

## Course Catalog for Exchange Students – Courses in English

(Créteil Campus)

Courses in English are very popular and places are limited

### Prerequisites for Courses in English

In order to follow courses in English, you need to:

1. Be nominated to our school as an exchange student (this do not apply for MICEFA students)
2. Have a level of French below B2 level – if you level is **B2 or above, you must follow French courses.**
3. Have at least B2 level in English
4. Follow one path, Bachelor or Master
  - As a general rule, students from the Bachelor level cannot take courses at the Master's level
  - Take 6 courses maximum in each path (you may include a language course)

Most courses in English are in 2 degrees and are worth 5 ECTS each.

- 3<sup>rd</sup> Year Bachelor International Management
- Master 1 International MBA
- Master 2 International MBA

## Academic Calendar

Courses and degrees are organized as such:

- Semester 1/ Fall Semester: From mid September to end of December (Christmas Break)
- Semester 2 / Spring Semester: From early January to end of April

**You may NOT arrive later than a week after the start of the semester. If you do so, you may fail all your academic exchange. Please note that 3 year Bachelor start in late January and Master 2 International MBA courses end in late February.**

## Teaching Philosophy

Most courses are taught in a quasi-seminar style in small groups (from 15 to 35 students) with a case study approach.

Courses are usually from 9 to 5 PM from Monday to Friday.

Lectures usually last from 3 to 4 hours and it is not unusual to have full days sessions (7h) with business practitioners.

Attendance and student's engagement is mandatory (you may only miss 2 lectures)

## Evaluation

Most courses are in continuous assessment with readings, presentations, case study, quiz, applied projects but some courses organize a final exam. If you have at least 06/20, we apply a compensation between evaluation but you mustn't have below 10/20

If you don't validate your course, you will have to take a makeover exam session on site in June along with other degree seeking students.

Average or grade	Degree seeking students: Distinctions «Mentions»	Exchange students
$16 \leq \text{Grade} \leq 20$	«Très bien» A	Pass
$14 \leq \text{Grade} < 16$	«Bien» B	
$12 \leq \text{Grade} < 14$	«Assez Bien» C	
$10 \leq \text{Grade} < 12$	«Passable» D	
$0 \leq \text{Grade} < 10$	«Ajourné» F	Fail

**SEMESTER 1 - FALL SEMESTER**  
**(From mid September to end of December)**

<b>UNDERGRADUATE/ BACHELOR LEVEL</b>					
Degree	Credits (ECTS)	Course Level	Course code	Course's name	Brief Description of the Course in English
L3 Bachelor in International Management	5	L3 Undergraduate	L3 MI	<b>Competitive Intelligence</b>	This course will focus on global competitive intelligence: the tools and methods that enhance strategic and tactical decision making in the analysis and interpretation of business data related to current and emerging competitors. The intelligence process and how to build business advantage by the collection and analysis of the capabilities, vulnerabilities, market positioning and strategic planning of competitors using open source information. The course is team-oriented, project-based and grounded in the relevant legal and ethical context.
L3 Bachelor in International Management	5	L3 Undergraduate	L3 MI	<b>Data Analysis (Applied Statistics)</b>	The aim of the course is to give the students basic knowledge in data analysis for businesses from both theoretical as well as practical perspective. It will focus on the uses of information, formulating problems, data collection, drawing conclusions and reporting. Analysis methods for qualitative data will include data displays, coding, causal and content analysis. Descriptive and inferential statistical techniques for quantitative data will be introduced.
L3 Bachelor in International Management	5	L3 Undergraduate	L3 MI	<b>Fundamentals of Management Accounting &amp; Control</b>	This course is about the use of accounting information by managers for decision making, performance evaluation and control. The goal is to provide students with a conceptual framework for identifying and resolving accounting issues faced by managers.
L3 Bachelor in International Management	5	L3 Undergraduate	L3 MI	<b>Management of Information Systems</b>	Aims of the MIS module: <ul style="list-style-type: none"> <li>- To understand the fundamentals of IS</li> <li>- To understand the relationship between Business Performance and IS</li> <li>- To apprehend Project Management within an IS environment</li> <li>- To provide students a sight of the future innovations in IS and their implications on the organization</li> </ul>
L3 Bachelor in International Management	5	L3 Undergraduate	L3 MI	<b>Principles of Finances</b>	This course introducing the fundamental principles of asset valuation within the framework of modern portfolio theory. The key analytical principles are present value, option value, risk/diversification and arbitrage. These quantitative tools are used to value stocks, bonds, options, and other derivatives, with applications to portfolio selection, risk management and market structure
L3 Bachelor in International Management	5	L3 Undergraduate	L3 MI	<b>Principles of Human Resource Management</b>	The study of effectively selecting, utilizing, assessing and developing managers as well as the role of the Human Resource Department in administering human resources in a changing and demanding environment. Experience in developing and utilizing behavioral science research methods to assess effectiveness.

L3 Bachelor in International Management	5	L3 Undergraduate	L3 MI	<b>Principles of Operation Management (Supply Chain)</b>	Provide students with an understanding of the Operation Management stakes in a company. Be able to identify issues and come up with recommendations at strategical and tactical levels.
L3 Bachelor in International Management	3	L3 Undergraduate	L3 MI	<b>Doing Business Abroad</b>	This course is about cross cultural communication and helps students in written and oral fields to enable them to better communicate using a variety of methods and tools such as the work book ,role plays and presentations .There is a strong emphasis on Group work and student interaction to help achieve these objectives
L3 Bachelor in International Management	5	L3 Undergraduate	L3 MI	<b>Global Brand Management (Marketing)</b>	
L1 Bachelor in International Management	5	L1 Undergraduate	L1 MI	<b>Marketing and Negotiation</b>	Part 1 introduces and defines marketing ; it focuses on presenting the importance, the goals and the content of the discipline, as well as the most important terms used by marketers; students learn how to define and quantify market characteristics ; they also start to think as marketers through the identification of market opportunities. Part 2 focuses on the strategic aspects of marketing : students go through three major steps in the marketing process : segmentation, targeting and positioning. Part 3 is dedicated to the key elements of the marketing
L2 Bachelor in International Management	5	L2 Undergraduate	L2 MI	<b>Organization Theory</b>	This course The course explains and illustrates organizational phenomena and their dynamics. Organization Theory (OT) is a set of diverse approaches and models that are at times incommensurate with one another. We first focus on <i>macrotheory</i> initially rooted in economics, sociology and social psychology that takes the organization as the level of analysis. Then we turn to <i>microtheory</i> (or <i>Organization behaviour</i> ), drawing on microeconomics and cognitive psychology, which tackle Organizations from the perspective of small groups or individual decision-making.

<b>GRADUATE/ MASTER LEVEL</b>					
International MBA (M1)	5	M1 / M2 Graduate (closed to Seniors)	M1 IMBA	<b>Corporate Social Responsibility</b>	The course explores different ways in which companies can incorporate societal and environmental perspectives into strategic thinking, as well as the challenges and dilemmas involved in this process.
International MBA (M1)	5	M1 / M2 Graduate (closed to Seniors)	M1 IMBA	<b>International marketing</b>	This course is designed to give an overview of marketing processes and marketing principles and provides students with the opportunity to apply the key concepts to practical business situations
International MBA (M1)	5	M1 / M2 Graduate (closed to Seniors)	M1 IMBA	<b>Organizational Behaviour</b>	The purpose of the course (Organizational Behaviour) is to increase students effectiveness and skill in observing, understanding and managing behavior in organizations improve decision making
International MBA (M1)	5	M1 / M2 Graduate (closed to Seniors)	M1 IMBA	<b>Economic Analysis for Business Decisions</b>	The aim of this lecture is to present the basic concept of microeconomics to the students. We are using a large number of examples and we confront the theory with the reality of nowadays economy. We want the students to be able to use the microeconomic intuitions in order to understand every day economic events. We are training them to use quantitative and qualitative surveys of households and enterprises.
International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	M1 MBA	<b>Corporate Finance</b>	Objective of the course is an introduction to Corporate Finance

International MBA (M1)	5	M1 / M2 Graduate (closed to Seniors)	M1 IMBA	<b>Business Communication</b>	This course introduces students to general business communication theory, the function of corporate communication, how companies communicate with key audiences, both internal and external and it is finally aimed to improve student's oral and written communication skills.
International MBA (M1)	5	M1 / M2 Graduate (closed to Seniors)	M1 IMBA	<b>International Strategic Management</b>	The course introduces students to the field of Strategic Management. It focuses on strategic choices and international comparisons.
International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	M1 M2 IMBA	<b>Business Game</b>	This course will help students to understand the financial management of a firm and the trade-offs between different strategies, perform valuations of basic financial instrument and create an objective valuation of a firm. It is organized in mid december
International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	M2 IMBA	<b>Uncertainty, Data and Judgement</b>	This course is about business statistics and decision making in a complex environment.
International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	M2 IMBA	<b>International Business Law</b>	The course is designed to provide students with an overview of the framework of international business law. The course aims to cover international contracts, the resolution of international commercial disputes, a brief overview of the existing international regulatory bodies in international business and address additional legal issues stemming from the globalization of business.
International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	M2 IMBA	<b>Global &amp; European Economics</b>	This course is a quick introduction to the major global and european macroeconomic issues of the time. It gives an overview of the basic concepts and ideas which are necessary to understand the present crisis situation.
International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	M2 IMBA	<b>Corporate Finance</b>	Objective of the course is an introduction to Corporate Finance
International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	M2 IMBA	<b>Global Brand Management (International Marketing)</b>	This course is an introduction to global brand management
International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	M2 IMBA	<b>Innovation Management</b>	The module builds on prerequisites in strategy and marketing and focuses on the dynamics of value creation, to understand further how organizations develop distinctive resources and competences and build and sustain competitive advantage. The design of innovative value propositions and architectures involves capabilities and market dynamics, which are particularly impacted by the evolution of technologies and society.
International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	M2 IMBA	<b>Business Ethics</b>	
Logistique et Achats Internationaux (M2)	2	M1 / M2 Graduate (closed to Seniors)	M2 LAI	<b>Intercultural Management</b>	The first objective is to increase awareness of students' own cultural assumptions and respect for other cultural perspectives. The second objective is to develop and expand knowledge and understanding about the basic drives behind national and organizational cultural differences and the impact of cultural differences on cross cultural issues in organizations. The third objective is to acquire an understanding of the effectiveness of different strategies of international managers working in International Purchasing and Logistics.

## SEMESTER 2 - SPRING SEMESTER

(From early January to end of April - Makeover exam session held in June )

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L3 Bachelor in International Management	5	L3 Undergraduate	L3 MI	<b>Principles of Human Resource Management</b>	The study of effectively selecting, utilizing, assessing and developing managers as well as the role of the Human Resource Department in administering human resources in a changing and demanding environment. Experience in developing and utilizing behavioral science research methods to assess effectiveness.
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L3 Bachelor in International Management	5	L3 Undergraduate	L3 MI	<b>Global Brand Management (Marketing)</b>	
L2 Bachelor in International Management	5	L2 Undergraduate	L2 MI	<b>Communication and Social Codes</b>	This course introduces students to general business communication techniques. Through simulations and presentations, students will improve their own business communication skills.
L1 Bachelor in International Management	5	L1 Undergraduate	L2MI	<b>Accounting</b>	The goal is to provide students an introduction to the basics of Accounting in France and the main international standards.
L2 Bachelor in International Management	5	L2 Undergraduate	L2 MI	Introduction to Sociology	

## GRADUATE/ MASTER LEVEL

International MBA (M1)	5	M1 / M2 Graduate (closed to Seniors)	M1 IMBA	<b>Supply Chain Management</b>	Provide students with an understanding of the Supply Chain Management stakes in a company. Be able to identify issues and come up with recommendations at strategic and tactical levels
International MBA (M1)	5	M1 / M2 Graduate (closed to Seniors)	M1 IMBA	<b>Investment</b>	<b>Prerequisite: In order to take "Investment", students must have basic notions in Finance</b> This course is designed (1) to acquire a solid knowledge of the principles and practice of financial markets; (2) to develop the tools necessary to make good financial decisions.
International MBA (M1)	5	M1 / M2 Graduate (closed to Seniors)	M1 IMBA	<b>Management Accounting and Control</b>	This course is about the use of accounting information by managers for decision making, performance evaluation and control. The goal is to provide students with a conceptual framework for identifying and resolving accounting issues faced by managers
International MBA (M1)	5	M1 / M2 Graduate (closed to Seniors)	M1 IMBA	<b>Human Resource Management</b>	The study of effectively selecting, utilizing, assessing and developing managers as well as the role of the Human Resource Department in administering human resources in a changing and demanding environment. Experience in developing and utilizing behavioral science research methods to assess effectiveness.
International MBA (M1)	5	M1 / M2 Graduate (closed to Seniors)	M1 IMBA	<b>Management Information System</b>	This course is designed to: 1. understand the various information systems 2. consider the various possible applications of Information System (IS) in the organization 3. understand the organizational implications following the implementation of the different IS 4. apprehend IS within concrete examples of firms
International MBA (M1)	5	M1 / M2 Graduate (closed to Seniors)	M1 IMBA	<b>European Business Law</b>	This course will provide students with the fundamental tools they need in order to be able to do business with the EU, whether they live in Europe or elsewhere. Students will gain an understanding of both the practical and theoretical aspects of European business law. We will focus on topics central to business law and to economic analysis, such as free movement law, competition law, environmental law, trade law and state aids law.
International MBA (M1)	5	M1 / M2 Graduate (closed to Seniors)	M1 IMBA	<b>Entreprise 2,0</b>	Enterprise 2.0 module is targeted to update students with the new business practices in the post web 2.0 world. It focuses on the utilization of web 2.0 and Social Media technologies and their implications on marketing, Innovation, knowledge management and strategic efforts of firms today.
Management et Conseil (M1)	5	M1 / M2 Graduate (closed to Seniors)	M1 MC	<b>Globalization and Management (Strategy and Global Organization Design)</b>	This course is about the challenges of Globalization. Students will learn how to be an effective international manager in a complex and dynamic global environment.
International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	M2 IMBA	<b>Entrepreneurship</b>	Students will learn about the basic drives of Entrepreneurship in France and abroad and work on a virtual company (Business Plan).

International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	M2 IMBA	<b>International Negotiation</b>	Designed to give students a solid foundation for a strategic thought and practice in the field of Negotiation, useful to their International Master in Business Management and also for their future personal and professional activities. To do so, the course is based on Game theory and Negotiation theory. - The course is divided into sessions and organized over 4 days.
International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	M2 IMBA	<b>Leadership</b>	This course is taught by 3 instructors : a scholar, a coach and a global instructor. Students will learn the basics, experience simulations and experience self-development activities
International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	M2 IMBA	<b>Digital Marketing and Electronic Commerce</b>	
International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	M2 IMBA	<b>Cross Cultural Management</b>	The first objective is to increase awareness of students' own cultural assumptions and respect for other cultural perspectives. The second objective is to develop and expand knowledge and understanding about the basic drives behind national and organizational cultural differences and the impact of cultural differences on cross cultural issues in organizations. The third objective is to acquire an understanding of the effectiveness of different strategies of international managers
International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	M2 IMBA	<b>Financial Accounting</b>	
Ingénierie financière (M2)	4	M1 / M2 Graduate (closed to Seniors)	M2 IF	<b>Corporate Governance</b>	The course tries to cover in a comparative way the main models of corporate governance and their specific problems. It focuses also on the minority shareholders' protection and on the integration of the European Financial markets through the recent harmonization of financial regulation