9imxq274>

Vidéo 2: <https://www.youtube.com/watch?v=WZhRU1Y1RZw>

Chapter 4.: The Fashion History in Ancient Times

Zazzo A., Sillard O. – “Paris, Haute Couture” - A comprehensive history of high fashion in Paris - (Flammarion, 2012)

Vidéo

1:

<https://www.youtube.com/watch?v=YOmJ54WpUVg&list=PLgbG7OrLeM0DUDZQT4weTCaGWAfYz2ra5>

Vidéo

2:

https://www.youtube.com/watch?v=1VY7C_Wa6DI&list=PLgbG7OrLeM0DUDZQT4weTCaGWAfYz2ra5&index=3



MARKETING APPLIED TO LUXURY

Course Code	B3MKG049
Language of Instruction	English
Level	Undergraduate
Track	PSB IP BBA
Semester	Fall Semester
Number of ECTS	6
Schedule	9 sessions of 3 hours each and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

After a brief review of fundamental marketing concepts, such as brand, identity and image, we will study the specificities of luxury and we will analyze how brands should communicate and manage their brand equity in order to develop internationally.

This course is divided in three main sections:

1. The luxury Industry and its customers
2. The strategic management of a luxury brand
3. The specificities of the international marketing of a luxury brand

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The goal of this class is to familiarize the students with luxury codes (specificities) and communication, and to emphasize that luxury marketing is different from the "classic" marketing used for the mass markets.

1. Explain the differences between business-as-usual scenario and what is specific in the marketing of luxury brands
2. Describe luxury clients and identify their needs
3. Identify main luxury players, strategies and issues
4. Develop a good grasp of brand management in the Luxury Industry.

LEARNING RESOURCES:

Kotler P., Keller K., Manceau D. - Marketing management (Editions Pearson, 2017 - 15th edition) – ISBN 978-2-326001688

Hoffmann J., Lecamp L. – Independent luxury: the four Innovation Strategies to Endure in the Consolidation Jungle - (Palgrave Ed., 2015) – ISBN 978-1-137-48146-7

Collectif IFM – Mode & Luxe / Fashion & Luxury – (Editions IFM Regard, 2014) – ISBN 978-2-914863-29-2

Kapferer J.N. – Kapferer on Luxury: How Luxury Brands Can Grow Yet Remain Rare (Kogan Page Libri Ed, 2015) – EAN 97807494743

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FUNDAMENTALS OF THE LUXURY INDUSTRY

Course Code	B3MKG020
Language of Instruction	English
Level	Undergraduate
Track	PSB IP BBA
Semester	Fall Semester
Number of ECTS	6
Schedule	9 sessions of 3 hours each and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

The luxury industry surpassed 1 trillion euros' retail sales value in 2015 worldwide. This industry has been one of the fastest growing sectors in business. Changing consumer taste, developing markets and emerging technologies all represent enormous opportunity and challenges which luxury industry faces. In this course we take a closer look at the companies in this industry to see how the industry leaders frame the industry to overcome challenges and survive through the competition

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The objective of is to give a unique understanding of what the luxury industry is about and what differentiates it from other brand-centered industries.

Get understanding and perspective of other markets and the region, including regional evolution and trends.

Acquire knowledge of other markets, what luxury brands have done in the region and how are they operating and positioned.

LEARNING RESOURCES:

-English Kapferer, JN and Bastien, V. 2015. The luxury strategy, break the rules of marketing to build luxury brands.

-English Radha Chadha and Paul Husband (2006) the Cult of the luxury Brand: Inside Asia's Love Affair with Luxury, Nicholas Brealey International



E-commerce and Digital Marketing Specialization



E-COMMERCE, MOBILE COMMERCE AND MARKETING IN THE DIGITAL AGE

Course Code	B3MKG124
Language of Instruction	English
Level	Undergraduate
Track	PSB IP BBA
Semester	Fall Semester
Number of ECTS	6
Schedule	TBC.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

The objective of this course is to gain a solid understanding of the evolution of commerce and marketing in the digital age. The aim is to foster students' knowledge about challenges that digitalization creates for companies in complex environments. The purpose is also to cover all aspects of emerging technologies that shape E-commerce and mobile commerce development and to be able to critically reflect on concepts, models, and most aspects of digital marketing.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

TBC

LEARNING RESOURCES:

TBC



BUSINESS MODELS IN DIGITAL ENVIRONMENTS

Course Code	B3MKG125
Language of Instruction	English
Level	Undergraduate
Track	PSB IP BBA
Semester	Fall Semester
Number of ECTS	6
Schedule	TBC.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

The aim of this course is to understand the digital ecosystem and the impact of digital transformation on business models and value chains. The digital area has given rise to multiple types and concepts of business models. This course will discuss the characteristics of business models in digital environments, analyze the economic principle that assure their feasibility and the strategies that assure value creation.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

TBC

LEARNING RESOURCES:

TBC



DIGITAL MARKETING AND CUSTOMER EXPERIENCE

Course Code	B3MKG126
Language of Instruction	English
Level	Undergraduate
Track	PSB IP BBA
Semester	Fall Semester
Number of ECTS	6
Schedule	TBC.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

This course covers all aspects of digital marketing from the theoretical and practical perspective that are relevant to understand the current marketing landscape in the digital age. The purpose is also to critically analyze recent development of customer experience journeys and invite students to reflect and discuss customer experience management strategies and tools.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

TBC

LEARNING RESOURCES:

TBC



COMMUNICATION AND SOCIAL MEDIA

Course Code	B3MKG127
Language of Instruction	English
Level	Undergraduate
Track	PSB IP BBA
Semester	Fall Semester
Number of ECTS	6
Schedule	TBC.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

In this course, students will be able to understand key theories and discussions about communication and social media. The course also provides students with analytical tools and capabilities that will allow them to appreciate and examine the role of digital media and data in communication. The opportunities and the challenges of social media are therefore discussed.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

TBC

LEARNING RESOURCES:

TBC



Electives



ENTREPRENEURSHIP

Course Code	B2MNT134
Language of Instruction	English
Level	Undergraduate
Track	PSB IP BBA
Semester	Fall Semester
Number of ECTS	6
Schedule	9 sessions of 3 hours each and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

This course helps students to learn how to connect the concepts learned in strategy, marketing, innovation and finance courses. The course alternates lectures, case studies and an entrepreneurial project that students will develop along this course. In this team project students are expected to demonstrate their creativity, entrepreneurial and managerial skills. They must also develop a business plan for a new venture.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

- Define the Entrepreneurship concept and discipline from different perspectives
- Explain the steps in idea generation and business opportunity recognition
- Prepare a business model and feasibility study
- Design a business plan
- Present a business plan to investors and stress why their idea(s) answer to market needs and would be profitable.

LEARNING RESOURCES:

Scarborough, N. M., Cornwall, J. R. (2016). Essentials of entrepreneurship and small business management. Pearson
Maurya, A. (2012). Running lean. O'Reilly
Tur Porcar, A. (2018). Inside the mind of the entrepreneur. Springer



HISTORY OF PARIS THROUGH ICONIC WORKS OF ART

Course Code	B2HUM005
Language of Instruction	English
Level	Undergraduate
Track	PSB IP BBA
Semester	Fall Semester
Number of ECTS	6
Schedule	18 sessions of 1.5 hours each PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

From the Roman period to our time, Paris and his region presented at each period important works of art : the roman therms of Cluny, the church of Saint-Germain-des-Prés and Notre Dame de Paris at the Middle Age, Fontainebleau for the Renaissance, the Louvre at the Baroque period, many palaces for the XVIIIth century like the Archives Nationales and at least the Eiffel Tower, the musée d'Orsay and the Centre Pompidou for the XIXth and XXth centuries. We will discover these works and we will explain each art historian period. We will not only show monuments but also paintings, sculptures and other works of art, from time to time also - if it's necessary - from other countries.

For the evaluation, the students have, at the end of november, to write a text about a parisian monument and at the end of the semester, in january, they have to answer my six questions about the different problems and works we have seen during the semester.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

TBC

LEARNING RESOURCES:

Adam, Jean-Pierre (et al.), Les Thermes antiques de Lutèce, Paris (Réunion des musées nationaux), Paris, 1996.

Ayers, Andrew, The architecture of Paris. An architectural guide, Fellbach (Axel Menges), 2004.

Baraton, Alain et Chantal, Laure de, Mes Jardins de Paris, Paris (Grasset), 2020.

Gabriel, André, Guide to the architecture of monuments in Paris, Paris (Alternatives), Paris, 1998.

Martin, Hervé, Guide to modern architecture in Paris (Alternatives), 2010.

Pérouse de Montclos, Jean-Marie, Paris. Le guide du Patrimoine, Paris (Hachette), 1994.

Rousset-Charny, Gérard, Les palais parisiens de la Belle Epoque, Paris (Hachette), 1990.

Texier, Simon, Eglises parisiennes du XXe siècle, Paris (Actions artistiques de la Ville de Paris), 1996.

Texier, Simon, Paris contemporain. Architecture et urbanisme de Haussmann à nos jours, Paris (Parigramme), 2005.

Texier, Simon, Paris. Grammaire de l'architecture. XXe-XXIe siècles, Paris (Parigramme), 2007.

Uffelen, Chris van, Golser, Markus, Paris. The Architecture Guide, Salenstein (Braun Publishing), 2009.

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CREATIVITY AND DESIGN THINKING

Course Code	B2MNT024
Language of Instruction	English
Level	Undergraduate
Track	PSB IP BBA
Semester	Fall Semester
Number of ECTS	6
Schedule	9 sessions of 3 hours each and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

The aim of this course is to understand designer's sensibility and methods to match people's needs by drawing upon logic, imagination, intuition, and systemic reasoning, to explore what a viable business strategy can convert into customer value and market opportunity and to create desired outcomes that benefit the end user. This course of Creativity and Design Thinking is solution focused and action oriented.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Develop design thinking capabilities that embrace the methodology used by designers to solve complex problems, and find desirable solutions for clients.

Students will learn:

- How to create materials that align technical and non-technical audiences,
- Understand the essential importance of the psychology behind the way people interact with technology,
- Manage creativity,
- Assess the effectiveness of their selected solutions.

LEARNING RESOURCES:

TBC



FRENCH - BEGINNER

Course Code	B2LNG002
Language of Instruction	English
Level	Undergraduate
Track	PSB IP BBA
Semester	Fall Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

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

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The aim of this course is to develop the oral fluency of students in French by improving pronunciation, oral and written comprehension, vocabulary mastery, and knowledge of contemporary French society.

We will read and comment on articles from the written press, read two novels, watch movies, and listen to songs.

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

LEARNING RESOURCES:

TBC