

COURSE CATALOGUE
INTERNATIONAL BUSINESS TRACK
3rd YEAR
SPRING SEMESTER
2020-2021

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21_EB3_NI_IBT_S2_CCO_ANG_5316: LV1 ANGLAIS

DEGREE	BBA	LEVEL	Bachelor 3
PROGRAMME	BBA International Business Track	ACADEMIC YEAR	2020-2021
STUDENT HOURS	30	ECTS	3
SEMESTER	Spring (2)	CAMPUS	Choose an item.
COURSE COORDINATOR	elisabeth.dickson@edhec.edu		

COURSE OBJECTIVES

Use of economic and business English necessary in situations of international communication.
Identifying the differences between written and spoken language.

LEARNING OUTCOMES

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

- LO1 Business, leadership, management, environmental issues.
- LO2 Corporate sponsorship, and business ethics, quality.

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

- LO3 Increased vocabulary in trade and economics.
- LO4 Increased knowledge of grammar and syntax.

PREREQUISITES

EDHEC BBA Courses 1 and 2.

COURSE CONTENT

Increased knowledge of grammar and syntax.
Increased vocabulary in trade and economics.
Development of phonetic language and improved listening.
Topics related to business, leadership, management, environmental issues, corporate sponsorship, and business ethics, quality.

MAIN TEACHING & LEARNING METHODS

Presentations (oral or group) Collaborative Learning Case Studies Class Discussions

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continous Assessment Individual	CC – 40%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
2	Continous Assessment Individual	Participation – 20%	Not apply	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4
3	Continous Assessment Individual	Writing assessment – 20%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
4	Continous Assessment Individual	Final oral – 20%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

REQUIRED READING

Course handouts will be provided in class.
Online resources on Learning Platform.

21_EB3_NI_IBT_S2_CCO_LAW_3342: EUROPEAN ECONOMIC AND GOVERNANCE ISSUES

DEGREE	BBA	LEVEL	Bachelor 3
PROGRAMME	BBA International Business Track	ACADEMIC YEAR	2020-2021
STUDENT HOURS	30	ECTS	4
SEMESTER	Spring (2)	CAMPUS	Choose an item.
COURSE COORDINATOR	Olivier BEDDELEEM		

COURSE OBJECTIVES

This course demonstrates the rationale behind the European integration process and introduces students to decision making in the EU. It also explores the evolution of the role of the EU on the global arena.

This course focuses on the political and economic aspects of the European Union, as well as on current issues concerning the development of the EU. The survey of the historical background of the EU is necessary to fully understand the reasons and the need for an economic, monetary and political integration within the European Union.

LEARNING OUTCOMES

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

- LO1 Analyze the rationale for the European economic and monetary integration
- LO2 Understand the global environment and relations with international institutions

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

- LO3 Demonstrate an understanding of the economic, political, legal and social environment for business in the European Union
- LO4 Tap here to enter text.

PREREQUISITES

Junior year of Bachelor

General management, strategy and marketing knowledge Proficiency in English

Advanced use of data search

COURSE CONTENT

Course 1 : The European Union
Course 2 : Europe as a strategic tool
Course 3&4 : European competition law
Course 5 : Lobbying
Course 6 : Brexit
Course 7 : European funding
Course 8 : European news topic
Course 9 : Group presentations
Course 10 : The future of Europe

MAIN TEACHING & LEARNING METHODS

Lectures Case Studies Choose an item. Choose an item.

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Final Exam	50%	90 minutes exam Room	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
2	Continuous Assessment Group	50%	Choose an item.	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
3	Choose an item.	Click or tap here to enter text.	Choose an item.	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4
4	Choose an item.	Click or tap here to enter text.	Choose an item.	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4

REQUIRED READING

To be announced in class

21_EB3_NI_IBT_S2_CCO_MGT_5563 STRATEGIC MANAGEMENT

DEGREE	BBA	LEVEL	Bachelor 3
PROGRAMME	BBA International Business Track	ACADEMIC YEAR	2020-2021
STUDENT HOURS	30	ECTS	4
SEMESTER	Spring (2)	CAMPUS	Choose an item.
COURSE COORDINATOR	George TOVSTIGA		

COURSE OBJECTIVES

The aim of this foundation course is to provide students with a fundamental understanding of current thinking in the field of strategic management and its relevance for strategic sense making and analysis, strategic option derivation, evaluation and selection, and strategy execution. This course presents a “first-principles” approach to the systematic and structured management of strategy in real business environments.

LEARNING OUTCOMES

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

- LO1 basic principles of structured, insight-driven strategy; strategic management and analysis
- LO2 strategic option formation and evaluation; strategy execution

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

- LO3 apply basic, “first principles-based” strategic analysis methods and decision-making
- LO4 evaluate suitable strategic options from a foregoing strategic analysis

PREREQUISITES

none

COURSE CONTENT

SESSION TOPIC

- 1 Strategy fundamentals and concepts: competitive advantage, differentiation and value creation
- 2 Insight-driven strategy, strategic thinking & analysis and sense-making; high-level, ‘big-picture’ analysis
- 3 Supporting-level strategic analysis: external competitive context; internal basis of competitiveness
- 4 Strategic options: Formation, evaluation and selection criteria-based evaluation
- 5 Strategy Execution, Performance Analysis (& Exam Revision)

MAIN TEACHING & LEARNING METHODS

Lectures Case Studies Collaborative Learning Blended Learning

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continous Assessment Individual	20	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4
2	Continuous Assessment Group	30	Not apply	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
3	Final Exam	50	180 minutes exam Room	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

REQUIRED READING

Tovstiga, G. (2015). Strategy in Practice, Third Edition, Chichester: John Wiley & Sons

Selected case articles:

Case material sourced from the recent or current business media sources will be made available to students (uploaded to BB).

21_EB3_NI_IBT_S2_CCO_MGT_4005 : MANAGEMENT IN MULTINATIONAL CORPORATION

DEGREE	BBA	LEVEL	Bachelor 3
PROGRAMME	BBA International Business Track	ACADEMIC YEAR	2020-2021
STUDENT HOURS	30	ECTS	4
SEMESTER	Spring (2)	CAMPUS	Choose an item.
COURSE COORDINATOR	Camille PRADIES		

COURSE OBJECTIVES

This course aims at making you familiar with topics relevant to international companies nowadays. During this seminar we will address three main topics that are central to international organizations' functioning nowadays:

- International Human Resource Management with a particular focus on expatriation
- Paradoxes in Organizations
- Groups and Teams Dynamics (Team Leadership, Virtual Teams, Team Creativity)
- International Organization's Structure, Culture and Strategy

LEARNING OUTCOMES

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

- LO1 Understand how to manage HR in multinational companies
- LO2 Apply methods for analyzing human and organizational issues in international settings

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

- LO3 Know which behaviors to adopt in specific team contexts (Virtual Teams, Conflicts in Teams)
- LO4 Decipher and navigate organizational paradoxes, cultures and network dynamics

PREREQUISITES

None

COURSE CONTENT

The course follows the "seminar" format and is spread out onto 5 days with 6 hours of class per day.

The first day occurs at the very beginning of the semester. The second day occurs 1 or 2 weeks later. The last three days occur together in one block 1 or 2 weeks later.

Day	TOPICS
1	Introduction to International Organizations - Global HRM – Expatriation
2	Paradoxes in Organization
3, 4, 5	Diversity Management, Groups & Teams, Organizational Culture Final Session & Wrap up [In-class presentations are spread across days 3, 4, 5]

MAIN TEACHING & LEARNING METHODS

Lectures

Case Studies

Class Discussions

Group Work

ASSESSMENT METHODS

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

REQUIRED READING

No required textbook

21_EB3_NI_IBT_S2_OPT_HUM_3341: IBT3 - CORPORATE SOCIAL RESPONSIBILITY

DEGREE	BBA	LEVEL	Bachelor 3
PROGRAMME	BBA International Business Track	ACADEMIC YEAR	2020-2021
STUDENT HOURS	30	ECTS	4
SEMESTER	Spring (2)	CAMPUS	Choose an item.
COURSE COORDINATOR	Bastiaan VAN DER LINDEN		

COURSE OBJECTIVES

Businesses engage with many different kinds of value: they pay dividends, provide work and income, make products and services, consider the environment, avoid child labor, and so on. Although some of these values have started to receive our attention only relatively recently, companies have always engaged with different values – and they have always leveraged the opportunities in doing so. Nowadays, “multiple value creation” has (re)gained the explicit attention of practitioners and scholars under the label of corporate social responsibility (CSR). In this course we discuss some of the challenges that CSR poses for management, the opportunities it promises for developing new business models, the innovations it requires in developing organizational structures, and how initiatives arise in professions to address social responsibilities.

LEARNING OUTCOMES

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

- LO1 Common approaches to CSR, related topics such as professional responsibility, and the way organization structures shape responsible behavior
- LO2 Business models, what the important dimensions of business models for sustainability, and what are the societal drivers of these new business models

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

- LO3 Articulate their informed view on what CSR is, identify the responsibilities of a profession, design organizational infrastructures for responsible behavior
- LO4 Develop their own sustainable business model.

COURSE CONTENT

SESSION	TOPIC
1-3	What is CSR according to you?
4	Professional responsibility
5-8	Organizational infrastructures for responsible behaviour
9-10	New Business Models for Sustainability

MAIN TEACHING & LEARNING METHODS

Class Discussions Case Studies Group Work Lectures

ASSESSMENT METHODS

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

REQUIRED READING

- Achterbergh, J., & Vriens, D. (2010). *Organizations: Social Systems Conducting Experiments*. Springer.
- Boons, F., & Lüdeke-Freund, F. (2013). Business models for sustainable innovation: state-of-the-art and steps towards a research agenda. *Journal of Cleaner Production*, 45, 9-19.
- Freeman, R.E., Harrison, J.S., Wicks, A.C., Parmar, B.L., & De Colle, S. (2010). *Stakeholder Theory: The State of the Art*. Cambridge University Press
- Freeman, R.E. (2008). Ending the so called ‘Friedman-Freeman’ debate. *Business Ethics Quarterly*, 18(02), 162-166.
- Friedman, M. (1970). The social responsibility of business is to increase its profits. *New York Times Magazine*, 13 September.
- Mason, K., & Spring, M. (2011). The sites and practices of business models. *Industrial Marketing Management*, 40(6), 1032-1041
- Scherer, A. G., & Palazzo, G. (2007). Toward a political conception of corporate responsibility: Business and society seen from a Habermasian perspective. *Academy of Management Review*, 32(4), 1096-1120.
- Stout, L.A. (2012). *The Shareholder Value Myth: How Putting Shareholders First Harms Investors, Corporations, and the Public*. Berrett-Koehler Publishers.
- Unilever: In search of the good business. *The Economist*. 9 August 2014.
- Van der Linden, B. & Freeman R.E. (2017). Profit and other values: Thick evaluation in decision making. *Business Ethics Quarterly*.
- Vriens, D., Achterbergh, J., & Gulpers, L. (2018). Virtuous Structures. *Journal of Business Ethics*.

21_EB0_LI_ALL_SO_OPT_HUM_6078: CREATIVITY SEMINAR (online)

DEGREE	BBA	LEVEL	Bachelor 1
PROGRAMME	BBA BBM	ACADEMIC YEAR	2020-2021
STUDENT HOURS	15	ECTS	5
SEMESTER	Spring (2)	CAMPUS	Choose an item.
COURSE COORDINATOR		Marjorie THOMPSON – marjorie.thompson@edhec.com	

COURSE OBJECTIVES

In today's very rapidly changing environment, creative approaches will need to be taken to adapt, modify and adjust plans, approaches and ways of doing business. The aim of this course is to help students develop the mindset, approaches and tools to use to help navigate future.

This course also contributes towards helping EDHEC achieve one of its goals to "unlock the innovative talents of students and develop their ability to lead projects and people in today's global economy".

LEARNING OUTCOMES

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

- LO1 Understand the connection between mindset, attitudes and behaviours and their influence on creativity.
- LO2 Recognize how creativity influences, and is used, in business and everyday life.

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

- LO3 Apply a variety of ideation tools to help solve business problems.
- LO4 Develop creative approaches to business scenarios.

PREREQUISITES

There are no pre-requisites for this course

COURSE CONTENT

1. Creativity and Self

Introduction - Creativity and Personal Development - Creativity and High Performing Teams - Creativity and Decision Making Process - Assessment 1 – Reflective Report and Career Plan

2. Creativity and Tools

Creativity and Ideation Sessions - Creativity and New Ideas - Creativity and Different Perspectives - Creativity and Innovation - Assessment 2 – Application of tools

3. Creativity and Application

Creativity, New Businesses and Adaptation in the Environment - Creativity, products/services and gamification - Creativity, Planning and Marketing - Creativity and Human Resources - Assessment 3 – Applying Creativity to a Business Scenario

MAIN TEACHING & LEARNING METHODS

Distance Learning [Choose an item.] [Choose an item.] [Choose an item.]

ASSESSMENT METHODS

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

REQUIRED READING

There is a list of References and a Bibliography in the student support manual.

21_EB3_NI_IBT_S2_OPT_HUM_3345: IBT3 - CROSS CULTURAL MANAGEMENT

DEGREE	BBA	LEVEL	Bachelor 3
PROGRAMME	BBA International Business Track	ACADEMIC YEAR	2020-2021
STUDENT HOURS	30	ECTS	4
SEMESTER	Spring (2)	CAMPUS	Choose an item.
COURSE COORDINATOR	Pierre Robert CLOET		

COURSE OBJECTIVES

This course prepares future managers for the international challenges faced when people, services and corporations operate across borders. Students become acquainted with assessing the cultural challenges of developing business in developed and emerging economies using analytical frameworks used by business developers and taking account interdisciplinary investigation methods. Since students will encounter issues of intercultural management in the domestic arena, the basics of diversity management will be introduced and discussed.

LEARNING OUTCOMES

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

- LO1: Identify intercultural dimensions based on Meyer, Hall, Hofstede, d'Iribarne and Trompenaars and understand Fang's critical review of Hofstede's and Trompenaars's theoretical frameworks.
- LO2: understand and apply Ghemawat's CAGE framework assessing intercultural distance and Khanna's concept of contextual intelligence. ,
- LO3 Anticipate potential pitfalls in M&A as well as Joint Venture contexts and adapt HR staffing policies

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

- LO4 an increased flexibility linked to the understanding of intercultural differences beyond and within national borders and their impact on the efficiency within a team .

PREREQUISITES

The knowledge of Hofstede's, Hall's and Trompenaar's intercultural dimensions would be greatly appreciated.

COURSE CONTENT

Throughout the course the following topics will be dealt with: 1) Cultural Meaning and perception 2) Internal and external diversity 3) multidimensional distance in a globalized world and contextual intelligence 4) Cross-cultural aspects of language management in MNE 5) Cross-cultural aspects of M&A and Joint ventures 6) Introduction to cross-cultural HR management 7) design promotion management in international development

MAIN TEACHING & LEARNING METHODS

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

ASSESSMENT METHODS

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

REQUIRED READING

Students will use and have access to the country reports published regularly by "The Economist".
"Doing Business in..." The World Bank Publications PESTEL and CAGE frameworks will be introduced through a reading package drawn from scholarly and business publications and fully accessible through the school library network.

Meyer, Erin (2016), The Culture Map: Decoding How People Think, Lead, And Get Things Done Across Cultures, Public Affair
Deresky, Helen (2013), International Management: Managing Across Borders and Cultures, Pearson, 7th edition.
Ozbilgin, Mustafa & Tatli, Ahu (2008), Global Diversity Management, Palgrave Macmillan

21_EB3_NI_IBT_S2_OPT_MGT_3343 : OPERATIONS MANAGEMENT_IT AND LOGISTICS

DEGREE	BBA	LEVEL	Bachelor 3
PROGRAMME	BBA International Business Track	ACADEMIC YEAR	2020-2021
STUDENT HOURS	30	ECTS	4
SEMESTER	Spring (2)	CAMPUS	Choose an item.
COURSE COORDINATOR	Mohamed BENMERIKHI		

COURSE OBJECTIVES

Successful companies need to have the capability to deliver high-quality products and/or services to meet their customer demands in a timely and cost-effective manner. Networks of information and material flows must be managed from sources of supply through transformations of resources into goods and services for customer deliveries through distribution systems. The operations process is responsible for planning, organizing, directing and controlling resources in order to meet the goals of an organization.

LEARNING OUTCOMES

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

- LO1 : Develop a general managerial perspective on the role of operations and quality management
- LO2 : Be able to map processes, plan and assess their performance.

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

- LO3 : Participants acquire practical experience in collaborative work when designing and balancing processes
- LO4 : Be able to apply basic planning, inventory models, and quality methods.

PREREQUISITES

An advanced level of English and good analytical skills.
Fundamentals in strategic management are an advantage

COURSE CONTENT

SESSION	DURATION	TOPIC
1	3hrs	Introduction to Operations Management
2	3hrs	Operations Strategy
3	3hrs	Product and Process Design
4	3hrs	Capacity Management
5	3hrs	Practical session: Balancing Process capacity (Harvard Simulation)
6	3hrs	Inventory Management
7	3hrs	Planning and Control
8	3hrs	Aggregate Planning (S&OP)
9	3hrs	Quality Management
10	3hrs	Enterprise Resource Planning (ERP): An introduction

MAIN TEACHING & LEARNING METHODS

Lectures Case Studies Presentations (oral or group) Collaborative Learning

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continuous Assessment Group	40%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
2	Final Exam	60%	180 minutes exam Room	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

REQUIRED READING

Slack, N., Brandon-Jones, A., Johnston, R., Operation management, Pearson Education, 8th edition 2016

21_EB3_NI_IBT_S2_OPT_HUM_3455: IBT3 CONTEMPORARY FRENCH BUSINESS & SOCIETY

DEGREE	BBA	LEVEL	Bachelor 3
PROGRAMME	BBA International Business Track	ACADEMIC YEAR	2020-2021
STUDENT HOURS	30	ECTS	5
SEMESTER	Spring (2)	CAMPUS	Choose an item.
COURSE COORDINATOR	Thierry MOÏSE		

COURSE OBJECTIVES

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

LEARNING OUTCOMES

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

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

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

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

PREREQUISITES

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

COURSE CONTENT

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

MAIN TEACHING & LEARNING METHODS

Lectures Case Studies Class Discussions Group Work

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continuous Assessment Group	25	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
2	Continuous Assessment Group	25	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
3	Final Exam	50	[90 minutes exam Room]	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
[4]	[Choose an item.]	[Click or tap here to enter text.]	[Choose an item.]	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4

REQUIRED READING

[Tap here to enter text.]

21_EB3_NI_IBT_S2_MFI_FIN_3348: ADVANCED CORPORATE FINANCE

DEGREE	BBA	LEVEL	Bachelor 3
PROGRAMME	BBA International Business Track	ACADEMIC YEAR	2020-2021
STUDENT HOURS	30 hours	ECTS	4 ECTS
SEMESTER	Spring (2)	CAMPUS	Choose an item.
COURSE COORDINATOR	Gohar STEPANYAN		

COURSE OBJECTIVES

This course focuses on theoretical issues which arise in modern corporate finance, and its major theme is the firm's capital structure and payout decision. The objective is to explain optimal strategic decision-making by applying corporate financial theory to cases of observed financial policy, financial instruments and valuation. In particular, the following topics are studied: discounted cash flow valuation and financial multiples, cost of capital and capital budgeting, raising funds for going public, equity and debt financing, capital structure and payout policy, option pricing and applications in corporate finance, mergers and acquisitions and issues of corporate control.

LEARNING OUTCOMES

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

- LO1 estimate the weighted average cost of capital
- LO2 apply different techniques for evaluating capital budgeting projects

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

- LO3 understand the main factors affecting capital structure decisions
- LO4 differentiate between different forms of payouts to shareholders

PREREQUISITES

The prerequisite for this course is an introductory course in financial management (Principles of Finance).

COURSE CONTENT

Below is the tentative lecture/assignment/exam schedule for the course. Any adjustments will be announced beforehand.

SESSION	TOPIC
1	Introduction
2	The Cost of Capital / Problem Set #1
3	Capital Budgeting
4	Valuation and the Firm
5	Midterm Review&In-class Practice Problems/ Problem Set #2
6	Long-Term Financing
7	Capital Structure
8	Payout Policy
9	Special Topics in Corporate Finance
10	Wrap-Up Session&In-class Practice Problems / Problem Set #3

MAIN TEACHING & LEARNING METHODS

Lectures Class Discussions Case Studies Collaborative Learning

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continous Assessment Individual	10%	Not apply	XLO1XLO2 XLO3XLO4
2	Midterm Exam	30%	120 minutes exam Room	XLO1XLO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4
3	Final Exam	60%	180 minutes exam Room	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 XLO3XLO4
4	Not apply	Click or tap here to enter text.	Choose an item.	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4

REQUIRED READING

Berk, J., DeMarzo, P. and Harford, J., Fundamentals of Corporate Finance (4/E), Pearson Education, 2019.

21_EB3_LI_IBT_S2_MMK_MKG_4721:IBT3 - MKT - BRAND MANAGEMENT

DEGREE	BBA	LEVEL	Bachelor 4
PROGRAMME	BBA International Business Track	ACADEMIC YEAR	2020-2021
STUDENT HOURS	30	ECTS	4
SEMESTER	Spring (2)	CAMPUS	Choose an item.
COURSE COORDINATOR	Claude Pecheux (Lille)		

COURSE OBJECTIVES

This class will introduce the topics of brand management and brand equity.

LEARNING OUTCOMES

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

- LO1 The main concepts of brand management, including brand equity
- LO2 how brands evolve over time

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

- LO3 conduct a brand audit
- LO4 make strategical recommendations as brand manager

PREREQUISITES

Marketing Management

COURSE CONTENT

Brand definition and scope. The brand platform.
Brand personality, brand image and brand equity.
The measurement of brand equity.
Brand architecture and brand portfolio.
Brand extension.
Brands over time.
Brand digitalization and brands 3.0.

MAIN TEACHING & LEARNING METHODS

Lectures Case Studies Group Work Class Discussions

ASSESSMENT METHODS

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

REQUIRED READING

No mandatory books.
Harvard case studies

20_EB3_NI_IBT_S2_CCO_MKG_4747: IBT3 - MKT - DIGITAL MARKETING

DEGREE	BBA	LEVEL	Bachelor 4
PROGRAMME	BBA International Business Track	ACADEMIC YEAR	2020-2021
STUDENT HOURS	30	ECTS	4
SEMESTER	Spring (2)	CAMPUS	Choose an item.
COURSE COORDINATOR	Marie-Catherine MARS, marie-catherine.mars@edhec.edu		

COURSE OBJECTIVES

This course is a graduate level, giving to the learner an overview about digital tools and information systems used nowadays. The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for using and implanting digital marketing strategies

LEARNING OUTCOMES

At the end of the course, the students will be able to:

- Understand challenges in digital marketing
- Apply methods for launching, analysing and evaluating digital strategies
- Understand how firms will use the power of this news tools in order to impact customer behaviours before, during and after a consumption/ shopping experience.

PREREQUISITES

Some maturity and constructive critical mindset in looking carefully at fundamental issues is also needed for a better understanding of major challenges in this sector. Background in marketing and strategy are well appreciated.

COURSE CONTENT

Brand definition and scope. The brand platform.
Brand personality, brand image and brand equity.
The measurement of brand equity.
Brand architecture and brand portfolio.
Brand extension.
Brands over time.
Brand digitalization and brands 3.0.

MAIN TEACHING & LEARNING METHODS

SESSION	TOPIC
1	Digital marketing methods
2	Mobile marketing
3	Social media marketing
4	Omni-channel strategy

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Participation	10	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
2	Team Work & case studies	30	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
3	Final Exam	60	Choose an item.	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

REQUIRED READING

Chaffey, D. (2015) Digital business and e-commerce management. 5th edition. Harlow, FT Prentice Hall. 5th edition available on MyLibrary.
Bratton, S. and Evans, D. (2012) Social media marketing: an hour a day. 2nd edition. Indianapolis, Wiley Publishing.

20_EB3_NI_IBT_S2_CCO_MKG_3347: IBT3 - MKT - LUXURY INDUSTRY

DEGREE	BBA	LEVEL	Bachelor 4
PROGRAMME	BBA International Business Track	ACADEMIC YEAR	2020-2021
STUDENT HOURS	30	ECTS	4
SEMESTER	Spring (2)	CAMPUS	Choose an item.
COURSE COORDINATOR	Marie-Cécile CERVELLON, marie-cecile.cervellon@edhec.edu		

COURSE OBJECTIVES

The Luxury industry encompasses a variety of different sectors from personal luxury goods (fashion, watches etc.) to luxury cars, wine and spirits or luxury experiences. Most of these sectors enjoy steady growth (worldwide luxury growth 2017-2018 +5%, Bain and Co, 2017), driven by economic development and a taste of luxury bringing new customers to the sector in emerging markets (Euromonitor International). Around the world, France is considered as a country of origin of reference in this industry.

The course will provide students with a cultural, historical and economical overview of the luxury industry and will introduce them to the specificities of luxury marketing.

LEARNING OUTCOMES

After having taken this course, participants will be able to (knowledge-based outcomes)

- LO1 Demonstrate an understanding of the complexity of the luxury industry
- LO2 Analyse a Luxury Strategy using appropriate analytical models and tools
- LO3 Analyse a Luxury Strategy using appropriate analytical models and tools

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

- LO4 Engage in critical thinking and problem solving through cases and a marketing audit of a luxury brand
- LO5 Demonstrate skill in working collaboratively in achieving shared objectives of a group

PREREQUISITES

Prior understanding of the basic principles of marketing. Good writing and reading skills in English

COURSE CONTENT

Introduction to the concept of luxury and overview of the sector

The economy of luxury

Introduction to the luxury strategy

The specificities of a luxury strategy

Principles of luxury brand management

The demanding client

The new emerging segments

Elements of the marketing mix

Encapsulating knowledge

New trends in luxury

Conclusion and wrap-up

MAIN TEACHING & LEARNING METHODS

This course is taught through a combination of readings, lectures, case studies, discussions, and individual and team exercise. Teaching methodology emphasizes a practical approach and real-world applications, as well as a focus on best business and industry practices.

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continuous Assessment Group	20%	180 minutes exam Room	<input type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4 <input checked="" type="checkbox"/> LO5
2	Continuous Assessment Group	20%	30 minutes class test	<input type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4 <input checked="" type="checkbox"/> LO5
3	Final Exam	60	180 minutes exam Room	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4

REQUIRED READING

Recommended reading: KAPFERER, J-N, BASTIEN, V., The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands, Kogan Page

21_EB3_LI_IBT_S2_MEN_MGT_5311: INTERNATIONAL ENTREPRENEURSHIP

DEGREE	BBA	LEVEL	Bachelor 3
PROGRAMME	BBA International Business Track	ACADEMIC YEAR	2020-2021
STUDENT HOURS	30	ECTS	4
SEMESTER	Spring (2)	CAMPUS	Choose an item.
COURSE COORDINATOR	Florian CHAMPAGNE		

COURSE OBJECTIVES

This course introduces students to the concepts, tools and practices of entrepreneurship with a focus on lean start-up and design thinking methodologies. As a highly interactive course, students spend time ideating, building and testing their entrepreneurial ideas that create value for customers and/or society. The development of business models and revenue models that underpin their proposition also forms part of the course.

LEARNING OUTCOMES

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

- LO1 Describe the entrepreneurship process and identify the particular practices, skills and resources needed to enact that process
- LO2 Apply creativity techniques and tools in ideating and developing their entrepreneurial ideas

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

- LO3 Demonstrate entrepreneurial initiative using lean start-up and design thinking principles
- LO4 Design business models and revenue models appropriate to different global enterprise contexts

PREREQUISITES

As an integrative subject, students are expected to have a good knowledge of all business-related disciplines.

COURSE CONTENT

The Entrepreneurship Process
Customer Empathy, Creativity and Ideation,
Identifying Customer Needs, Building the Value Proposition
Minimal Viable Product/Mock Ups
Business Model Design, Revenue Model Design
Pitching to Investors and Other Stakeholders

MAIN TEACHING & LEARNING METHODS

Lectures Class Discussions Case Studies Group Work

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continous Assessment Individual	50%	Not apply	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4
2	Continuous Assessment Group	30%	Not apply	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4
3	Continuous Assessment Group	20%	Not apply	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4

REQUIRED READING

Blank, Steve and Bob Dorf, The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company. Pescadero, CA: K & S Ranch Press, 2012.
Croll, A. and B. Yoskovitz. Lean Analytics: Use data to build a better start-up faster. USA: O'Reilly Media Inc., 2013.
Osterwalder, A. and Y. Pigneur. Business Model Generation. New Jersey. USA: John Wiley and Sons Inc., 2010.
Ries, E. The Lean Start-up. UK: Penguin, 2011
Scarborough, N. and J. Cornwall. Essentials of Entrepreneurship and Small Business Management. 8th ed.. USA: Pearson, 2015.

Students should also familiarize themselves with web sites, Twitter and blog sites relevant to the lean start-up, design thinking, entrepreneurship and corporate entrepreneurship.

21_EB3_LI_IBT_S2_MEN_MGT_5172: DESIGN THINKING, INNOVATION AND INTRAPRENEURSHIP

DEGREE	BBA	LEVEL	Bachelor 3
PROGRAMME	BBA International Business Track	ACADEMIC YEAR	2020-2021
STUDENT HOURS	30	ECTS	4
SEMESTER	Spring (2)	CAMPUS	Choose an item.
COURSE COORDINATOR	Thibaud GANGLOFF		

COURSE OBJECTIVES

This course introduces students to the concepts, tools and practices of design thinking, a human-centered approach to innovation. Students will learn to use a design thinking methodology to create new products, services and processes of economic and social value. The course is highly practice-oriented, hence most of the classes will be workshop based with exercises, creativity techniques, reflections and experiments as the key teaching methodologies. Students will learn how to use ethnographic research methodologies to understand user behaviour and to ideate and test design solutions to address their needs.

LEARNING OUTCOMES

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

- LO1 Identify design challenges based on empathy and observation
- LO2 Apply ethnographic research methodologies to understand user behavior, needs and desires

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

- LO3 Ideate new ideas to solve design challenges
- LO4 Test design solutions using techniques such as prototyping, storyboards and customer journey mapping

PREREQUISITES

As an integrative course, students are expected to have a good grounding in business-related subjects.

COURSE CONTENT

Overview of Design Thinking; Ethnographic Research Fundamentals
Data Analysis and Synthesis, Ideation
Prototyping, Testing and Experimentation, Customer Journey Mapping, Storyboards and Storytelling

MAIN TEACHING & LEARNING METHODS

Class Discussions Group Work Presentations (oral or group) Collaborative Learning

ASSESSMENT METHODS

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

REQUIRED READING

Brown, Tim, Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation. New York: HarperCollins, 2009.

Curedale, R. Design Thinking: Process and Methods Manual (2nd Edition). Topanga, CA: Design Community College, 2016.

Kahneman, D. Thinking Fast and Slow. New York: FSG Books, 2013.

Neck, H. Neck, C. and Murray, E. Entrepreneurship: The Practice and Mindset. Los Angeles: Sage Publications, 2018.

Osterwalder, A. and Pigneur, Y. Business Model Generation, New Jersey: Wiley, 2010.

Trott, P. Innovation Management and New Product Development (5th Edition), Pearson Education Ltd: UK, 2012.

Students should also familiarize themselves with web sites, forums, Twitter and blog sites relevant to design thinking, experimentation, user testing, interviewing and innovation

21_EB3_LI_IBT_S2_MEN_MGT_5312: LEAN START-UP

DEGREE	BBA	LEVEL	Bachelor 3
PROGRAMME	BBA International Business Track	ACADEMIC YEAR	2020-2021
STUDENT HOURS	30	ECTS	4
SEMESTER	Spring (2)	CAMPUS	Choose an item.
COURSE COORDINATOR	Tristan LAFFONTAS		

COURSE OBJECTIVES

Learn how to apply the lean startup principles to start your own company quickly and efficiently.

LEARNING OUTCOMES

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

- LO1 Create a lean canvas and an MVP (minimum Viable Product).
- LO2 Analyse the riskiest assumptions and systematically test them.

PREREQUISITES

None.

COURSE CONTENT

- Understand the number 1 reason why startups fail
- Lean Canvas (different from the Business Model canvas)
- Understand your customers true problem
- Build your MVP (minimum viable product)
- Start getting engagement (if possible, money)
- Pivot

MAIN TEACHING & LEARNING METHODS

Class Discussions Group Work Collaborative Learning

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continous Assessment Individual	50	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2
2	Continuous Assessment Group	50	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2

REQUIRED READING

Tap here to enter text.

21_EB3_NI_IBT_S2_MFI_FIN_4745: IBT3 - FIN - COUNTRY RISK ANALYSIS

DEGREE	BBA	LEVEL	Bachelor 3
PROGRAMME	BBA International Business Track	ACADEMIC YEAR	2020-2021
STUDENT HOURS	30	ECTS	4
SEMESTER	Spring (2)	CAMPUS	Choose an item.
COURSE COORDINATOR	Milos VULANOVIC (Lille) / Alain Safa (Nice)		

COURSE OBJECTIVES

The course aims at providing students with a solid understanding of the concept, the historical perspectives, the theoretical debates and methodologies of country risk analysis, in the global economic system. Country risk assessment deals with economics, finance, politics, sociology, and history. Students will learn that, as the new global economy raises the level of uncertainty and complexity for MNEs' crossborder strategy, country risk analysis has become an essential component of strategy decisions regarding export, investment, partnership, mergers and acquisitions

LEARNING OUTCOMES

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

- LO1 Understand the multi-faceted dimensions of cross-border risk
- LO2 Know the different types of country risk and its impacts on a business

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

- LO3 Analyse the main sources of risks and opportunities arising from the growing integration of international financial markets from the firm's standpoint
- LO4 Evaluate the country risk to a particular country

PREREQUISITES

Macroeconomics, Basic Financial accounting and management

COURSE CONTENT

1. Introduction to country risk analysis: dimensions of cross-border risk
2. Economic and Financial Risk
3. Political Risk and Governance Issues
4. Country Risk Analysis and Methodology
5. Global country risk ratings
6. Country Risk Management techniques

MAIN TEACHING & LEARNING METHODS

Lectures Class Discussions Group Work Presentations (oral or group)

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continous Assessment Individual	5	Not apply	<input type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
2	Continuous Assessment Group	20	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
3	Midterm Exam	25	90 minutes class test	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
4	Final Exam	50	180 minutes exam Room	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

REQUIRED READING

"Country Risk Assessment", Bouchet Michel Henry, Gros Lambert B., and Clark E., London: Wiley, 2003.

21_EB3_NI_IBT_S2_MFI_FIN_4746 : INTERNATIONAL FINANCIAL STATEMENT ANALYSIS

DEGREE	BBA	LEVEL	Bachelor 3
PROGRAMME	BBA International Business Track	ACADEMIC YEAR	2020-2021
STUDENT HOURS	30	ECTS	4
SEMESTER	Spring (2)	CAMPUS	Choose an item.
COURSE COORDINATOR	Elie SALAMEH (Lille) / Moïse LOUISY-LOUIS (Nice)		

COURSE OBJECTIVES

The course first provides an overview of financial reporting, and the nature of financial statements. Tools and techniques required to perform an analysis of financial statements will then be introduced. Major areas of financial statement analysis will be discussed in detail. The course concludes with techniques useful for the evaluation of a firm's financial reporting quality

LEARNING OUTCOMES

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

- LO1 The financial reporting under IFRS
- LO2 how to analyze and interpret financial information in order to understand the economic reality underlying the firm

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

- LO3 use the tools and techniques necessary to analyze major categories of assets, liabilities and equity within the financial statements.
- LO4 understand how analytical adjustments to financial information provided by firms can affect financial ratio relationships

PREREQUISITES

Financial accounting

COURSE CONTENT

Financial Reporting Mechanics and Standards
The Balance Sheet Reporting and Analysis
The Income Statement Reporting and Analysis
The Cash Flow Statement Reporting and Analysis
Credit Risk Analysis
Advanced Topics

MAIN TEACHING & LEARNING METHODS

Lectures Case Studies Group Work Report

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Midterm Exam	20%	90 minutes class test	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4
2	Continuous Assessment Group	40%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
3	Final Exam	40%	120 minutes exam Room	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
4	Choose an item.	Click or tap here to enter text.	Choose an item.	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4

REQUIRED READING

Robinson, T. R., Henry, E., Pirie, W.L., and Broihahn, M. A., 2012, International Financial Statement Analysis, John Wiley & Sons Inc., New Jersey

21_EB0_NI_IBT_S2_LVX_LV2_FLE_3303 : INTERMEDIATE FRENCH

DEGREE	BBA	LEVEL	Bachelor 3
PROGRAMME	BBA International Business Track	ACADEMIC YEAR	2020-2021
STUDENT HOURS	30	ECTS	5
SEMESTER	Spring (2)	CAMPUS	Choose an item.
COURSE COORDINATOR	elisabeth.dickson@edhec.edu		

COURSE OBJECTIVES

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

LEARNING OUTCOMES

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

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

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

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

PREREQUISITES

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

COURSE CONTENT

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

MAIN TEACHING & LEARNING METHODS

Lectures Class Discussions Group Work Presentations

ASSESSMENT METHODS

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

REQUIRED READING

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

21_EB0_NI_IBT_S2_LVX_LV2_FLE_3511 : FRENCH FOR BEGINNERS

DEGREE	BBA	LEVEL	Bachelor 3
PROGRAMME	BBA International Business Track	ACADEMIC YEAR	2020-2021
STUDENT HOURS	30	ECTS	5
SEMESTER	Spring (2)	CAMPUS	Choose an item.
COURSE COORDINATOR	elisabeth.dickson@edhec.edu		

COURSE OBJECTIVES

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

LEARNING OUTCOMES

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

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

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

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

PREREQUISITES

This course is aimed at completed beginners.

COURSE CONTENT

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

MAIN TEACHING & LEARNING METHODS

Lectures Class Discussions Group Work Choose an item.

ASSESSMENT METHODS

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

REQUIRED READING

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

21_EB3_NI_IBT_S2_LVX_LV2_FLE_6495 : ADVANCED FRENCH

DEGREE	BBA	LEVEL	Bachelor 3
PROGRAMME	BBA International Business Track	ACADEMIC YEAR	2020-2021
STUDENT HOURS	30	ECTS	5
SEMESTER	Spring (2)	CAMPUS	Nice
COURSE COORDINATOR	elisabeth.dickson@edhec.edu		

COURSE OBJECTIVES

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

LEARNING OUTCOMES

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

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

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

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

PREREQUISITES

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

COURSE CONTENT

Will be given in class.

MAIN TEACHING & LEARNING METHODS

Lectures Class Discussions Group Work Presentations

ASSESSMENT METHODS

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

REQUIRED READING

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