



**Course Catalogue**

**BBA Programme**

**Incoming Exchange Students**

**Belo Horizonte Campus**

**Spring 2025**

**Catalogue 1<sup>ère</sup> version  
2024/2025**

Dear Exchange Students,

Welcome to SKEMA Business School!

Here are a few key instructions on how to consult properly the **Belo Horizonte BBA Course Catalogue Spring 2025**.

Please read these instructions carefully:

- 1) Students are expected to follow a minimum of 15 ECTS credits per semester.
- 2) Students can take maximum 30 ECTS credits per semester.
- 3) **When you choose your courses, please pay attention to the slots due to frequent scheduling clashes.**
- 4) Courses within the catalogue are subject to slight changes.
- 5) There is a maximum number of seats available per course.

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## GLOBAL BBA SPRING BELO HORIZONTE

### ACADEMIC RESEARCH & WRITING I

<b>Course Code</b>	BAC.EAINA.OTENG.1001
<b>ECTS Credits</b>	6
<b>Course Leader</b>	MAUCLAIR AUGUSTIN Brandon
<b>Synchronous</b>	39
<b>Discipline</b>	Droit & Humanités
<b>Program</b>	Global BBA
<b>Prerequisites</b>	520 TOEFL score or equivalent
<b>Course Description</b>	This course introduces students to the principal elements of argumentative research writing. It focuses on writing persuasively, developing research skills and improving critical reading skills through reading writing and discussion. Students will learn how to formulate a coherent thesis and support it with evidence drawn from research. They will also learn how to work through the various stages of the writing process to produce a 3000 word research paper.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring, summer
<b>Campus</b>	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	0
Continuous Assessment (%)	100
<b>Academic reference</b>	Lectures obligatoires / Required readings : Writing in the Disciplines, A Reader and Rhetoric for Academic Writers by Mary Lynch Kennedy and William J Kennedy (Pearson) Guidelines for Academic Writing (SKEMA) Lectures Recommandées / Recommended readings :
<b>Websites</b>	

### BUSINESS AND ECONOMICS CALCULUS

<b>Course Code</b>	BAC.EAINA.ECMTH.1702
<b>ECTS Credits</b>	6
<b>Course Leader</b>	DALMASSO Audrey
<b>Synchronous</b>	39
<b>Discipline</b>	Economie
<b>Program</b>	Global BBA
<b>Prerequisites</b>	BAC.EAINA.OTMTH.1701
<b>Course Description</b>	To provide the students with the basic concepts and techniques of differential and integral calculus, as well as an elementary knowledge of matrix algebra, applied to business, economics, management and the social sciences, There will be a strong emphasis on methodology.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring, summer

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<b>Campus</b>	Barcelone, Belo Horizonte, Lille, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	Lectures obligatoires / Required readings : Brief Calculus, an Applied Approach, Larson & Edwards, Houghton Mifflin Company, 9th edition Lectures Recommandées / Recommended readings :
<b>Websites</b>	

**BUSINESS LAW**

<b>Course Code</b>	BAC.EAINA.LTBUS.3703
<b>ECTS Credits</b>	6
<b>Course Leader</b>	SMITH Devin
<b>Synchronous</b>	39
<b>Discipline</b>	Droit & Humanités
<b>Program</b>	Global BBA
<b>Prerequisites</b>	None
<b>Course Description</b>	This course is an introduction to Contract Law. Students will learn the rules governing the terminations of contracts, the penalties attached to them, the consequences of contracts, the contractual liability with a brief presentation of the French legal system down to the causes of termination of contracts; The existence of European Contract Law in view of the increasing weight of international exchanges. It will also cover the United Nations Convention on Contracts for the international sale of goods.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring
<b>Campus</b>	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings :
<b>Websites</b>	

**CONSUMER COMPUTER APPLICATIONS**

<b>Course Code</b>	BAC.EAINA.ISCSE.1301
<b>ECTS Credits</b>	6
<b>Course Leader</b>	MILLELIRI André
<b>Synchronous</b>	39

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<b>Discipline</b>	Autre
<b>Program</b>	Global BBA
<b>Prerequisites</b>	None
<b>Course Description</b>	<p>o raise the level of competence in computing for all, for those within the work force or hoping to join join the work force.</p> <p>To increase productivity for all employees who need to use the computer in their work.</p> <p>To enable better use of investment in the information technology.</p> <p>To ensure all computer users understand the Best Practices and quality issues in using the computer.</p>
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring, summer
<b>Campus</b>	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings :
<b>Websites</b>	Getting started with Office 2010 <a href="http://office.microsoft.com/en-gb/getting-started-with-microsoft-office-2010-FX100996114.aspx?CTT=97">http://office.microsoft.com/en-gb/getting-started-with-microsoft-office-2010-FX100996114.aspx?CTT=97</a>

**CREATIVITY MANAGEMENT**

<b>Course Code</b>	BAC.EAINA.OTCOM.1100
<b>ECTS Credits</b>	6
<b>Course Leader</b>	GRASELLI Yan
<b>Synchronous</b>	39
<b>Discipline</b>	Marketing
<b>Program</b>	Global BBA
<b>Prerequisites</b>	none
<b>Course Description</b>	<p>This course explores creativity as a mindset, a tool that may include, but goes beyond artistic creation. During the course of the semester, we establish a foundational base of creativity and examine key concepts regarding how creativity is fostered in various contexts. We draw on case studies and examples which highlight creativity in various milieus. In addition we will practice and polish techniques which help one to hone creative confidence, to innovate and to manage better. As this is an energetic and vivacious discipline, students will be asked to participate and actively collaborate.</p>
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring
<b>Campus</b>	Barcelone, Belo Horizonte, Lille, Sophia
<b>Evaluation</b>	
Final Examination	40

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(%)	
Continuous Assessment (%)	60
<b>Academic reference</b>	
<b>Websites</b>	

**ENTREPRENEURSHIP AND INNOVATION**

<b>Course Code</b>	BAC.EAINA.ECBUS.3750
<b>ECTS Credits</b>	6
<b>Course Leader</b>	SMITH Devin
<b>Synchronous</b>	39
<b>Discipline</b>	Stratégie, Innovation & Entrepreneuriat
<b>Program</b>	Global BBA
<b>Prerequisites</b>	junior year
<b>Course Description</b>	Entrepreneurship today has been too narrowly defined as meaning simply starting a new business. Little attention has been given to individuals who develop or have the mindset, skills and tools to create change to improve the world or make a difference in existing businesses, as well as those starting new businesses. Throughout the course students will be exposed to both theoretical and practical/experiential learning situations. Groups will develop a concept and investigate the concepts market size, prospects, channels, alliances, resources, activities, revenue streams, and expenses to introduce their product/service/process.
<b>Course Open to Exchange</b>	
<b>Semester</b>	spring
<b>Campus</b>	Barcelone, Belo Horizonte, Dubaï, Lille, Nanjing, Raleigh, Sophia, Stellenbosch-Le Cap
<b>Evaluation</b>	
Final Examination (%)	100
Continuous Assessment (%)	0
<b>Academic reference</b>	
<b>Websites</b>	

**ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT**

<b>Course Code</b>	BAC.EAINA.STBUS.2100
<b>ECTS Credits</b>	6
<b>Course Leader</b>	SMITH Devin
<b>Synchronous</b>	45
<b>Discipline</b>	Stratégie, Innovation & Entrepreneuriat
<b>Program</b>	Global BBA
<b>Prerequisites</b>	Introduction to Business
<b>Course Description</b>	This course is designed to integrate the core concepts of entrepreneurship with managing a small business. Managing a small business is very different from managing a large one primarily due to the limited resources available to small businesses. These limitations can

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	<p>result in budget constraints, staffing issues, and market boundaries. Small business management requires creativity, innovation, and significant customer, financial, and market insights in order to survive in a volatile, business environment.</p> <p>This course aims to provide students with the skills, not just to found a small business but also to manage one.</p> <p>It covers starting up a new business, purchasing a franchise and purchasing an existing business. The course also covers the fundamental financial statements, with a particular focus on cash flow management, that a small business owner must understand.</p>
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring
<b>Campus</b>	Belo Horizonte, Lille, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	
<b>Websites</b>	

**FINANCIAL ACCOUNTING**

<b>Course Code</b>	BAC.EAINA.FIBUS.2201
<b>ECTS Credits</b>	6
<b>Course Leader</b>	CORDAHI Charbel
<b>Synchronous</b>	39
<b>Discipline</b>	Comptabilité
<b>Program</b>	Global BBA
<b>Prerequisites</b>	None
<b>Course Description</b>	This course covers the basic principles of U.S financial accounting, including the presentation of the U.S. GAAP, the basic financial statements, the bookkeeping process, the principles of accounting control and safeguarding of assets.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring, summer
<b>Campus</b>	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	<p>Lectures obligatoires / Required readings :</p> <p>Williams, Haka, Bettner. 14TH EDITION Mc Graw Hill</p> <p>Lectures Recommandées / Recommended readings :</p>
<b>Websites</b>	

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**FINANCIAL ANALYSIS & DECISION MAKING**

<b>Course Code</b>	BAC.EAINA.FIBUS.3410
<b>ECTS Credits</b>	6
<b>Course Leader</b>	DALMASSO Audrey
<b>Synchronous</b>	39
<b>Discipline</b>	Finance
<b>Program</b>	Global BBA
<b>Prerequisites</b>	BAC.EAINA.FIBUS.2202
<b>Course Description</b>	The course will give students basic knowledge and an understanding of corporate finance
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring
<b>Campus</b>	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	Lectures obligatoires / Required readings : Corporate Finance by Jonathan Berk and Peter DeMarzo Lectures Recommandées / Recommended readings :
<b>Websites</b>	

**FINANCIAL MARKETS & INSTITUTIONS**

<b>Course Code</b>	BAC.EAINA.FIBUS.3402
<b>ECTS Credits</b>	6
<b>Course Leader</b>	DALMASSO Audrey
<b>Synchronous</b>	39
<b>Discipline</b>	Finance
<b>Program</b>	Global BBA
<b>Prerequisites</b>	BAC.EAINA.ECBUS.2301 BAC.EAINA.ECBUS.2302 BAC.EAINA.FIBUS.2201
<b>Course Description</b>	To help students gain a basic yet thorough knowledge of the major financial instruments and the way they are traded in financial markets as well as the functioning, strategies, influence and goals of the financial institutions that use these instruments in order to maximize their profits or carry out their mission (the FED). The course will also cover the variable economic elements (interest rates, inflation, money supply) and situations that affect them both on a national and international level.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring
<b>Campus</b>	Belo Horizonte, Lille, Sophia
<b>Evaluation</b>	
Final Examination	40

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(%)	
Continuous Assessment (%)	60
<b>Academic reference</b>	Lectures obligatoires / Required readings : MADURA Financial institutions and markets 10th edition Lectures Recommandées / Recommended readings :
<b>Websites</b>	

**GLOBALIZATION AND DEVELOPMENT**

<b>Course Code</b>	BAC.EAINA.ECBUS.3150
<b>ECTS Credits</b>	6
<b>Course Leader</b>	JOUSSEMET Caroline
<b>Synchronous</b>	39
<b>Discipline</b>	Economie
<b>Program</b>	Global BBA
<b>Prerequisites</b>	junior year
<b>Course Description</b>	This course is studied from specific regional perspectives. Globalization is a multidimensional process that affects every single aspect of our societies, changes our daily lives and determines our future. No nation is unconcerned as new global issues arise, such as climate change or the consequences of the demographic explosion. This new world calls for new strategies and a new form of governance; theories and analysis must integrate new perspectives and promote a global mindset; the survival of our species (and other species) is at stake.
<b>Course Open to Exchange</b>	
<b>Semester</b>	spring
<b>Campus</b>	Barcelone, Belo Horizonte, Dubaï, Lille, Nanjing, Raleigh, Sophia, Stellenbosch-Le Cap
<b>Evaluation</b>	
Final Examination (%)	100
Continuous Assessment (%)	0
<b>Academic reference</b>	
<b>Websites</b>	

**INTERNATIONAL ECONOMY**

<b>Course Code</b>	BAC.EAINA.ECBUS.3500
<b>ECTS Credits</b>	0
<b>Course Leader</b>	HAAS DORNAS Karen
<b>Synchronous</b>	39
<b>Discipline</b>	Autre
<b>Program</b>	Global BBA
<b>Prerequisites</b>	none
<b>Course Description</b>	The course builds a systematic understanding of the three main pillars of the global economy - trade, investment and finance - and their interrelationships. Theory will be used to analyze

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	global economic challenges, trends and events.
<b>Course Open to Exchange</b>	
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte
<b>Evaluation</b>	
Final Examination (%)	100
Continuous Assessment (%)	0
<b>Academic reference</b>	
<b>Websites</b>	

**INTERNATIONAL LOGISTICS AND TRADE**

<b>Course Code</b>	BAC.EAINA.ECBUS.3650
<b>ECTS Credits</b>	6
<b>Course Leader</b>	SMITH Devin
<b>Synchronous</b>	0
<b>Discipline</b>	Autre
<b>Program</b>	Global BBA
<b>Prerequisites</b>	junior year
<b>Course Description</b>	The aims of the course are to enable students to discover the specificities, risks and challenges of international business transactions; to learn about the main techniques in pricing, payment systems, risk coverage & transport systems in relation to major market clearing systems. Topics include: International trade and market entry; the development of a service offer, logistics, payment methods and specialized partners; currency risk and settlement systems. The course is studied from specific national perspectives.
<b>Course Open to Exchange</b>	
<b>Semester</b>	spring
<b>Campus</b>	Barcelone, Belo Horizonte, Dubaï, Lille, Nanjing, Raleigh, Sophia, Stellenbosch-Le Cap
<b>Evaluation</b>	
Final Examination (%)	100
Continuous Assessment (%)	0
<b>Academic reference</b>	
<b>Websites</b>	

**INTRODUCTION TO BUSINESS**

<b>Course Code</b>	BAC.EAINA.OTBUS.1000
<b>ECTS Credits</b>	6
<b>Course Leader</b>	MILLELIRI André
<b>Synchronous</b>	39
<b>Discipline</b>	Autre

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<b>Program</b>	Global BBA
<b>Prerequisites</b>	none
<b>Course Description</b>	A broad and general knowledge of the world of business is essential in today's world. This introductory course will acquaint students with the general knowledge necessary to function in a business environment. Students will acquire and employ crucial vocabulary and key concepts which are pertinent in the business domain. The course is taught by experts in various fields such as: finance, marketing, global business, event management, e-business and entrepreneurship. Throughout the course of the semester, students will have the opportunity to explore and examine various career options.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring
<b>Campus</b>	Barcelone, Belo Horizonte, Lille, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	
<b>Websites</b>	

**INTRODUCTION TO BUSINESS RESEARCH**

<b>Course Code</b>	BAC.EAINA.STBUS.2990
<b>ECTS Credits</b>	6
<b>Course Leader</b>	LUCIO Alessio
<b>Synchronous</b>	39
<b>Discipline</b>	Stratégie, Innovation & Entrepreneuriat
<b>Program</b>	Global BBA
<b>Prerequisites</b>	-
<b>Course Description</b>	-
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring
<b>Campus</b>	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	100
Continuous Assessment (%)	0
<b>Academic reference</b>	
<b>Websites</b>	

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**LEGAL ISSUES**

<b>Course Code</b>	BAC.EAINA.ECBUS.3450
<b>ECTS Credits</b>	6
<b>Course Leader</b>	SMITH Devin
<b>Synchronous</b>	39
<b>Discipline</b>	Autre
<b>Program</b>	Global BBA
<b>Prerequisites</b>	junior year
<b>Course Description</b>	<p>The central goal of this course is to prepare students for potential legal issues they may face in their business careers.</p> <p>Students will understand how the legal system functions and how it can impact business decisions.</p> <p>Students will learn about legal process, the most important substantive business legal principles, and the government regulatory process, thus enabling them to: (1) identify the complexities of the legal system and its processes,</p> <p>(2) recognize common legal problems facing businesses, (3) communicate effectively when discussing legal processes and issues,</p> <p>(4) analyze situations provided in case studies and defend their positions in an informed and structured manner, and</p> <p>(5) apply knowledge of legal norms in relation to employment situations. This course uses regionally-based case studies.</p>
<b>Course Open to Exchange</b>	
<b>Semester</b>	spring
<b>Campus</b>	Barcelone, Belo Horizonte, Dubaï, Lille, Nanjing, Raleigh, Sophia, Stellenbosch-Le Cap
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	
<b>Websites</b>	

**MACRO ECONOMICS**

<b>Course Code</b>	BAC.EAINA.ECBUS.2301
<b>ECTS Credits</b>	6
<b>Course Leader</b>	CORDAHI Charbel
<b>Synchronous</b>	39
<b>Discipline</b>	Autre
<b>Program</b>	Global BBA
<b>Prerequisites</b>	None
<b>Course Description</b>	<p>This course is an introduction to macroeconomics and economic methodology. It covers basic economic concepts and forces in real and monetary macroeconomics, providing the necessary theoretical tools to understand current problems and policies</p>
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring, summer

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<b>Campus</b>	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings : Case and Fair - Economics Principles - 9th ed. Mankiw and Taylor - Principles of Economics - 2nd ed. Cengage Learning
<b>Websites</b>	

**MANAGEMENT MODELS**

<b>Course Code</b>	BAC.EAINA.HRBUS.2000
<b>ECTS Credits</b>	6
<b>Course Leader</b>	HAAS DORNAS Karen
<b>Synchronous</b>	14
<b>Discipline</b>	Management & Organisation
<b>Program</b>	Global BBA
<b>Prerequisites</b>	-
<b>Course Description</b>	-This course presents the main management theories; the scientific theory in studying management; the importance of management; evaluation and management schools; also management evaluation and characteristics of poor management. Moreover, the course provides a critical analysis of the different aspects of this thought and how these aspects are linked to behavioral patterns prevailing in industrialized societies.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring
<b>Campus</b>	Belo Horizonte
<b>Evaluation</b>	
Final Examination (%)	60
Continuous Assessment (%)	40
<b>Academic reference</b>	COLE, Gerald A.; KELLY, Phil. Management theory and practice. Boston: Cengage Learning, 2015. HILL, Charles WL; JONES, Gareth R.; SCHILLING, Melissa A. Strategic management: Theory & cases: An integrated approach. Cengage Learning, 2014. ROBBINS, Stephen P. et al. Management. Pearson, EUA, 2017. DAFT, Richard L.; MARCIC, Dorothy. Understanding management. Cengage Learning, 2016. DAFT, Richard L. Organization theory and design. Cengage learning, 2015. TAYLOR, Frederick Winslow. Scientific management. Routledge, 2004.
<b>Websites</b>	

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**MANAGERIAL ACCOUNTING**

<b>Course Code</b>	BAC.EAINA.FIBUS.2202
<b>ECTS Credits</b>	6
<b>Course Leader</b>	CORDAHI Charbel
<b>Synchronous</b>	39
<b>Discipline</b>	Autre
<b>Program</b>	Global BBA
<b>Prerequisites</b>	BAC.EAINA.FIBUS.2201
<b>Course Description</b>	The course will give students a basic knowledge of how to use managerial accounting tools and techniques that will assist management to achieve their stated goals and objectives.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring
<b>Campus</b>	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	Lectures obligatoires / Required readings : Financial and Managerial Accounting, Williams/Haka/Bettner/Carcello Lectures Recommandées / Recommended readings :
<b>Websites</b>	

**MARKETING PRINCIPLES**

<b>Course Code</b>	BAC.EAINA.MKBUS.3601
<b>ECTS Credits</b>	6
<b>Course Leader</b>	GRASSELLI Yan
<b>Synchronous</b>	39
<b>Discipline</b>	Autre
<b>Program</b>	Global BBA
<b>Prerequisites</b>	None
<b>Course Description</b>	This course is designed as an introduction to the principles of marketing and the marketing function in product and service-oriented organisations. The course will focus on the understanding of key concepts in marketing and their application through case studies. Students will be exposed to marketing analysis, planning, implementation and control, while learning how to write a marketing plan through the marketing project, which is an important component of this course.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring
<b>Campus</b>	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60

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<b>Academic reference</b>	Lectures obligatoires / Required readings : Armstrong, G. & Kotler, Ph. "Marketing: An Introduction" (10th or 11th ed.). Prentice Hall Lectures Recommandées / Recommended readings :
<b>Websites</b>	

**MICRO ECONOMICS**

<b>Course Code</b>	BAC.EAINA.ECBUS.2302
<b>ECTS Credits</b>	6
<b>Course Leader</b>	CORDAHI Charbel
<b>Synchronous</b>	39
<b>Discipline</b>	Autre
<b>Program</b>	Global BBA
<b>Prerequisites</b>	None
<b>Course Description</b>	This is an introductory course in microeconomics. It provides students with the fundamental concepts and tools of economic analysis.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring, summer
<b>Campus</b>	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings : Economics - NG Mankiw & M Taylor - 2nd edition, South- Western, Cengage Learning Principles of Economics - Case, Fair, and Oster - 9th edition, Prentice Hall/Pearson Intl Edition
<b>Websites</b>	

**NEGOTIATION AND GLOBAL LEADERSHIP**

<b>Course Code</b>	BAC.EAINA.STBUS.3910
<b>ECTS Credits</b>	6
<b>Course Leader</b>	HAAS DORNAS Karen
<b>Synchronous</b>	39
<b>Discipline</b>	Autre
<b>Program</b>	Global BBA
<b>Prerequisites</b>	none
<b>Course Description</b>	Development of persuasion skills in Leadership. The Negotiation Process. Concepts and approaches about the conflict process. Interpersonal conflicts: types and resolution. Negotiation phases. Constraints: power, time, information. Distributive (Competitive) Negotiation and Integrative (Collaborative) Negotiation. Method of effective communication and active listening. Deal Makers e Deal-Breakers Problem-Solver. Harvard Negotiation Method. Tactics and approaches for optimizing agreements. Rapport. Batna. Models and

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	Styles of Negotiators
<b>Course Open to Exchange</b>	
<b>Semester</b>	spring
<b>Campus</b>	Belo Horizonte
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	
<b>Websites</b>	

**ORGANIZATIONAL BEHAVIOR**

<b>Course Code</b>	BAC.EAINA.HRBUS.3013
<b>ECTS Credits</b>	6
<b>Course Leader</b>	JOUSSEMET Caroline
<b>Synchronous</b>	39
<b>Discipline</b>	Autre
<b>Program</b>	Global BBA
<b>Prerequisites</b>	None
<b>Course Description</b>	The course aims to help students understand workplace behaviour with a view to understanding how to manage people. The course investigates how organizational effectiveness depends on both individual and group-level factors, it also covers the influence an organisation's internal environment will have on the workforce.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring
<b>Campus</b>	Belo Horizonte, Lille, Nanjing, Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	Lectures obligatoires / Required readings : Reading: 'The Anglo Cluster: legacy to the British Empire' by Ashkanasy et al Robbins, S. 'Organizational Behavior', Pearson Education Lectures Recommandées / Recommended readings :
<b>Websites</b>	

**PLANNING AND PRODUCTION CONTROL**

<b>Course Code</b>	BAC.EAINA.STBUS.3650
<b>ECTS Credits</b>	6
<b>Course Leader</b>	HAAS DORNAS Karen
<b>Synchronous</b>	39
<b>Discipline</b>	Stratégie, Innovation & Entrepreneuriat
<b>Program</b>	Global BBA

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<b>Prerequisites</b>	-
<b>Course Description</b>	This course studies the concepts and structure of production administration. Production systems. Inventory management. Development and process of new products. Production planning and control. MRP (Material Needs Calculation) and MRP II (Manufacturing Resource Planning) Production planning and control functions. Sales forecast. Sales information and adjustments to operational capacity. Physical arrangement and material handling. Inventory planning and control. ERP systems - Enterprise Resources Planning. Control systems and their operationalization. Modern techniques of production administration.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring
<b>Campus</b>	Belo Horizonte
<b>Evaluation</b>	
Final Examination (%)	100
Continuous Assessment (%)	0
<b>Academic reference</b>	
<b>Websites</b>	

**PRINCIPLES OF MODERN MANAGEMENT**

<b>Course Code</b>	BAC.EAINA.HRBUS.3501
<b>ECTS Credits</b>	6
<b>Course Leader</b>	JOUSSEMET Caroline
<b>Synchronous</b>	39
<b>Discipline</b>	Autre
<b>Program</b>	Global BBA
<b>Prerequisites</b>	None
<b>Course Description</b>	This course should help students to acquire management knowledge and to develop management skills It enables the students to understand management as it relates to both the employer and employee and to acquaint the student with the various schools of management and the philosophy of management.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring
<b>Campus</b>	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	100
Continuous Assessment (%)	0
<b>Academic reference</b>	
<b>Websites</b>	

**PUBLIC SPEAKING AND PRESENTATIONS SKILLS**

<b>Course Code</b>	BAC.EAINA.OTCOM.2370
<b>ECTS Credits</b>	6

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<b>Course Leader</b>	MAUCLAIR AUGUSTIN Brandon
<b>Synchronous</b>	39
<b>Discipline</b>	Autre
<b>Program</b>	Global BBA
<b>Prerequisites</b>	BAC.EAINA.LGENG.1001
<b>Course Description</b>	This course combines theory with practice. Students will develop their public speaking skills and learn to contribute well to the assessment of their peers. The course also focuses on methods and strategies of speech writing to persuade and inform the audience. Students will learn how to produce effective PowerPoint presentations, and how to perform business presentations both individually and in groups.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring, summer
<b>Campus</b>	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	Lectures obligatoires / Required readings : The Art of Public Speaking, Stephen E. Lucas, Mc Graw Hill, 11th Edition Lectures Recommandées / Recommended readings :
<b>Websites</b>	

**STATISTICS FOR BUSINESS DECISIONS**

<b>Course Code</b>	BUS.EAINA.ECBUS.2702
<b>ECTS Credits</b>	6
<b>Course Leader</b>	DALMASSO Audrey
<b>Synchronous</b>	39
<b>Discipline</b>	Autre
<b>Program</b>	Global BBA
<b>Prerequisites</b>	BAC.EAINA.OTMTH.1701
<b>Course Description</b>	The objective of this course is to acquaint students with the terminology and the methodology used in statistical methods to solve problems in disciplines such as economics, marketing, finance, manufacturing. It introduces methods of collection, analysis, and interpretation of data.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring
<b>Campus</b>	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	Lectures obligatoires / Required readings :

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	Applied Business Statistics: Making Better Business Decisions (7th Ed.), Ken Black, Wiley Lectures Recommandées / Recommended readings :
<b>Websites</b>	

**SUSTAINABLE TRANSITIONS**

<b>Course Code</b>	BAC.EAINA.STEVM.1020
<b>ECTS Credits</b>	6
<b>Course Leader</b>	SMITH Devin
<b>Synchronous</b>	39
<b>Discipline</b>	Autre
<b>Program</b>	Global BBA
<b>Prerequisites</b>	-
<b>Course Description</b>	-This course introduces the different dimensions of sustainable development and social responsibility challenges that students will face when they work in a company. The goal is to give them the tools that will allow them to transform the world of tomorrow to make it sustainable. Students will acquire a common base of knowledge and skills and give them the keys to act on the transformations of organizations and will invite them to invent solutions to the challenges and constraints of their environment.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring
<b>Campus</b>	Barcelone, Belo Horizonte, Lille, Raleigh, Sophia
<b>Evaluation</b>	
Final Examination (%)	65
Continuous Assessment (%)	35
<b>Academic reference</b>	
<b>Websites</b>	

**VALUE CREATION STRATEGY**

<b>Course Code</b>	BAC.EAINA.STBUS.4100
<b>ECTS Credits</b>	6
<b>Course Leader</b>	HAAS DORNAS Karen
<b>Synchronous</b>	39
<b>Discipline</b>	Autre
<b>Program</b>	Global BBA
<b>Prerequisites</b>	Senior Year
<b>Course Description</b>	The course works with the importance of strategic alignment in organizations, to build models of Competitive Intelligence and Business Intelligence through business strategies in the sense of monitoring through modern tools.
<b>Course Open to Exchange</b>	
<b>Semester</b>	fall, spring
<b>Campus</b>	Barcelone, Belo Horizonte, Dubaï, Lille, Nanjing, Raleigh, Sophia, Stellenbosch-Le Cap

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<b>Evaluation</b>	
Final Examination (%)	40
Continuous Assessment (%)	60
<b>Academic reference</b>	
<b>Websites</b>	