
Course Catalogue

Incoming Students

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

Cited as one of the top post-baccalaureate schools in France, its Grande École Program offers a 5-year course leading to an official Master level degree which is also internationally accredited by AMBA as of October 2014, AACSB as of February 2020 and most recently EQUIS in December 2025

English - Fall 2026



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COURSE SELECTION RULES AND ACADEMIC CALENDAR

International students enrolled as Study Abroad or Exchange students can select English-taught courses from two different programs:

- Global Immersion Program (GIP) – Undergraduate

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

- Master in Management Program (MIM) – Postgraduate

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

Please take into account that courses from MIM and GIP cannot be mixed and it is not possible to mix English/French programs or 4th year and 5th year courses.

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

Starting and ending dates will vary according to the track:

Track	Courses	Add & Drop Period	Exam Period	Break Time	Resit Exam Period*
Global Immersion Program	Sept. 21, 2026 - Dec. 11, 2026	Sept. 28, 2026 - Oct. 2, 2026	Dec. 14, 2026 - Dec. 18, 2026	Nov. 2, 2026 - Nov. 8, 2026	Mar. 1, 2027 - Mar. 5, 2027
MIM – Year 4	Sept. 21, 2026 - Dec. 10, 2026		Dec. 14, 2026 - Dec. 18, 2026	Nov. 9 – Nov. 14, 2026 Nov. 23 – Nov. 27, 2026	Aug. 30, 2027 - Sept. 10, 2027
MIM – Year 5	Sept. 23, 2026 - Dec. 4, 2026		Dec. 16, 2026 - Dec. 18, 2026		Aug. 30, 2027 - Sept. 3, 2027

A mandatory Orientation Day will be held for all students on September 17th.

***Resit exams for the Master in Management Program will be held on campus. No online resit will be organized.**



GLOBAL IMMERSION PROGRAM COURSE LIST – ONLY UNDERGRADUATE

The Global Immersion Program is the ideal way to become familiar with the world of business, while making the most of life in Paris!

The program allows you to specialize your study abroad semester in Management, Luxury or International Business; with the option to complete a Certificate of Business as mentioned on page 6 or remain global by undertaking between 6 and 30 ECTS per semester.

SECOND/THIRD YEAR (UNDERGRADUATE LEVEL)

This track takes place from **September 17th to December 18th, 2026** (Orientation Day and exams included).

Course Code	Track	Module	ECTS
S4MKG001	PSB SA	Luxury Brand Management	6
S4MKG002	PSB SA	Luxury Retail	6
S4MKG003	PSB SA	Marketing applied to Luxury	6
S4SOM001	PSB SA	Management of Change and Innovation	6
S4SOM006	PSB SA	Principles of Operations Management	6
S4SOM064	PSB SA	Business consulting	6
S4SOM004	PSB SA	International Strategic Management	6
S4SOM005	PSB SA	Organizational Behavior	6
S4COM062	PSB SA	Intercultural Communication	6
S4INT063	PSB SA	Doing Business in Europe	6
S4INT026	PSB SA	International Business	6
S4MKG015	PSB SA	International Marketing	6
S4FIN002	PSB SA	Corporate Finance	6
S4FIN003	PSB SA	International Finance	6
S4LNG001	PSB SA	French Beginner	6

Courses will take place from Monday to Friday. Please note that although each course has a fixed time slot, sessions may not be held every single week. All contact hours are delivered as planned in the syllabi.

No courses will be scheduled during the Add & Drop week.



CERTIFICATE OF BUSINESS

You will find hereafter a list of the three different Certificate of Business from Paris School of Business and the courses you need to complete to get one. You need to undertake and pass the mentioned three courses, as well as undertaking and passing two additional courses from the PSB Global Immersion Program.

- **CERTIFICATE IN LUXURY**

Students undertaking and passing the three following core courses and two additional courses from the PSB GIP track can get the PSB Certificate of Business in Luxury.

Course Code	Track	Module	ECTS
S4MKG001	PSB SA	Luxury Brand Management	6
S4MKG002	PSB SA	Luxury Retail	6
S4MKG003	PSB SA	Marketing applied to Luxury	6

+ two other courses from the Global Immersion Program

- **CERTIFICATE IN MANAGEMENT**

Students undertaking and passing the three following core courses and two additional courses from the PSB GIP track can get the PSB Certificate of Business in Management.

Course Code	Track	Module	ECTS
S4SOM001	PSB SA	Management of Change and Innovation	6
S4SOM006	PSB SA	Principles of Operations Management	6
S4SOM004	PSB SA	International Strategic Management	6

+ two other courses from the Global Immersion Program

- **CERTIFICATE IN INTERNATIONAL BUSINESS**

Students undertaking and passing the three following core courses and two additional courses from the PSB GIP track can get the PSB Certificate of Business in International Business.

Course Code	Track	Module	ECTS
S4FIN003	PSB SA	International Finance	6
S4MKG015	PSB SA	International Marketing	6
S4INT026	PSB SA	International Business	6

+ two other courses from the Global Immersion Program



MASTER IN MANAGEMENT COURSE LIST – ONLY POSTGRADUATE

Paris School of Business' 5-year Master in Management Program consists of three years of undergraduate level studies and two years of postgraduate level studies. International students wishing to enroll in an English-taught program can select courses from the fourth year of fifth year and undertake from 5 to 30 ECTS per semester (1 course minimum and 6 maximum).

FOURTH YEAR (POSTGRADUATE LEVEL)

Please note that classes from this track will not have a fixed schedule and classes' time slots are likely to change from one week to another.

This track takes place from **September 17th to December 18th, 2026** (Orientation Day and exams included).

Course Code	Track	Module	ECTS
P4SOM008	PSB MIM M1 IT	Strategy & International Development	5
P4ECO013	PSB MIM M1 IT	Contemporary Economic Challenges	5
P4SOM148	PSB MIM M1 IT	Management & Leadership	5
P4FIN002	PSB MIM M1 IT	Finance For Managers	5
TBC	PSB MIM M1 IT	Marketing Management: Integrated Communication	5
TBC	PSB MIM M1 IT	Business Law	5

Courses will take place from Wednesday to Saturday. Students from the Master in Management – Year 4 track can expect to not have any courses on Monday and Tuesdays (except for the first week of instruction).

FIFTH YEAR (POSTGRADUATE LEVEL)

Please note that, classes from this track will not have a fixed schedule and classes' hours are likely to change from one week to another.

This track takes place from **September 17th, 2026 to December 18th, 2026** (Orientation Day and exams included).



Course Code	Track	Module	ECTS
P5ECO001	PSB MIM M2 IT	International Business and the World Economy	5
P5FIN074	PSB MIM M2 IT	International Finance	5
TBC	PSB MIM M2 IT	Advanced Organisational Behaviour	5
P5LTX041	PSB MIM M2 IT	International Business Law	5
P5SOM068	PSB MIM M2 IT	Digital Business and Big Data	5
TBC	PSB MIM M2 IT	Global Supply Chain Management	5

Courses will take place from Tuesday to Friday (except for the first week of classes). Students from the Master in Management – Year 5 track can expect to not have any courses on Monday.



GLOBAL IMMERSION PROGRAM (GIP)

Undergraduate



LUXURY BRAND MANAGEMENT

Course Code	S4MKG001
Language of Instruction	English
Level	Undergraduate
Track	Global Immersion Program
Semester	Fall Semester
Number of ECTS	6
Schedule	Total number of contact hours: 26.5
Campus	Campus Delta: 16 rue Claude Bernard, 75005 Paris
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

This module employs a comprehensive approach to examining luxury brand distribution and business models with respect to leading groups such as LVMH, Kering, and others. An introduction to international development strategies in the luxury business sector is provided.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

On successful completion of this module, students should be able to:

- Debate firm strategies with respect to cultural backgrounds
- Propose operational solutions to company problems

During this module, which is divided into two parts, students will develop the following additional competencies:

Part 1: The luxury market and its actors

The course aims to explore the Luxury Fashion Business, including key luxury markets, by itself and specifically considering consumer behavior and related emerging trends. Students will develop critical insights into the complexities of the luxury markets and the preferences of affluent consumers.

Part 2: Luxury best practices

The purpose of the course is to offer students comprehensive knowledge about the fundamentals in luxury, and to foster students' creative and critical thinking capacities to work for a luxury brand. At the end of the class, students be able to:

- Apply special codes and practices to manage different product lines in brand portfolio
- Adapt to new market tendencies, while remaining faithful to its identity
- Cater to desires of new generation of consumers
- Explore creativity through cross-boundary collaborations

LEARNING RESOURCES:

Kapferer, J.-N. (2025). The luxury strategy: Break the rules of marketing to build luxury brands. Kogan Page.

Lowe, A. (2023). Fashion brand management: Plan, scale and market a successful fashion business. Kogan Page.

Solomon, Michael R. & Mrad, M. (2022). Fashion & luxury marketing. Sage.



LUXURY RETAIL

Course Code	S4MKG002
Language of Instruction	English
Level	Undergraduate
Track	Global Immersion Program
Semester	Fall Semester
Number of ECTS	6
Schedule	Total number of contact hours: 26.5
Campus	Campus Delta: 16 rue Claude Bernard, 75005 Paris
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

This course is an introduction to luxury retail. After identifying the key elements of the luxury market, the course will highlight the evolution from the point-of-sale to the current revolutions in luxury customer experience through ambient technologies and a focus on changing consumer demand. It seeks to boost students' creative capacities and underline the importance of the customer relationship management.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

On successful completion of this module, students should be able to:

- Present a comprehensive overview of the Global Luxury Retail Markets with a focus on French luxury market.
- Understand the main challenges of luxury retail.
- Analyze and diagnose different types of retail concepts.
- Identify the last strategic distribution trends for the luxury retail markets.

LEARNING RESOURCES:

Kapferer, J.-N. & Bastien, V. (2023) The new luxury strategy: Beyond digital transformation. Kogan Page.

Okonkwo, U. (2024). Luxury fashion branding in the age of AI & sustainability. Springer.

Dubois, B., & Paternault, C. (2018). Luxury brand management: A European perspective. *Journal of Luxury Brand Management*, 22(2), 90–105.

D'Arpizio, C., Levato, F., Steiner, A., & de Montgolfier, J. (2024). *Luxury in transition: Securing future growth* [Bain & Company luxury report, 2024 ed.]. Bain & Company.



MARKETING APPLIED TO LUXURY

Course Code	S4MKG003
Language of Instruction	English
Level	Undergraduate
Track	Global Immersion Program
Semester	Fall Semester
Number of ECTS	6
Schedule	Total number of contact hours: 26.5
Campus	Campus Delta: 16 rue Claude Bernard, 75005 Paris
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

After an introduction to the luxury sector and its key concepts, this course will cover the traditional approach to marketing in order to compare it to the marketing approach applied within the luxury sector. This course is divided into three main sections:

1. Market analysis
2. Strategic marketing
3. Operational marketing

During each session, student groups will be given time in class to work on their project, so that they can immediately apply what they have learnt in class and get guidance from the teacher if necessary.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

On successful completion of this module, students should be familiar with luxury codes (specificities) and communication, and proficient in outlining and emphasizing the ways in which luxury marketing is different from the 'classic' marketing used in mass market contexts. They should be able to:

1. Explain the differences between business-as-usual scenario and what is specific in the marketing of luxury brand.
2. Describe luxury clients and identify their needs.
3. Analyze and diagnose a luxury company on its market.
4. Make managerial recommendations.

LEARNING RESOURCES:

CapGemini. (2021). World wealth report. <https://worldwealthreport.com/resources/world-wealth-report-2021/>
DePino, F. (March 1, 2024). Target audience for luxury brands: Engaging elite consumers. Mediaboom. Target audience for luxury brands. <https://mediaboom.com/news/target-audience-for-luxury-brands/>

Danziger, P. N. (March 14, 2022). Forget quality and sustainability: high price drives consumer demand for luxury brands. Forbes. <https://www.forbes.com/sites/pamdanziger/2022/03/12/forget-quality-and-sustainability-high-price-drives-consumer-demand-for-luxury-brands/>

Diginamix. (n.d.). How luxury pricing psychology elevates brand perception. <https://www.diginamix.marketing/how-luxury-pricing-psychology-elevates-brand-perception>

Kapferer, J.-N. (2015). Kapferer on luxury: How luxury brands can grow yet remain rare. Kogan Page.

Gutiérrez-Ravé Villalon, P. (n.d.). 8 fundamental values that today's consumer seeks in luxury. Luxonomy. <https://luxonomy.net/8-fundamental-values-that-todays-consumer-seeks-in-luxury/>

Danziger, P. (October 13, 2016). 10 core values that make a brand luxury. BrandKnew. <https://www.brandknewmag.com/10-core-values-that-make-a-brand-luxury/>

D'Arpizio, C. & Levato, F. (2024). Long live luxury (?): Adjusting buoyancy in troubled waters [Presentation slides]. Altagama. https://altagama.it/media/source/240618%20-%20Bain%20-%20Altagama%20-%20Spring%20Update%20ONSCREEN_1.pdf



MANAGEMENT OF CHANGE AND INNOVATION

Course Code	S4SOM001
Language of Instruction	English
Level	Undergraduate
Track	Global Immersion Program
Semester	Fall Semester
Number of ECTS	6
Schedule	Total number of contact hours: 26.5
Campus	Campus Delta: 16 rue Claude Bernard, 75005 Paris
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

The goal of this course is to investigate the key concepts of the management of innovation, with a focus on how AI is revolutionizing several industries and business fields. This course focuses on three aspects of management of innovation and creativity, innovation management and management of change.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

On successful completion of this module, students should be able to:

- Define the role of innovation and change in enterprise and national level economic performance
- Describe the technological, human, economic, organizational, social and other dimensions of innovation
- Demonstrate and better manage the effects of change on people and work systems
- Demonstrate that the effective management of technological innovation requires the integration of people, processes and technology

LEARNING RESOURCES:

Amabile, T., Conti, R., Coon, H., Lazenby, J., & Herron, M. (1996). Assessing the work environment for creativity. *The Academy of Management Journal*, 39(5), 1154–1184.

Birkinshaw, J. & Gibson, C. (2004). Building ambidexterity into organization. *MIT Sloan Management Review*, 45(4), 47–55.

Birkinshaw, J., Bessant, J., & Delbridge, R. (2007). Finding, forming and performing: Creating networks for discontinuous innovation. *California Management Review*, 49(3), 67–84.

Chesbrough, H. W. & Garman, A. R. (December 2009). How open innovation can help you cope in Lean times. *Harvard Business Review*, 87(12), 70–79.

Cohendet, P., Grandadam, D., & Simon, L. (2010). The anatomy of the creative city. *Industry & Innovation*, 17(1), 91–111.

Kotter, J. P. (January 2007). Leading change: Why transformation efforts fail. *Harvard Business Review*, 85(1).

Langdon, P. (2002). The coming of the creative class. *Planning*, 68(7), 10–13.

Martin, R. L. (June 2011) The innovation catalysts. *Harvard Business Review*, 89(6), 2–7.



PRINCIPLES OF OPERATIONS MANAGEMENT

Course Code	S4SOM006
Language of Instruction	English
Level	Undergraduate
Track	Global Immersion Program
Semester	Fall Semester
Number of ECTS	6
Schedule	Total number of contact hours: 26.5
Campus	Campus Delta: 16 rue Claude Bernard, 75005 Paris
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

This course is designed to provide an introduction to the fundamentals of operations management through a series of case studies. A strong emphasis is placed upon developing an understanding of the importance of operations management, with respect to both its supportive function and its role within a company.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

On successful completion of this module, students should be able to:

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

LEARNING RESOURCES:

Monczka, R., Handfield, R., Giunipero, L.C., Patterson, J.L. & Waters, D. (2010), Purchasing and supply chain management (4th ed.). Cengage.

Webster, K. (2017). The circular economy: A wealth of flows (2nd ed.). Ellen MacArthur Foundation.

Gelderman, C. J. & Van Weele, A. J. (2002). Strategic direction through purchasing portfolio management: A case study, Journal of Supply Chain, 38(2), 30–37.

Kraljic, P., (1983). Purchasing must become supply management, Harvard Business Review, 61, 109–117.



BUSINESS CONSULTING

Course Code	S4SOM064
Language of Instruction	English
Level	Undergraduate
Track	Global Immersion Program
Semester	Fall Semester
Number of ECTS	6
Schedule	Total number of contact hours: 26.5
Campus	Campus Delta: 16 rue Claude Bernard, 75005 Paris
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

This course intends to help students better understand their business environment, and to introduce the practice, and the problems that consultants face. The course will shed light on the complex roles that consultants and consulting firms play in enhancing the effectiveness of their clients. Through developing a clear understanding of international business consulting, this course will focus on strategy and management. It will equally explore the job of an international consultant and provide tools and frameworks to help future managers succeed in Business consulting.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

On successful completion of this module, students should be able to:

- Identify the key traits of the consulting business industry: its history, recent trends, and challenges.
- Study different models of business consulting and the steps needed to start a consulting business.
- Prepare a consulting proposal and learn how to construct an offer.
- Simulate and interpret the consulting activities of major consulting companies, applying the acquired skills to solve basic business problems.
- Illustrate the process of preparing and following client relationships.
- Explain the importance of ethics in the field of business consulting.

LEARNING RESOURCES:

- Wickham, L. & Wilcock, J. (2016). Management consulting delivering an effective project. Pearson.
- Fombrun C.J. & Nevins, M. D. (2004). Advice business: The essential tools and models for management consulting. Pearson.
- Masters, K. (February 12, 2020). Amazon advertising drives higher returns for retail brands than Facebook or Google. <https://www.forbes.com/sites/kirimasters/2020/02/12/amazon-advertising-drives-higher-returns-for-brands-than-facebook-or-google/>
- Uncapped. (n.d.). Turbocharge your Amazon store sales with funding - why you need it and where to get it [Blog post]. Uncapped. <https://www.weareuncapped.com/gb/blog/turbocharge-your-amazon-store-sales>
- YouLend (2023). Embedded finance for e-commerce platforms: Launching financial services on your platform [Blog post]. <https://youlend.com/blog/embedded-finance-for-e-commerce-platforms-launching-financial-services-on-your-platform>
- Castaneda, M. (May 23, 2022). Ethics in the consulting industry [Blog post]. Audencia. <https://www.audencia.com/en/actualites/ethics-in-the-consulting-industry-a-new-wave-to-navigate>



- Ghosh, A. (November 12, 2025). Amazon seller statistics that will blow your mind in 2024 [Blog post]. SellerApp. <https://www.sellerapp.com/blog/amazon-seller-statistics/>
- Cline, R. (May 11, 2002). Amazon customer retention rate: Why increasing it matters for Amazon sellers [Blog post]. Nozzle. <https://www.nozzle.ai/insights/increasing-retention-rate-matters-amazon-sellers>
- Weinberg G. M. (1986). The secrets of consulting: A guide to giving and getting advice successfully. Dorset House.
- Weiss, A. (2021). Million dollars consulting (6th ed.). McGraw-Hill.



INTERNATIONAL STRATEGIC MANAGEMENT

Course Code	S4SOM004
Language of Instruction	English
Level	Undergraduate
Track	Global Immersion Program
Semester	Fall Semester
Number of ECTS	6
Schedule	Total number of contact hours: 26.5
Campus	Campus Delta: 16 rue Claude Bernard, 75005 Paris
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

This module focuses on understanding how corporations and companies deal with challenges pertaining to globalization and 'de-globalization' contexts. The course is structured as a mix of lectures, video content, and case studies. A variety of case studies is used to explore both large companies and startups operating in different sectors, such as aeronautics, defence, cosmetics, the pharmaceutical industry, and the automotive industry, among others.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

On successful completion of this module, students should be able to:

- Describe the complexity related to the management of MNE and the challenges dealing with globalization: strategy, managerial practices, cultural perspectives
- Apply conceptual tools and frameworks to make relevant recommendations to international strategy

LEARNING RESOURCES:

Theodoraki, C. & Catanzaro, A. (2022). Widening the borders of entrepreneurial ecosystem through the international lens. *Journal of Technology Transfer*, 47(2), 383–406. <https://doi.org/10.1007/s10961-021-09852-7>

Bartlett, C. A. & Ghoshal, S. (1988). Organizing for worldwide effectiveness: The transnational solution. *California Management Review*, 31(1), 54–74. <https://doi.org/10.2307/41166538>

Mérindol, V. & Versailles, D. W. (2020). Boundary spanners in the orchestration of resources: Global–local complementarities in action. *European Management Review*, 17(1). <https://doi.org/10.1111/emre.12321>

Voegtlin, C., Patzer, M., & Scherer, A. G. (2012). Responsible leadership in global business: A new approach to leadership and its multi-level outcomes. *Journal of Business Ethics*, 105(1), 1–16. <https://doi.org/10.1007/s10551-011-0952-4>



ORGANIZATIONAL BEHAVIOR

Course Code	S4SOM005
Language of Instruction	English
Level	Undergraduate
Track	Global Immersion Program
Semester	Fall Semester
Number of ECTS	6
Schedule	Total number of contact hours: 26.5
Campus	Campus Delta: 16 rue Claude Bernard, 75005 Paris
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

This interdisciplinary course aims to provide future managers with knowledge and understanding of various organizations. By providing the fundamentals of management theory, economics, sociology and psychology, this course examines organizational processes and structures, individual behaviour, group behaviour and leadership strategies. It explores various factors that affect organizational decision making, such as organizational culture, motivation, group dynamics, personal traits, communication and company ethics. Through class discussions, examples and theory application to real cases and scenarios, students will embrace the complexity of organizational environments and will learn to consider multiple aspects and layers in organizational decision-making.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

On successful completion of this module, students should be able to:

- Identify and explain the factors influencing individual behavior, group dynamics, and organizational culture.
- Recognize the impact of one's individual decisions upon the team and workforce
- Compare and analyze the leadership styles
- Recognize and discuss potentially challenging psychological and emotional issues that can arise in the workplace.
- Apply ethical reasoning in analyzing organizational behavior dilemmas and scenarios.

LEARNING RESOURCES:

Robbins, S. P. & Judge, T. A. (2018). Organizational behavior (18th ed.). Pearson Education.

King, D. & Lawley, S. (2022). Organizational behaviour (4th ed.). Oxford University Press.

Scandura, T. A. (2022). Essentials of organizational behavior (3rd ed.). SAGE Publications.



INTERNATIONAL MARKETING

Course Code	S4MKG015
Language of Instruction	English
Level	Undergraduate
Track	Global Immersion Program
Semester	Fall Semester
Number of ECTS	6
Schedule	Total number of contact hours: 26.5
Campus	Campus Delta: 16 rue Claude Bernard, 75005 Paris
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

This module covers global marketing fundamentals, including segmentation, targeting, and positioning across borders; market entry and channel choices for consumer tech, with a focus on smartphones; brand and product portfolio decisions, along with pricing architectures and elasticity; promotion mix and budget allocation, incorporating digital metrics and learning loops; go-to-market and sales planning supported by distribution and retail partnerships; competitive analysis and scenario planning via CESIM Marketing in the smartphone industry; and a post-simulation debrief that links decisions to outcomes and extracts best practices.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

On successful completion of this module, students should be able to:

- Analyze international market environments and customer segments to build evidence-based marketing strategies.
- Provide an integrated marketing mix (product/brand, price, channel, promotion) for multi-country deployment.
- Implement iterative decisions in a marketing simulation thanks to an analysis of competitive and financial dashboards
- Interpret performance results (market share, contribution, CLV proxies) and translate them into managerial actions.

LEARNING RESOURCES:

N/A



CORPORATE FINANCE

Course Code	S4FIN002
Language of Instruction	English
Level	Undergraduate
Track	Global Immersion Program
Semester	Fall Semester
Number of ECTS	6
Schedule	Total number of contact hours: 26.5
Campus	Campus Delta: 16 rue Claude Bernard, 75005 Paris
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

The module provides students with essential knowledge about corporate finance principles and tools. The course focuses on teaching students how to make decisions regarding capital budgeting and valuation and risk-return analysis and international finance. The module provides students with comprehensive knowledge about how corporate managers distribute financial resources and assess investment possibilities and manage risk versus return in both domestic and international markets. Finally, it integrates theoretical concepts with practical examples to develop students' ability to understand financial data and solve real-world problems and make business decisions.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

On successful completion of this module, students should be able to:

- Interpret corporate financial statements and assess financial performance.
- Apply time value of money principles in valuation and investment analysis.
- Analyze and evaluate bonds and stocks using appropriate models.
- Evaluate risk and return trade-offs and their role in corporate finance.
- Understand how financial decisions are affected by international factors such as exchange rates and cross-border investment.

LEARNING RESOURCES:

Ross, S., Westerfield, R., & Bradford, J. (2023). Essentials of corporate finance (11th ed.). McGraw-Hill.



INTERNATIONAL FINANCE

Course Code	SAFIN003
Language of Instruction	English
Level	Undergraduate
Track	Global Immersion Program
Semester	Fall Semester
Number of ECTS	6
Schedule	Total number of contact hours: 26.5
Campus	Campus Delta: 16 rue Claude Bernard, 75005 Paris
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

The course is a study of the global financial environment from the point of view of the multinational enterprise. The course covers the global financial environment, foreign exchange theory and markets, foreign exchange exposure and the financing of the global firm. With the rapid globalization of the world economy, the managers of a firm have to understand that their decisions will be greatly influenced by variables such as exchange rate policies, trade policies, international accounting standards, etc. The goal of this course is to help students understand how the managers of a firm function in this increasingly uncertain environment. This course will focus on four main areas of international finance: (1) key economic theories, (2) financial instruments for risk management, (3) exchange risk management, and (4) international financing and investment issues.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

On successful completion of this module, students should be able to:

- Describe the economics of foreign trade and currency markets
- Determine and hedge transaction, operating and translation risk
- Explain debt and equity financing in a multinational context.

LEARNING RESOURCES:

Bekaert, G. & Hodrick, R. (2018). International financial management (3rd ed.). Cambridge University Press.

Eiteman, D. K., Stonehill, A. I., & Moffet, M. H. (2021). Multinational business finance (15th ed., Global ed.). Pearson Education.

Hull, J. (2021). Options, futures, and other derivatives (11th ed., Global ed.). Pearson.

Krugman, P. R., Obstfeld, M., & Melitz, M. J. (2022). International finance: Theory and policy (12th ed.). Pearson.

Bernoth, K., & Herwartz, H. (2021). Exchange rates, foreign currency exposure and sovereign risk. Journal of International Money and Finance, 117, 102454.

Brigham, E. F. & Ehrhardt, M. C. (2005). Financial management: Theory and practice (11th ed.). Southwestern Educational Publishing,

Bhidé, A. (2010). A call for judgment: Sensible finance for a dynamic economy. Oxford University Press

Frieden, J. (2016). The governance of international finance. Annual Review of Political Science, 19(1), 33-48.

Gokkaya, S., Liu, X., & Stulz, R. M. (2023). Do firms with specialized M&A staff make better acquisitions?. Journal of Financial Economics, 147(1), 75-105.



Kekre, R., & Lenel, M. (2024). The flight to safety and international risk sharing. *American Economic Review*, 114(6), 1650-1691.

Ilut, C., & Saijo, H. (2021). Learning, confidence, and business cycles. *Journal of Monetary Economics*, 117, 354-376.

Summers, L. H. (2000). International financial crises: causes, prevention, and cures. *American Economic Review*, 90(2), 1-16.



INTERNATIONAL BUSINESS

Course Code	S4INT026
Language of Instruction	English
Level	Undergraduate
Track	Global Immersion Program
Semester	Fall Semester
Number of ECTS	6
Schedule	Total number of contact hours: 26.5
Campus	Campus Delta: 16 rue Claude Bernard, 75005 Paris
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

In this course, students will engage in an interactive and cross-knowledge learning experience that leverages the diversity of countries represented in the classroom. Alongside focusing on internationalization, students will learn about the nature of International Business along with its recent trends and challenges, study the differences between domestic and international trade, and summarize the key challenges associated with conducting business across borders.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

On successful completion of this module, students should be able to:

- Distinguish between the different participants in international business
- Discuss the new challenges of International Investment.
- Prepare a solution to choice between the different strategies of entry of international investment
- Simulate and interpret some of international trade terms.
- Apply acquired skills for solving the risk of payment in international trade.
- Explain the importance of culture and ethics in the field of international business.

LEARNING RESOURCES:

Wild, J. J. & Wild, K. L. (2023). International business: The challenges of globalization (10th ed., Global ed.). Pearson.

Cavusgil, T., Knight, G., & Riesenber, J. (2019). International business: The new realities (5th ed.). Pearson.

Hill, C. W. L. / Hult, G. T. M. (2023). International business: Competing in the global marketplace (14th ed.) McGraw-Hill Education.

Wild, J. J. & Wild, K. L. (2023). International business: The challenges of globalization (10th ed. Global ed.). Pearson.

Saylor Foundation. (2007). International business. https://saylordotorg.github.io/text_international-business/



DOING BUSINESS IN EUROPE

Course Code	S4INT063
Language of Instruction	English
Level	Undergraduate
Track	Global Immersion Program
Semester	Fall Semester
Number of ECTS	6
Schedule	Total number of contact hours: 26.5
Campus	Campus Delta: 16 rue Claude Bernard, 75005 Paris
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

In this module, students will engage with content centred around European business practices, particularly those of EU/EEA institutions and the single market, with attention given to policy levers that shape doing business. Country-level market scanning will be investigated with respect to demand, operating costs, and the regulatory context of doing business. Time will be spent examining the various entry modes: exporting, distribution, licensing, JV, acquisition, subsidiaries, alliances, marketplaces. Key aspects of operating in Europe, such as employment frameworks, work councils, collective agreements, and health and safety will be covered alongside intellectual property protections for life sciences and tech – patents, data and market exclusivity, and IP enforcement. The key functions of corporate incumbents (reading annual reports, detailing ownership structures, managing international footprints) will be explored alongside material focused on culture and collaboration: communication styles, prediction exercises, debriefing. The business impact of current events will be explored in a European context, with risk-opportunity mapping and managerial actions being evaluated in specific field cases like the Salon du Chocolat and Salon Made in France (MIF Expo), where channels, sourcing, labeling, and consumer trends are central themes. The content of this course will help students develop skills in evidence standards, citation discipline, and executive storytelling.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

On successful completion of this module, students should be able to:

- Diagnose the attractiveness of a European market using current macro, regulatory, and go-to-market indicators.
- Compare and justify market entry modes against business model needs, capital constraints, and risk–return trade-offs.
- Analyze labor law and employment conditions and evaluate IP protection regimes for research-driven firms.
- Synthesize news into business-relevant implications and near-term operating recommendations.
- Quote, normalize, and cite data from reputable European and global institutions.
- Provide concise professional briefings and collaborate effectively under time pressure.

LEARNING RESOURCES:

N/A



INTERCULTURAL COMMUNICATION

Course Code	S4COM062
Language of Instruction	English
Level	Undergraduate
Track	Global Immersion Program
Semester	Fall Semester
Number of ECTS	6
Schedule	Total number of contact hours: 26.5
Campus	Campus Delta: 16 rue Claude Bernard, 75005 Paris
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

The course content focuses on the analysis of cultural differences at work through the works of three authors who have espoused theories of intercultural management. Through this content, students will gain insights into intercultural management in a business-specific context and learn about applying these insights within an international framework.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

On successful completion of this module, students should be able to:

- Adapt and optimize human resources in line with the company's context.
- Lead international networks and ensure the development of business centers or profit centers.
- Lead an international sales team.
- Develop a human resources policy and strategy.

LEARNING RESOURCES:

Hofstede, G. (2010). *Cultures and organizations: Software of the mind* (3rd ed.). McGraw-Hill Professional.

Hall, E. T. (1966). *The hidden dimension*. Doubleday.

Trompenaars, F., & Hampden-Turner, C. (2020). *Riding the waves of culture: Understanding diversity in global business* (4th ed.). John Murray Press.



FRENCH FOR BEGINNERS

Course Code	S4LNG001
Language of Instruction	English
Level	Undergraduate
Track	Global Immersion Program
Semester	Fall Semester
Number of ECTS	6
Schedule	Total number of contact hours: 26.5
Campus	Campus Delta: 16 rue Claude Bernard, 75005 Paris
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

This beginner-level French course introduces students to the fundamentals of French language and culture. It focuses on developing communication skills in real life situations such as greeting others, introducing oneself, talking about personal information, preferences, family, housing, daily routine and time. Students progressively build basic grammar, vocabulary and phonological awareness while developing listening, speaking, reading and writing skills. The core topics covered include:

Greetings and alphabet

Personal information (name, age, nationality, field or study, residence)

Verbs être and avoir, first-group verbs, and reflexive verbs

Definite articles, possessive adjectives, simple negation

Cities and countries, prepositions of place

Likes and dislikes, daily routine, time and date

Phonetics: alphabet, final consonants, nasal vowels, [e] spelling patterns

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

On successful completion of this module, students should be able to:

- Greet others and introduce themselves appropriately in French.
- Ask and answer simple personal questions (age, nationality, residence, studies).
- Express likes and dislikes using aimer, adorer, détester.
- Talk about where they live, their family and their daily routine.
- Use basic grammar structures (present tense, negation, reflexive verbs, possessive adjectives).
- Recognise and reproduce basic features of French pronunciation.

LEARNING RESOURCES:

FLIPPIZZ. (n.d.). flippizz.com. Ch. 1 « Bienvenue » - Niveau A0

Royer Bahja, C. (2021). En route pour le FLE !. Editions Ellipses. Ch. 2, L. 2 : « Parler de sa routine ».

Alliance Française. (n.d.). CAVILAM [www.cavilam.com]. Dossier thématique « La famille ».



MASTER IN MANAGEMENT

(MIM) – Year 4

Postgraduate



STRATEGY & INTERNATIONAL DEVELOPMENT

Course Code	P4SOM008
Language of Instruction	English
Level	Graduate
Track	PSB MIM M1 IT
Semester	Fall Semester
Number of ECTS	5
Schedule	Total of contact hours : 26.5
Campus	Campus Delta: 16 rue Claude Bernard, 75005 Paris
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

As the environment and businesses become more dynamic and complex, managers are required to formulate and implement strategies that take into account both the internal and external dimensions of the company within an increasingly turbulent international environment. The course first focuses on external and internal analysis and introduces scenario-based working methods to equip students with foresight skills. It then addresses strategic issues related to national and international business development, starting from market logics and the global management of the business portfolio.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

On successful completion of this module, students should be able to:

- Combine relevant strategic analysis tools to assess the situation of a global company in its competitive environment.
- Formulate strategic analyses: projection, strategy formulation, strategic orientation.
- Produce recommendations and discuss/evaluate corporate choices in a national and international environment (open economy, globalization).

LEARNING RESOURCES:

J. Johnson, R. Whittington, P. Regnér, D. Angwin, G. Johnson, K. Scholes: Exploring Strategy, Text and Cases, 13th ed., Pearson, 2023.

Recommended journals

- Professional references: The ECONOMIST, FINANCIAL TIMES, WALL STREET JOURNAL, and HARVARD BUSINESS REVIEW

- Academic references: Sloan Management Review and California Management Review



CONTEMPORARY ECONOMIC CHALLENGES

Course Code	P4ECO013
Language of Instruction	English
Level	Graduate
Track	PSB MIM M1 IT
Semester	Fall Semester
Number of ECTS	5
Schedule	Total of contact hours : 26.5
Campus	Campus Delta: 16 rue Claude Bernard, 75005 Paris
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

This course addresses the main changes that are taking place in the areas of inequality, technological innovation, monetary macroeconomics and environment. For each theme, we will analyse the risks and threats as well as the opportunities that these changes imply for companies and for the global economy. The course sessions will be a mix of lectures, case studies and discussions with students which offer an opportunity to dig deeper into specific issues.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

On successful completion of this module, students should be able to:

- Better understand the recent changes in four major current issues
- Identify the constraints that companies and economic growth support because of these changes
- Analyse the possible solutions to face these new constraints

LEARNING RESOURCES:

Mishkin, F. (2022): The Economics of Money, Banking and Financial Markets – 13th Edition

Bernanke, S. B (2023): 21st Century Monetary Policy: The Federal Reserve from the Great Inflation to Covid-19

Poulson, B.W., Merrifield, J., and Hanke, S.H. (2022): Public Debt Sustainability: International Perspectives Americo, A., Johal, J., & Upper, C. (2023). The energy transition and its macroeconomic effects. BIS Papers No. 135, Bank for International Settlements.

BCBS (2021) : Climate-Related Risk Drivers and Their Transmission Channels – Basel Committee on Banking Supervision, April 2021.

BIS (2023) : Rising interest rates - implications for banking supervision – FSI Briefs No. 19, Bank for International Settlements.

Boneva, L., Ferrucci, G., & Mongelli, F. P. (2022). Climate change and central banks: what role for monetary policy?. *Climate Policy*, 22(6), 770-787.

Cavallino, P., Cornelli, G., Hördahl, P., & Zakrajsek, E. (2022). " Front-loading" monetary tightening: pros and cons – BIS Buletin No. 63, Bank for International Settlements.



- Chevallier, J., Goutte, S., Ji, Q., & Guesmi, K. (2021). Green finance and the restructuring of the oil-gas-coal business model under carbon asset stranding constraints. *Energy Policy*, 149, 112055.
- Coupey-Soubeyran, J. (2020). Le rôle de la politique monétaire dans la transition écologique: un tour d'horizon des différentes options de verdissement. Institut Veblen, 31.
- Dees, S. & Ouvrard, J.-F. (2022). Climate change and implications for the conduct of monetary policy. Banque de France Eco Notepad, Post n°265.
- EBA (2022) : Residential real estate exposures of Eu banks - risks and mitigants – Thematic Note, European Banking Authority.
- ECB (2022): Drivers of rising house prices and the risk of reversal – Financial Stability Review, May 2022.
- Guesmi, K., Saadi, S., Abid, I., & Fiti, Z. (2019). Portfolio diversification with virtual currency: Evidence from bitcoin. *International Review of Financial Analysis*, 63, 431-437.
- Igan, D., Kohlscheen, E., & Rungcharoenkitkul, P. (2022). Housing market risks in the wake of the pandemic. *BIS Bulletin No. 50*, Bank for International Settlements.
- Kempf, H. (2020). Verdir la politique monétaire. *Revue d'économie politique*, 130(3), 311-343.
- Lucotte, Y., & Pradines-Jobet, F. (2023). The inflation loop is not a myth. *Finance Research Letters*, 103970.
- Melki, M., & Pickering, A. (2022). Ideological polarization and government debt. *International tax and public finance*, 29(4), 811-833.
- Mzoughi, H., Urom, C., & Guesmi, K. (2022). Downside and upside risk spillovers between green finance and energy markets. *Finance Research Letters*, 47, 102612.
- Pisani-Ferry, J. (2021). Climate Policy Is Macroeconomic Policy, and the Implications Will Be Significant. Peterson Institute for International Economics Policy Brief 21-20, Washington, DC.
- Pisani-Ferry, J. (2022). The Missing Macroeconomics in Climate Action. In *Greening Europe's Post-Covid-19 Recovery*, edited by S. Tagliapietra, G. Wolff, and G. Zachman, Brussels: Bruegel.
- Philippas, D., Rjiba, H., Guesmi, K., & Goutte, S. (2019). Media attention and Bitcoin prices. *Finance Research Letters*, 30, 37-43.
- Pointner, W., & Ritzberger-Grünwald, D. (2019). Climate change as a risk to financial stability. *Financial Stability Report 38*, 30-45, Oesterreichische Nationalbank.
- Ravina, A. (2022). On Bond Returns in a Time of Climate Change. *The Energy Journal*, 43(1).
- Schoenmaker, D. (2021). Greening monetary policy. *Climate Policy*, 21(4), 581-592.
- Urom, C., Guesmi, K., Abid, I., & Dagher, L. (2021). Dynamic integration and transmission channels among interest rates and oil price shocks. *The Quarterly Review of Economics and Finance*.
- Valderrama, L., Gorse, P., Marinkov, M., & Topalova, P. B. (2023). European Housing Markets at a Turning Point–Risks, Household and Bank Vulnerabilities, and Policy Options – Working Paper No. 2023/076, International Monetary Fund.



MANAGEMENT & LEADERSHIP

Course Code	P4SOM148
Language of Instruction	English
Level	Graduate
Track	PSB MIM M1 IT
Semester	Fall Semester
Number of ECTS	5
Schedule	Total of contact hours : 26.5
Campus	Campus Delta: 16 rue Claude Bernard, 75005 Paris
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

Against a backdrop of profound corporate transformation (telework, hybrid organizations, etc.) and its attendant questioning (ethical and sustainable development issues, etc.), this course aims to provide all Master 1 students with the fundamentals of management, through a reflexive and critical approach to corporate operations and management. The aim is to deepen our understanding of individuals and groups behaviors within organizations, as well as the challenges met by companies in their economic and social environment, to ultimately draw lessons for managerial action. For students with other educational backgrounds, the main goal is to acquire and master analytical frameworks to understand the dynamics of organizations and their environment.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

On successful completion of this module, students should be able to:

- Acquire knowledge on how to perform an “organizational diagnosis” relative to specific aspects of a company’s behavior
- Master the tools to understand and manage contemporary organizational change
- Unite and lead internal and external actors in terms of governance, with a concern for ethics and social responsibility
- Conduct a reflexive analysis of their professional practice by analyzing complex situations while respecting the principles of ethics, deontology and environmental responsibility.

LEARNING RESOURCES:

Robbins, S. P., & Judge, T. A. (2023). *Organizational Behavior*. 19th Edition (Global Edition). Harlow, UK: Pearson.
Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.

Anand, N., & Daft, R. L. (2007). What is the right organization design?. *Organizational dynamics*, 36(4), 329-344.

Deci, E. L., & Ryan, R. M. (2000). The "what" and "why" of goal pursuits: Human needs and the self-determination of behavior. *Psychological inquiry*, 11(4), 227-268.

Fleming, P., & Spicer, A. (2014). Power in management and organization science. *Academy of management annals*, 8(1), 237-298.

French, J. R., Raven, B., & Cartwright, D. (1959). The bases of social power. *Classics of organization theory*, 7(311-320), 1.

Getz, I. (2009). Liberating leadership: how the initiative-freeing radical organizational form has been successfully adopted. *California management review*, 51(4), 32-58.



- Hofstede, G. (2011). Dimensionalizing cultures: The Hofstede model in context. *Online readings in psychology and culture*, 2(1), 2307-0919.
- Johnson, C., Dowd, T. J., & Ridgeway, C. L. (2006). Legitimacy as a social process. *Annual review of sociology*, 32, 53-78.
- Lawrence et Lorsch (1967). Differentiation and integration in complex organizations. *Administrative science quarterly*, 1-47.
- Le Loarne-Lemaire, S., Le Loarne, S., & Blanco, S. (2012). *Management de l'innovation*. Pearson Education France.
- Lloyd, R., & Aho, W. (2020). *The Four Functions of Management. An Essential Guide to Management Principles*. Digital Pressbooks. <https://fhsu.pressbooks.pub/management/>
- Mintzberg, H. (1989). The Structuring of Organizations. In: Asch, D., Bowman, C. (eds) *Readings in Strategic Management*. Palgrave, London. https://doi.org/10.1007/978-1-349-20317-8_23
- Mintzberg H. (1983). *Power in and Around Organizations*. Englewood Cliffs, N.J.: Prentice-Hall.
- Pindur, W., Rogers, S. E., & Kim, P. S. (1995). The history of management: a global perspective. *Journal of management history*, 1(1), 59-77.
- Schein, E. H. (1990). Organizational culture. *American psychologist*, 45(2), 109-119.
- Secchi, D. (2007). Utilitarian, managerial and relational theories of corporate social responsibility. *International journal of management reviews*, 9(4), 347-373.
- Suchman, M. C. (1995). Managing legitimacy: Strategic and institutional approaches. *Academy of management review*, 20(3), 571-610.
- Thomas, D. A., & Ely, R. J. (1996). Making differences matter. *Harvard business review*, 74(5), 79-90.



FINANCE FOR MANAGERS

Course Code	P4FIN002
Language of Instruction	English
Level	Graduate
Track	PSB MIM M1 IT
Semester	Fall Semester
Number of ECTS	5
Schedule	Total of contact hours: 26.5
Campus	Campus Delta: 16 rue Claude Bernard, 75005 Paris
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

The course addresses the criteria used by the company to define its investment and financing policy. In addition, this course addresses the question of cash management forecasts through the study of the financing plan. The financial diagnosis of the company is also studied through the construction of the functional balance sheet and the study of the major balances but also through the Bloomberg financial Analysis Report, group work in Finance Lab, whose objective is to allow students to understand the company's financial fundamentals while using the Bloomberg terminal, widely used by finance professionals, as the main source of information.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

On successful completion of this module, students should be able to:

- Select investment choices
- Determine the most relevant financing policy for the company
- Analyze the financial structure of the company through the study of the balance of its balance sheet
- Formulate the corrective elements to be made in order to improve the financial structure of the company
- Collect and analyze financial analysis data through the use of a professional tool: the Bloomberg terminal

LEARNING RESOURCES:

VERNIMMEN et al. (2014), Corporate Finance, Theory and practice, 4th edition, Wiley, 2014 (available on Cyberlibris)
BREALEY, MYERS, ALLEN, EDMANS (2023), Principles of Corporate Finance, 14th edition, McGraw Hill.



MARKETING MANAGEMENT: INTEGRATED COMMUNICATION

Course Code	TBC
Language of Instruction	English
Level	Graduate
Track	PSB MIM M1 IT
Semester	Fall Semester
Number of ECTS	5
Schedule	Total of contact hours: 26.5
Campus	Campus Delta: 16 rue Claude Bernard, 75005 Paris
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

This course aims to further advance the student's' knowledge in the area of marketing management: integrated communication by examining and elaborating on the basic tools and concepts needed to develop an effective promotional communication strategy encompassing all of its relevant components. The course content is primarily conveyed through lectures, in-class discussions and collaborative exercises, as well as oral presentations of relevant subjects. Moreover, a final video project explicating a successful marketing management: integrated communication plan will be presented. Finally, an elaborated virtual reality (VR) experience will complement knowledge on the subject thus, enhancing the course's link with actual business trends happening in the market.

The objective of this module is to enable students to analyze, synthesize and evaluate the essential theories and current trends in marketing management: integrated communication. More thoroughly, this course will define and investigate the nature and importance of integrated marketing communications as well as the individual purpose and particularities of its component tools namely, advertising, direct marketing, digital and social media marketing, sales promotion, personal selling, and public relations. Through in-class lectures, case studies, in-class exercises, a video project, and a VR experience, students will delve into relevant concepts which they can apply in their future business career.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

On successful completion of this module, students should be able to:

- Elaborate on the concept of marketing management: integrated communication and how it links to the marketing and consumer psychology domains
- Distinguish and investigate the relevant market trends and factors of importance for its application
- Document the key consumer insights and address consumers' needs and wants via the integrated marketing communications
- Propose and develop the content and tools of integrated marketing communications' components such as those of advertising, digital and social media marketing, direct marketing, personal selling, sales promotion, and public relations
- Specify a media strategy to communicate the company's message
- Evaluate the marketing management: integrated communication plan
- Consider and criticize per the ethical issues raised within the course content context



So that the foregoing outcomes are secured, the student's experience will be complemented by also joining in a marketing management: integrated communication virtual reality (VR) experience. More precisely, such an experience will be used to augment knowledge acquired over at least one component of the integrated marketing communications mix (i.e., personal selling and sales pitch), however, it will also build overall, on the synthesized learnings germane to all the elements comprising the abovementioned mix.

LEARNING RESOURCES:

Clow, K., & Baack, D.E. (2022). *Integrated advertising, promotion, and marketing communications - global edition* (9th Ed.). Harley, UK: Pearson.

-Andrews, J.C., & Shimp, T.A. (2018). *Advertising, promotion, and other aspects of integrated marketing communications* (10th Ed.). Boston, MA: Cengage.

- Belch, G.E., & Belch, M.A. (2023). *Advertising and promotion: An integrated marketing communications perspective* (13th Ed.). New York, NY: McGraw-Hill.

- Iacobucci, D. (2022). *Marketing Management* (6th ed.). Boston, MA: Cengage.

- Hoyer, W. D., MacInnis, D. J., & Pieters, R. (2024). *Consumer behavior* (8th Ed.). Boston, MA: Cengage.

-Kapferer, J.N. (2012). *The new strategic brand management: Advanced insights and strategic thinking* (5th Ed.). London, UK: Kogan

-Kotler P., Armstrong G., & Balasubramanian, S. (2023). *Principles of marketing - global edition* (19th Ed.). Essex, UK: Pearson.

-Moriarty, S., Mitchell, N., Wood, C., & Wells, W. (2019). *Advertising and IMC principles and practice* (11th Ed.). New York, NY: Pearson

- Percy, L. (2023). *Strategic integrated marketing communications* (4th Ed.). Oxon, UK: Routledge

- Perreault W. D. Jr., Canon J. P., & Mc Carthy J. E. (2024). *Essentials of marketing - A marketing strategy planning approach* (18th edition). New York: McGraw-Hill.

- Pickton, D., & Broderick, A. (2015). *Integrated marketing communications* (3rd Ed.). Essex, UK: Pearson.

- Smith, PR., & Zook, Z. (2024). *Marketing communications: Integrating online and offline, customer engagement and digital technologies* (8th Ed.). London, UK: Kogan Page.

- Additional source: research articles from well-established scientific journals will be also considered.



BUSINESS LAW

Course Code	TBC
Language of Instruction	English
Level	Graduate
Track	PSB MIM M1 IT
Semester	Fall Semester
Number of ECTS	5
Schedule	Total of contact hours: 26.5
Campus	Campus Delta: 16 rue Claude Bernard, 75005 Paris
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

This course aims to develop students' knowledge of business law. It should allow them on the one hand to consolidate their knowledge of company law. The course will focus on the different forms of companies and their legal regime.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

On successful completion of this module, students should be able to:

- Optimize the tax situation of a capital company while respecting the legal directives of French tax law.
- Construct legal reasoning through a given practical situation
- Deduce from the statement the legal structure (company) appropriate to the requirements of the founders and specify its particularities, after comparing the different societal possibilities.

LEARNING RESOURCES:

Droit Fiscal, DCG 4, Edition Dunod, 2019

Jean-François BOCQUILLON, Pascale DAVID, Elise GROSJEAN-LECCIA, DCG 2 Droit des sociétés et des groupements d'affaires, DUNOD, 2020

Droit fiscal, DCG 4 Editon Foucher, 2019 ;

Droit des sociétés Cozian, Deboissy et Viandier Edition Litec, 2019

L'essentiel du Droit des sociétés, B et F Grandguillot, Edition Gualino, 2019



MASTER IN MANAGEMENT

(MIM) – Year 5

Postgraduate



INTERNATIONAL BUSINESS AND THE WORLD ECONOMY

Course Code	P5ECO001
Language of Instruction	English
Level	Graduate
Track	PSB MIM M2 IT
Semester	Fall Semester
Number of ECTS	5
Schedule	Total of contact hours: 30
Campus	Campus Delta: 16 rue Claude Bernard, 75005 Paris
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

This course will familiarize students with important concepts within the study of international relations. We will address topics regarding political actors, systems and stability in addition to major theoretical schools of thought that will allow us to make better sense of the world today. We will deal specifically with understanding the variety of players whose actions have an impact on business strategy.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

On successful completion of this module, students should be able to:

International Business

- -Analyze the fundamental of international trade techniques
- -Assess the place of international business in the global system of international environment
- -Develop the ability to integrate an international department
- -Investigate the business environment

The World Economy

- Assess International relations by formulating relevant questions.
- Point-out international affairs factors and integrate them in a business strategy

LEARNING RESOURCES:

Baylis J., Smith S and Owens P. (eds). The Globalization of World Politics Oxford: OUP, 2020.

Art, Robert J. and Jervis, Robert, International Politics: Enduring Concepts and Contemporary Issues, 11th edition, Addison-Wesley Educational Publishers Inc., 2012.

Baylis, John, Smith, Steve and Owens, Patricia, The Globalization of World Politics: An Introduction to International Relations, Oxford University Press, 2010.

Lebow, Richard Ned, Why Nations Fight: The Past and Future of War, Cambridge University Press, 2010.

Mankoff, Jeffrey, Russian Foreign Policy: The Return of Great Power Politics, Rowman & Littlefield Publishers, 2nd edition, 2011.



T. Dunne, M. Kurki, S. Smith, *International Relations Theories*, Fourth Edition, Oxford, 2016.

Baylis J., Smith S and Owens P. (eds). *The Globalization of World Politics*, Oxford: OUP, 2020.



INTERNATIONAL FINANCE

Course Code	P5FIN074
Language of Instruction	English
Level	Graduate
Track	PSB MIM M2 IT
Semester	Fall Semester
Number of ECTS	5
Schedule	Total of contact hours: 30
Campus	Campus Delta: 16 rue Claude Bernard, 75005 Paris
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

Topics include measurement of shareholder value theory, finance strategies, international risk.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

On successful completion of this module, students should be able to:

- Understand key drivers of value creation in international markets

LEARNING RESOURCES:

Brealey, R. A., Myers, S. C., & Allen, F. (2020). Principles of corporate finance. McGraw-hill.



ADVANCED ORGANISATIONAL BEHAVIOUR

Course Code	TBC
Language of Instruction	English
Level	Graduate
Track	PSB MIM M2 IT
Semester	Fall Semester
Number of ECTS	5
Schedule	Total of contact hours: 30
Campus	Campus Delta: 16 rue Claude Bernard, 75005 Paris
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

TBC

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

On successful completion of this module, students should be able to:

TBC

LEARNING RESOURCES:

TBC



INTERNATIONAL BUSINESS LAW

Course Code	P5LTX041
Language of Instruction	English
Level	Graduate
Track	PSB MIM M2 IT
Semester	Fall Semester
Number of ECTS	5
Schedule	Total of contact hours: 30
Campus	Campus Delta: 16 rue Claude Bernard, 75005 Paris
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

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

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

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

On successful completion of this module, students should be able to:

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

LEARNING RESOURCES:

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

European Comparative Company Law, Mads Adenas, Cambridge, 2015

Business Law in the Global Market Place Nayler, Peter A, 2005 Taylor & Francis
<http://www.scholarvox.com/book/10120352#>

The Legal Environment of Business, Meiners, Roger E., : Ringleb, Al H. : Edwards, Frances L. Thompson, 2005.

-Macintyre E, Business Law (ninth edition), Pearson (2018)

-Marson J., Ferris K., Business Law (fifth edition), Oxford (2018)



-Phil Harris, Introduction to Law. Cambridge (2012)

-Introduction to Law. Phil Harris, Cambridge 2012

-Civil Law and common Law, Two different paths leading to the same goal, Caslav Pejovic (internet, online publication), 2001



DIGITAL BUSINESS & BIG DATA

Course Code	P5LTX041
Language of Instruction	English
Level	Graduate
Track	PSB MIM M2 IT
Semester	Fall Semester
Number of ECTS	5
Schedule	Total of contact hours: 30
Campus	Campus Delta: 16 rue Claude Bernard, 75005 Paris
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

- Introduction to Digital Business and Big Data
- Digital Business Models
- Digital Transformation and Innovation
- Emerging Technologies in Digital Business
- Introduction to Big Data
- Big Data Analysis Tools and Techniques
- Data Collection and Preparation
- Data Analysis and Visualization
- User Engagement Strategies
- Successful Case Studies in Digital Business

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

On successful completion of this module, students should be able to:

- Understand the Fundamentals of Digital Business: Students will learn the basic principles of digital business models, digital transformation strategies, and emerging technologies.
- Master Big Data Concepts: Students will gain in-depth knowledge of concepts, tools, and techniques related to big data analysis.
- Develop Practical Skills: Students will apply their knowledge through a practical project aimed at improving user engagement on a platform.
- Encourage Teamwork and Presentations: Students will work in groups on projects and present their results, thereby enhancing their collaboration and communication skills.

LEARNING RESOURCES:

Kraut, R. E. & Resnick, P (2012) Building successful online communities: Evidence-based social design, MIT Press.

Rogers, D.L. (2016): The Digital Transformation Playbook: Rethink Your Business for the Digital Age, Columbia University Press.

Sorgers, F. (2015): Marketing Analytics: Strategic Models and Metrics, S. Sorger.

MISQ Executive, Special Edition on Digital Transformation, June 2017, (16:2).

Mayer-Schonberger, V., & Cukier, K. (2013). Big data: the essential guide to work, life and learning in the age of insight. Hachette UK.



GLOBAL SUPPLY CHAIN MANAGEMENT

Course Code	TBC
Language of Instruction	English
Level	Graduate
Track	PSB MIM M2 IT
Semester	Fall Semester
Number of ECTS	5
Schedule	Total of contact hours: 30
Campus	Campus Delta: 16 rue Claude Bernard, 75005 Paris
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

TBC

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

On successful completion of this module, students should be able to:

TBC

LEARNING RESOURCES:

TBC