

# Spring 25

PSB Exchange - Free Mover

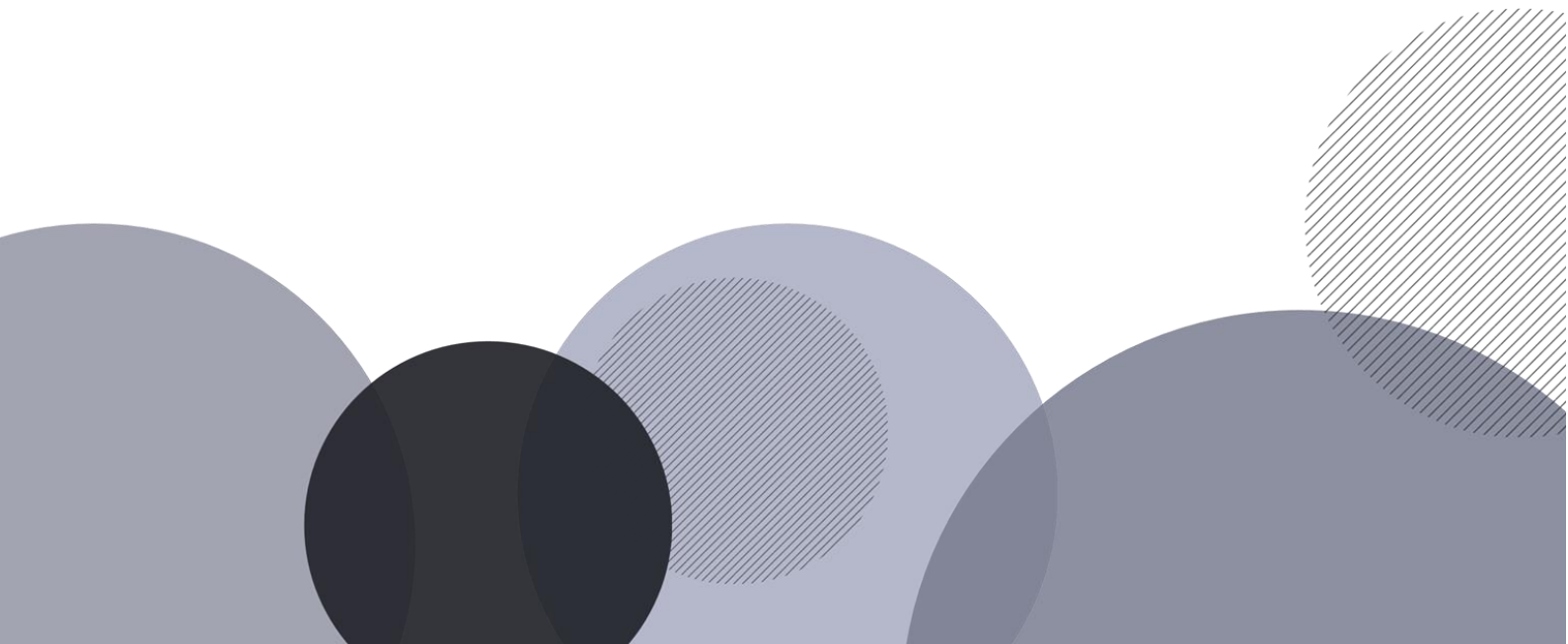
---

## English Course Catalogue

---

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

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





International students enrolled in the PSB Free Mover or Exchange Programs can select English taught courses from two different programs:

- PSB Study Abroad Program – Undergraduate
- PSB MIM (Master in Management) - Postgraduate

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

**Please take into account that courses from PSB MIM and PSB Study Abroad programs cannot be mixed and it is not possible to mix English/French programs.**

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

Please refer to the Spring 25 French Course Catalogue if you wish to study in French.

Starting and ending dates will vary according to the track:

Track	Orientation Day	Courses	Exam period
PSB Study Abroad Program	January 24 <sup>th</sup> , 2025	From January 27 <sup>th</sup> to April 18 <sup>th</sup> , 2025	From April 22 <sup>nd</sup> to April 26 <sup>th</sup> , 2025
PSB MIM – Year 4	January 3 <sup>rd</sup> , 2025	From January 6 <sup>th</sup> to June 3 <sup>rd</sup> , 2025	From June 16 <sup>th</sup> to June 18 <sup>th</sup> , 2025

Please note that there will be **NO RESIT EXAM** organized by PSB.



## PSB STUDY ABROAD PROGRAM – UNDERGRADUATE

The PSB Study Abroad 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 International Management, Luxury Brand Management or International Business; with the option to complete a Certificate of Business or remain global by undertaking between 6 and 30 ECTS per semester.

### SECOND/THIRD YEAR (UNDERGRADUATE LEVEL)

This track takes place from January 27<sup>th</sup> to April 26<sup>th</sup>, 2025 (exams included).

Course Code	Track	Module	ECTS
SALUX001	PSB SA	Luxury Brand Management	6
SALUX002	PSB SA	Luxury Retail	6
SALUX003	PSB SA	Marketing applied to Luxury	6
SAMNT001	PSB SA	Management of Change and Innovation	6
SAMNT002	PSB SA	Principles of Operations Management	6
SAMNT005	PSB SA	Organizational Behavior	6
SAMNT004	PSB SA	International Strategic Management	6
SAINT001	PSB SA	International Business	6
SAMKG001	PSB SA	International Marketing	6
SAFIN001	PSB SA	Corporate Finance	6
SAFIN002	PSB SA	International Finance	6
SAFRA001	PSB SA	French Beginner	6



## 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 two additional courses from the PSB Study Abroad Track.

- **CERTIFICATE IN LUXURY**

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

Course Code	Track	Module	ECTS
SALUX001	PSB SA	Luxury Brand Management	6
SALUX002	PSB SA	Luxury Retail	6
SALUX003	PSB SA	Marketing applied to Luxury	6

+ two other courses from the Study Abroad Track

- **CERTIFICATE IN MANAGEMENT**

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

Course Code	Track	Module	ECTS
SAMNT001	PSB SA	Management of Change and Innovation	6
SAMNT002	PSB SA	Principles of Operations Management	6
SAMNT004	PSB SA	International Strategic Management	6

+ two other courses from the Study Abroad Track

- **CERTIFICATE IN INTERNATIONAL BUSINESS**

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

Course Code	Track	Module	ECTS
SAFIN002	PSB SA	International Finance	6
SAMKG001	PSB SA	International Marketing	6
SAINT001	PSB SA	International Business	6

+ two other courses from the Study Abroad Track



## PSB MASTER IN MANAGEMENT PROGRAM – 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 can select one of the two different tracks and undertake from 6 to 30 ECTS per semester (1 course minimum and 5 maximum).

**IMPORTANT: Courses of different tracks cannot be mixed.**

### FOURTH YEAR (POSTGRADUATE / MASTER LEVEL)

Please note that, in this program, courses will mostly take place on Thursdays and Fridays as degreeseeking students work in a company the rest of the week. However, classes from this track won't have a fixed schedule and classes' hours are likely to change from one week to another.

#### 1- Luxury Retail & Brand Management (LRBM)

This track takes place from January 6<sup>th</sup> to June 18<sup>th</sup>, 2025 (exams included).

Course Code	Track	Module	ECTS
P4MKG038	PSB MIM M1 IT	<b>Luxury Brands and Digital innovation</b>	6
P4MNT103	PSB MIM M1 IT	<b>Sustainability and Luxury project</b>	6
P4PSK024	PSB MIM M1 IT	<b>Overview of the Luxury</b> New Challenges for the Luxury Legacy, Sustainability & Digital Global Luxury Consumer Trends	6
TBA	PSB MIM M1 IT	<b>International Luxury Brands Strategies</b> Key Luxury Markets and Strategies of the Leading Groups International Development of a Luxury Product	6
P4MKG031	PSB MIM M1 IT	<b>Retail Strategies for Luxury Brands</b> Sales Force Management CRM in Luxury Retail	6
P4MKG039	PSB MIM M1 IT	<b>Luxury Sectors I</b> Hospitality & Wellness The Cosmetic Industry	6

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

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



## 2- Investment & Financial Risk Management (IFRM)

This track takes place from January 6<sup>th</sup> to June 18<sup>th</sup>, 2025 (exams included).

Course Code	Track	Module	ECTS
P4FIN020	PSB MIM M1 IT	<b>Financial Markets</b>	6
P4FIN021	PSB MIM M1 IT	<b>Portfolio Management &amp; Investment Valuation</b>	6
P4FIN022	PSB MIM M1 IT	<b>Advanced Financial Analysis</b>	6
P4FIN038	PSB MIM M1 IT	<b>Securities transactions and financial regulations</b> Post Market & Securities Servicing Banking and Financial Law	6
P4FIN023	PSB MIM M1 IT	<b>Risk Management</b>	6
P4FIN039	PSB MIM M1 IT	<b>Tools for financial markets</b> Fundamentals of mathematics for finance Bloomberg Workshop	6

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



# PSB SA



# LUXURY BRAND MANAGEMENT

<b>Course Code</b>	SALUX001
<b>Language of Instruction</b>	English
<b>Level</b>	Undergraduate
<b>Track</b>	PSB SA
<b>Semester</b>	Spring Semester
<b>Number of ECTS</b>	6
<b>Schedule</b>	Total number of contact hours: TBC
<b>Campus</b>	Campus Cluster Paris Innovation
<b>Timetable &amp; Room</b>	Timetable & Room will be available on your extranet a week prior to the start of your class.

## COURSE DESCRIPTION:

This course will study the main segments of the luxury market from the perspective of their key issues and the challenge of their economic development. A focus on social trends, with the emergence of the Z generation, will lay the foundation for an understanding of the business of the luxury industry. In fact, managing a luxury brand is a challenging task, which requires a careful balance between creativity and design as well as brand image and corporate objectives. For hundreds of years, it is recognized that luxury goods should be timeless, finely crafted to express rarity and exclusivity. But, nowadays, facing a massive digital shift, with the explosion of social and digital media platforms, the marketing communications of the luxury goods brands has become as far more multi-faced with new objectives of democratisation. Not so long ago, it was said that to achieve success in the field of luxury, it was necessary to do exactly the opposite of what was taught in traditional marketing lessons. It is still the case? That is the question. This course will provide an update on major topics

## COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

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

- Fully understand the main aspects of the luxury industry today (markets, players) with its current challenges and issues;
- Allow students to have a comprehensive overview of the management of luxury brands in different categories of products and /or services;
- Understand the dynamics of new luxury in opposition with the old one; -Investigate on the luxury products and/or services, price, distribution and communication;
- Demonstrate their specific skills in Luxury Brand Management along with problem solving

## LEARNING RESOURCES:

BCG ALTAGAMMA, 2019 true-luxury global consumer insight, 6th edition

BAIN & COMPANY, Personal luxury goods market grew by 4 percent in 2019 to reach €281 billion, November 28, 2019 <https://www.bain.com/about/media-center/press-releases/2019/fall-luxury-report/>

Slides will be shared with the students after every session via email.





# LUXURY RETAIL

<b>Course Code</b>	SALUX002
<b>Language of Instruction</b>	English
<b>Level</b>	Undergraduate
<b>Track</b>	PSB SA
<b>Semester</b>	Spring Semester
<b>Number of ECTS</b>	6
<b>Schedule</b>	Total number of contact hours: TBC
<b>Campus</b>	Campus Cluster Paris Innovation
<b>Timetable &amp; Room</b>	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 the Luxury Retail. After identifying the key elements of Luxury, the course will highlight the evolution of the point of sale to the actual revolution of luxury customer experience due to ambient technologies and focussing on the changes in consumer demand. It seeks to boost students' creativity and points out the importance of the customer relationship management

## **COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:**

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

- To have a comprehensive overview of the Global Luxury Retail Markets with a focus on French luxury market.
- To understand the main challenges of luxury retail - To analyze and diagnose different types of retail concepts
- To identify the last strategic distribution trends for the Luxury Retail Markets

## **LEARNING RESOURCES:**

Mac Neil, P., Riello, G., « Luxury : a rich history » (2016) - ISBN: 9780199663248

Blanckaert C., Som A., "The road to Luxury: The evolution, markets, and strategies of Luxury Brand Management" John Wiley (2015) Chevalier, M. , Gutsatz, M., « Luxe et retail » - (2016) Ed. Dunod

Kapferer, J.N., Bastien, V. « The Luxury strategy : break the rules of Marketing to build a luxury brand »

Last update on 28/09/2023. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

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



# MARKETING APPLIED TO LUXURY

<b>Course Code</b>	SALUX003
<b>Language of Instruction</b>	English
<b>Level</b>	Undergraduate
<b>Track</b>	PSB SA
<b>Semester</b>	Spring Semester
<b>Number of ECTS</b>	6
<b>Schedule</b>	Total number of contact hours: TBC
<b>Campus</b>	Campus Cluster Paris Innovation
<b>Timetable &amp; Room</b>	Timetable & Room will be available on your extranet a week prior to the start of your class.

## COURSE DESCRIPTION:

After a brief review of fundamental marketing concepts, such as brand, identity and image, we will study the specificities of luxury and we will analyze how brands should communicate and manage their brand equity in order to develop themselves. This course is divided in three main sections:

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

## COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

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

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

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

## LEARNING RESOURCES:

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

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

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

Kapferer J.N. – Kapferer on Luxury: How Luxury Brands Can Grow Yet Remain Rare (Kogan Page Libri Ed, 2015) – EAN 9780749474362

Last update on 28/09/2023. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

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



# MANAGEMENT OF CHANGE AND INNOVATION

<b>Course Code</b>	SAMNT001
<b>Language of Instruction</b>	English
<b>Level</b>	Undergraduate
<b>Track</b>	PSB SA
<b>Semester</b>	Spring Semester
<b>Number of ECTS</b>	6
<b>Schedule</b>	Total number of contact hours: TBC
<b>Campus</b>	Campus Cluster Paris Innovation
<b>Timetable &amp; Room</b>	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 and the interaction between change management and the management of innovation. This course focuses on three aspects the management of innovation and creativity, innovation management and change management. These aspects explain the transformation of doing business in the context of turbulent environment. With this course, students are able to -understand the various ways to innovate and - identify the key challenges for companies to create new services and products in the turbulent environment. The "new" way to innovate and to foster creativity inside large firms. Sessions #1 to #9 point out how the companies combine exploration and exploitation, they develop creative ideas, they install various innovation processes and how they install the various strategies of open innovation. The last sessions analyze the dynamics of ecosystems in which firms need to evolve in order to be innovative. The course shows how firms transform themselves in order to be flexible and innovative.

## COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

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

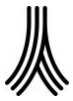
- Define the role of innovation and change in enterprise and national level economic performance
- Describe the technological, human, economic, organizational, social and other dimensions of innovation
- Demonstrate and better manage the effects of change on people and work systems
- Demonstrate that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

## LEARNING RESOURCES:

Birkinshaw J. And Gibson C. (2004) "Building Ambidexterity into Organization", California Management review

Chesbrough H. W. & Garman A.R (2009), "How open innovation can help you cope in Leans times" Harvard Business Review, pp. 70-79

Birkinshaw J., Bessant J., Delbridge R. (2007) "Finding, Forming and Performing : creating networks for discontinuous innovation", California Management Review vol. 49 (3), pp. 67-84



# PRINCIPLES OF OPERATIONS MANAGEMENT

<b>Course Code</b>	SAMNT002
<b>Language of Instruction</b>	English
<b>Level</b>	Undergraduate
<b>Track</b>	PSB SA
<b>Semester</b>	Spring Semester
<b>Number of ECTS</b>	6
<b>Schedule</b>	Total number of contact hours: TBC
<b>Campus</b>	Campus Cluster Paris Innovation
<b>Timetable &amp; Room</b>	Timetable & Room will be available on your extranet a week prior to the start of your class.

## **COURSE DESCRIPTION:**

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

## **COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:**

***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. (2020), Purchasing and supply chain management. 7th edition. Hampshire, UK: Cengage.



# ORGANIZATIONAL BEHAVIOR

<b>Course Code</b>	SAMNT005
<b>Language of Instruction</b>	English
<b>Level</b>	Undergraduate
<b>Track</b>	PSB SA
<b>Semester</b>	Spring Semester
<b>Number of ECTS</b>	6
<b>Schedule</b>	Total number of contact hours: 27
<b>Campus</b>	Campus Cluster Paris Innovation
<b>Timetable &amp; Room</b>	Timetable & Room will be available on your extranet a week prior to the start of your class.

## **COURSE DESCRIPTION:**

The course will focus upon the challenges faced by individuals in international corporations with respect to Interpersonal relationships, communication, diversity, individual decision making, motivating self and workforce, group behavior and leadership, corporate culture, and change and stress management.

## **COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:**

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

- Review strategies employed by individuals in international corporations to deal effectively with diversity
- Recognize the impact of one's individual decisions upon the team and workforce
- Deal with changing and challenging psychological and emotional issues they will witness in the workplace.

## **LEARNING RESOURCES:**

Robins, S., Judge, T. Organizational Behavior, 19th global edition, Pearson



# INTERNATIONAL STRATEGIC MANAGEMENT

<b>Course Code</b>	SAMNT004
<b>Language of Instruction</b>	English
<b>Level</b>	Undergraduate
<b>Track</b>	PSB SA
<b>Semester</b>	Spring Semester
<b>Number of ECTS</b>	6
<b>Schedule</b>	Total number of contact hours: TBC
<b>Campus</b>	Campus Cluster Paris Innovation
<b>Timetable &amp; Room</b>	Timetable & Room will be available on your extranet a week prior to the start of your class.

## **COURSE DESCRIPTION:**

This course is about understanding and meeting the challenges faced by managers and firms competing internationally. The course is structured with a mix of lectures, videos and case studies.

## **COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:**

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

- Use conceptual tools and frameworks to make external strategic analyses for international organizations (comparative analysis of national business environments, assessment of the international business environment, etc.)
- Use conceptual tools and frameworks to make internal strategic analyses for international organizations (analyzing culture, purpose and CSR in an international organization)
- Apply conceptual tools and frameworks to make relevant recommendations for international strategic choices (analyze international opportunities, select and manage entry modes, develop & market products in international contexts)

## **LEARNING RESOURCES:**

- Exploring Strategy, 9th Edition, Johnson, Scholes & Whittington, Prentice
- International Business: The Challenges of Globalization 8th Edition, John J. Wild, Kenneth L. Wild.



# INTERNATIONAL BUSINESS

<b>Course Code</b>	S4IBE026
<b>Language of Instruction</b>	English
<b>Level</b>	Undergraduate
<b>Track</b>	PSB SA
<b>Semester</b>	Spring Semester
<b>Number of ECTS</b>	6
<b>Schedule</b>	Total number of contact hours: 27
<b>Campus</b>	Campus Cluster Paris Innovation
<b>Timetable &amp; Room</b>	Timetable & Room will be available on your extranet a week prior to the start of your class.

## **COURSE DESCRIPTION:**

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

## **COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:**

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

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

## **LEARNING RESOURCES:**

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

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

Secondary books:

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



# INTERNATIONAL MARKETING

<b>Course Code</b>	SAMKG001
<b>Language of Instruction</b>	English
<b>Level</b>	Undergraduate
<b>Track</b>	PSB SA
<b>Semester</b>	Spring Semester
<b>Number of ECTS</b>	6
<b>Schedule</b>	Total number of contact hours: TBC
<b>Campus</b>	Campus Cluster Paris Innovation
<b>Timetable &amp; Room</b>	Timetable & Room will be available on your extranet a week prior to the start of your class.

## **COURSE DESCRIPTION:**

In an era of digital transformation, big data and rapid technological developments, marketers are motivated to exploit external opportunities, expand their businesses, and maintain growth. This course prepares students to examine the theories and practices of international marketing critically. Critical areas of culture, economic forces, political and legal issues, and language will be the focus of the course. Inclass discussions examine motivational factors and driving forces of international marketing, and a group assignment will allow students to critically reflect upon the course content. In addition, students will apply the acquired knowledge during a marketing simulation game. Finally, the students will solidify their understanding of marketing mix, the basics of international marketing strategy, and global market theories through experiential learning, using case studies and incidents. Shortly after the commencement of the course, the professor will regularly share various aspects of social marketing with the students. Social Responsibility in marketing involves attracting customers who want to impact their buying decisions positively. Companies in today's business world have adopted socially responsible marketing strategies to increase customer awareness and help the community via beneficial services. It is important to evaluate the ways in which marketing managers can apply CSR-related activities to generate value for their various stakeholders. It is just as important to advance knowledge on CSR implementation in the field of marketing through this literature review and corresponding empirical evidence. Holding a Ph.D. in International Business specializing in responsibility management, students will leverage the professor's academic knowledge in CSR and exploit the chance to share modernized case studies and relevant reference

## **COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:**

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

- describe different national cultures and analyze the interaction between the organization's aims and the external environment to formulate the right marketing strategies,
- identify the key characteristics of international marketing I teams,
- apply power and influence tactics in international marketing teams to take advantage of diversity,
- learn the essentials of international marketing strategy,
- understand the segmentation, targeting, and positioning process in international markets,
- be able to apply international marketing concepts to marketing mix activities,
- and evaluate theories and techniques for formulating international marketing strategies and critically assess organizational changes.





## LEARNING RESOURCES:

Baack D., Czarnecka B., Baack D. (2018) International Marketing. SAGE Publications Ltd, 2nd edition

Bijmolt, T. H., Heerde, H. J. V., & Pieters, R. G. (2005). New empirical generalizations on the determinants of price elasticity. *Journal of Marketing Research*, 42(2), 141-156.

Boles, J. S., Johnson, J. T., & Barksdale Jr, H. C. (2000). How salespeople build quality relationships: A replication and extension. *Journal of Business Research*, 48(1), 75-81.

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

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

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

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

Kotler P., Armstrong G. (2012), *Principles of Marketing*. 14th edition. Pearson education.

Landwehr, J. R., McGill, A. L., & Herrmann, A. (2011). It's got the look: The effect of friendly and aggressive "facial" expressions on product liking and sales. *Journal of Marketing*, 75(3), 132-146.

Nelson, L. D., Meyvis, T., & Galak, J. (2009). Enhancing the television-viewing experience through commercial interruptions. *Journal of Consumer Research*, 36(2), 160-172.

Orth, U. R., & Malkewitz, K. (2008). Holistic package design and consumer brand impressions. *Journal of Marketing*, 72(3), 64-81.

Pieters, R., Wedel, M., & Batra, R. (2010). The stopping power of advertising: Measures and effects of visual complexity. *Journal of Marketing*, 74(5), 48-60.

Pullig, C., Simmons, C. J., & Netemeyer, R. G. (2006). Brand dilution: When do new brands hurt existing brands? *Journal of Marketing*, 70(2), 52-66.

Samaha, S. A., Palmatier, R. W., & Dant, R. P. (2011). Poisoning relationships: Perceived unfairness in channels of distribution. *Journal of Marketing*, 75(3), 99-117.

Wiles, M. A., & Danielova, A. (2009). The worth of product placement in successful films: An event study analysis. *Journal of Marketing*, 73(4), 44-63.



# CORPORATE FINANCE

<b>Course Code</b>	SAFIN001
<b>Language of Instruction</b>	English
<b>Level</b>	Undergraduate
<b>Track</b>	PSB SA
<b>Semester</b>	Spring Semester
<b>Number of ECTS</b>	6
<b>Schedule</b>	Total number of contact hours: TBC
<b>Campus</b>	Campus Cluster Paris Innovation
<b>Timetable &amp; Room</b>	Timetable & Room will be available on your extranet a week prior to the start of your class.

## **COURSE DESCRIPTION:**

Financial statement analysis, dividend policy, shares buyback, working capital management.

## **COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:**

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

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

## **LEARNING RESOURCES:**

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

Assorted articles from academic journals (Including Harvard Business Review, Journal of Finance, Journal of Corporate Finance). Supplementary literatures from financial news (including Economist, Financial Times, Bloomberg), various data and analyst report



# INTERNATIONAL FINANCE

<b>Course Code</b>	SAFIN002
<b>Language of Instruction</b>	English
<b>Level</b>	Undergraduate
<b>Track</b>	PSB SA
<b>Semester</b>	Spring Semester
<b>Number of ECTS</b>	6
<b>Schedule</b>	Total number of contact hours: TBC
<b>Campus</b>	Campus Cluster Paris Innovation
<b>Timetable &amp; Room</b>	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:**

Eiteman D. K., Stonehill A. I., Moffet M. H., 2016, Multinational Business Finance, Fourteenth Edition, Global Edition, Pearson Education Limited

Bekaert G., Hodrick R., 2018, International Financial Management, Third Edition, Cambridge University Press

Brigham E F, Ehrhardt M C, Financial Management: Theory and Practice, Southwestern Educational Publishing, 11th edition or previous

Bhidé A., 2010, A Call for Judgment, sensible finance for a dynamic economy, Oxford University Press

Cowen T., 2010, Risk and Business Cycles, Routledge



# FRENCH FOR BEGINNERS

<b>Course Code</b>	SAFRA001
<b>Language of Instruction</b>	English
<b>Level</b>	Undergraduate
<b>Track</b>	PSB SA
<b>Semester</b>	Spring Semester
<b>Number of ECTS</b>	6
<b>Schedule</b>	Total number of contact hours: TBC
<b>Campus</b>	Campus Cluster Paris Innovation
<b>Timetable &amp; Room</b>	Timetable & Room will be available on your extranet a week prior to the start of your class.

## **COURSE DESCRIPTION:**

The students will learn basic verbs, tenses, daily expressions which will allow them to socialize and have small talks. Oral skills and written skills will be required to validate this module.

- Final examination (Indicate in class Exam or during Final Exam week)
- Written exam (translation, conjugation and a short essay in French)

## **COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:**

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

The objective for the students is to be able to have simple conversations with french people in different situations:

- Introducing oneself
- Describing oneself (family, dreams, projects)
- Ordering (in cafés, restaurants)
- Expressing their tastes, desires.
- Asking for direction
- Taking appointments
- Visiting french sites
- Talking about past events

## **LEARNING RESOURCES:**

- Get started in French by Catrine Carpenter (Collection Teach Yourself)



# MIM IT FOURTH YEAR



## LUXURY RETAIL & BRAND MANAGEMENT

# LUXURY BRANDS AND DIGITAL INNOVATION

<b>Course Code</b>	P4MKG038
<b>Language of Instruction</b>	English
<b>Level</b>	Graduate
<b>Track</b>	PSB MIM M1 IT
<b>Semester</b>	Spring Semester
<b>Number of ECTS</b>	6
<b>Schedule</b>	Total of contact hours: 27
<b>Campus</b>	Campus Cluster Paris Innovation
<b>Timetable &amp; Room</b>	Timetable & Room will be available on your extranet a week prior to the start of your class.

### **COURSE DESCRIPTION:**

According to McKinsey, by 2025, nearly a fifth of luxury sales will be online (and digital will influence 100% of sales). Master the digital opportunity has become a strategic competency for luxury brands. The recent Coronavirus pandemic reinforced, even more, the importance of digital management for luxury companies.

As wealthier consumers do more of their shopping online, luxury brands have no choice but to embrace digital transformation. It's no secret that some industries have embraced digital transformation faster than others. Luxury brands have typically been at the slower end of the scale. The problem for these brands is that wealthier consumers are doing more of their shopping online. Ideas such as digital transformation and digitization are closely related to the concept of digital innovation. In today's evolving marketplace, many businesses recognize that they need to transform, innovate, and adopt new technology in order to stay competitive.

This course provides students with an overview of the Leading actors who have successfully adopted a digital strategy, focusing on this skyrocketing customer demand to immerse into a virtual experience.

### **COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:**

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

- To examine the crucial challenges of Digital Transformation in the Luxury Industry
- To investigate/diagnose Luxury Brands who have embraced Digitalization
- To evaluate the various aspects of Digitalization

### **LEARNING RESOURCES:**

Briones E. *"Luxe & Digital – Stratégies pour une digitalisation singulière du luxe"* – Dunod – 2016  
Cabigiosu, A. *Digitalization in the Luxury Fashion Industry*; Springer Science and Business Media LLC: Berlin/Heidelberg, Germany, 2020.

Chevalier M. et Gusatz M. *"Luxury Retail and Digital Management: Developing Customer Experience in a Digital World"* – Wiley – 2020



# SUSTAINABILITY AND LUXURY PROJECT

<b>Course Code</b>	P4MNT103
<b>Language of Instruction</b>	English
<b>Level</b>	Graduate
<b>Track</b>	PSB MIM M1 IT
<b>Semester</b>	Spring Semester
<b>Number of ECTS</b>	6
<b>Schedule</b>	Total of contact hours: 27
<b>Campus</b>	Campus Cluster Paris Innovation
<b>Timetable &amp; Room</b>	Timetable & Room will be available on your extranet a week prior to the start of your class.

## COURSE DESCRIPTION:

1) This course aims at equipping students with fundamentals of event marketing. Using events as a marketing channel gives potential customers a unique, first-hand interaction with the company and a true sense of the company's focus, perspective, and personality.

2) This course aims to show that luxury brands are pivoting towards sustainability and eco-friendly business models.

This course takes the form of a concrete professional project: Each year, the students in this Master's programme are given the task of organizing a charity event, with the support of a luxury brand, in aid of an association dedicated to saving the planet. This event serves 3 purposes:

- A charity house,
- The luxury house, which, in addition to its charitable work, also gives young people an insight into luxury and sustainable development,
- The students, who learn how to raise awareness of CSR causes, just as they will do tomorrow when they work in the luxury industry.

The fact that this is a concrete project with a charitable vocation, and involving a luxury house, increases consequently the students' engagement and the integration of the necessary values of sustainable development into the world of luxury.

This course is a Blended learning class. Blended learning, is an approach to education that combines online educational materials and opportunities for interaction online with traditional place-based classroom methods.

## COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

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

- Analyze the relationship between Luxury and Sustainable Development
- Develop innovative and sustainable business initiative
- Question professional expectations within the scope of Sustainable Development in Luxury Industry
- Elaborate an event planning process

## LEARNING RESOURCES:

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



<https://hausvoneden.com/lifestyle/sustainable-luxury-brands-as-pioneers-of-positive-change/>  
McKinsey & Co - Fashion's new must have sustainable sourcing at scale  
BCG-sustainability-metaverse-in-fashion-opportunity-or-threat-oct-2022





# OVERVIEW OF THE LUXURY

<b>Course Code</b>	P4PSK024
<b>Language of Instruction</b>	English
<b>Level</b>	Graduate
<b>Track</b>	PSB MIM M1 IT
<b>Semester</b>	Spring Semester
<b>Number of ECTS</b>	6
<b>Schedule</b>	Total of contact hours: 27
<b>Campus</b>	Campus Cluster Paris Innovation
<b>Timetable &amp; Room</b>	Timetable & Room will be available on your extranet a week prior to the start of your class.

## **COURSE DESCRIPTION:**

This module has two different courses which cannot be taken separately:

- New Challenges for the Luxury Industry: Legacy, Sustainability & Digital
- Global Luxury Consumer Trends

TBA

## **COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:**

TBA

## **LEARNING RESOURCES:**

TBA



# INTERNATIONAL LUXURY BRANDS STRATEGY

<b>Course Code</b>	TBA
<b>Language of Instruction</b>	English
<b>Level</b>	Graduate
<b>Track</b>	PSB MIM M1 IT
<b>Semester</b>	Spring Semester
<b>Number of ECTS</b>	6
<b>Schedule</b>	Total of contact hours: 27
<b>Campus</b>	Campus Cluster Paris Innovation
<b>Timetable &amp; Room</b>	Timetable & Room will be available on your extranet a week prior to the start of your class.

## **COURSE DESCRIPTION:**

This module has two different courses which cannot be taken separately:

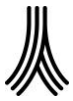
- Key Luxury Markets and Strategies of the Leading Groups
- International Development of a Luxury Product

## **COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:**

TBA

## **LEARNING RESOURCES:**

TBA



# RETAIL STRATEGIES FOR LUXURY BRANDS

<b>Course Code</b>	TBA
<b>Language of Instruction</b>	English
<b>Level</b>	Graduate
<b>Track</b>	PSB MIM M1 IT
<b>Semester</b>	Spring Semester
<b>Number of ECTS</b>	6
<b>Schedule</b>	Total of contact hours: 27
<b>Campus</b>	Campus Cluster Paris Innovation
<b>Timetable &amp; Room</b>	Timetable & Room will be available on your extranet a week prior to the start of your class.

## **COURSE DESCRIPTION:**

This module has two different sections which cannot be taken separately:

- Sales Force Management
- CRM in Luxury Retail

## **COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:**

TBA

## **LEARNING RESOURCES:**

TBA



# LUXURY SECTORS I

<b>Course Code</b>	TBA
<b>Language of Instruction</b>	English
<b>Level</b>	Graduate
<b>Track</b>	PSB MIM M1 IT
<b>Semester</b>	Spring Semester
<b>Number of ECTS</b>	6
<b>Schedule</b>	Total of contact hours: 27
<b>Campus</b>	Campus Cluster Paris Innovation
<b>Timetable &amp; Room</b>	Timetable & Room will be available on your extranet a week prior to the start of your class.

## **COURSE DESCRIPTION:**

This module has two different sections which cannot be taken separately:

- Hospitality & Wellness
- The Cosmetics Industry

## **COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:**

TBA

## **LEARNING RESOURCES:**

TBA



## INVESTMENT & FINANCIAL RISK MANAGEMENT

# FINANCIAL MARKETS

<b>Course Code</b>	P4FIN020
<b>Language of Instruction</b>	English
<b>Level</b>	Graduate
<b>Track</b>	PSB MIM M1 IT
<b>Semester</b>	Spring Semester
<b>Number of ECTS</b>	6
<b>Schedule</b>	Total of contact hours: 27
<b>Campus</b>	Campus Cluster Paris Innovation
<b>Timetable &amp; Room</b>	Timetable & Room will be available on your extranet a week prior to the start of your class.

### **COURSE DESCRIPTION:**

Overview of the overall functioning of financial markets  
Workings of the stock market and shares valuation  
Bonds  
Foreign exchange market  
Futures contracts  
Options

### **COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:**

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

Differentiate the overall function and operations of financial markets  
Value shares and bonds  
Explain the workings of the foreign exchange market and devise a basic hedge  
Arrange the use of futures contracts to establish speculative, hedging and arbitrage strategies  
Explain options and the possibilities they offer

### **LEARNING RESOURCES:**

Bodie Z., Kane A., Marcus A., (2014), Investments, McGraw-Hill, 10th global edition  
Damodaran, A (2012) Investment Valuation: Tools and Techniques for Determining the Value of Any Asset, John Wiley and Sons, 3rd Edition  
**Elton E et al. (2006) Modern portfolio theory and investment analysis . Hoboken NJ, Wiley**  
Anthony Saunders, Marcia Millon Cornett; Financial Markets and Institutions; 5th edition, 2012; McGraw Hill



# PORTFOLIO MANAGEMENT

<b>Course Code</b>	P4FIN021
<b>Language of Instruction</b>	English
<b>Level</b>	Graduate
<b>Track</b>	PSB MIM M1 IT
<b>Semester</b>	Spring Semester
<b>Number of ECTS</b>	6
<b>Schedule</b>	Total of contact hours: 27
<b>Campus</b>	Campus Cluster Paris Innovation
<b>Timetable &amp; Room</b>	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



# ADVANCED FINANCIAL ANALYSIS

<b>Course Code</b>	P4FIN022
<b>Language of Instruction</b>	English
<b>Level</b>	Graduate
<b>Track</b>	PSB MIM M1 IT
<b>Semester</b>	Spring Semester
<b>Number of ECTS</b>	6
<b>Schedule</b>	Total of contact hours: 27
<b>Campus</b>	Campus Cluster Paris Innovation
<b>Timetable &amp; Room</b>	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



# SECURITIES TRANSACTIONS AND FINANCIAL REGULATIONS

<b>Course Code</b>	P4FIN038
<b>Language of Instruction</b>	English
<b>Level</b>	Graduate
<b>Track</b>	PSB MIM M1 IT
<b>Semester</b>	Spring Semester
<b>Number of ECTS</b>	6
<b>Schedule</b>	Total of contact hours: 27
<b>Campus</b>	Campus Cluster Paris Innovation
<b>Timetable &amp; Room</b>	Timetable & Room will be available on your extranet a week prior to the start of your class.

## COURSE DESCRIPTION:

This module has two different sections which cannot be taken separately:

- Post Market & Securities Servicing
- Banking and Financial Law

Post market and securities servicing: the course will cover the following topics: definition and overview of financial markets, the market lifecycle from front to back organization, and the post-market participants.

Banking and financial law:

Many topics will be covered in this course: legal issues, regulation of commercial banks, regulation of securities houses, Basel agreements, stress testing and back testing, market risk governance in the banking industry, international standard-setting bodies, European financial regulation and AMF organization.

## COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

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

(for the course Post market and securities servicing)

- Explain the post market industry, how it works, who are the participants
- Differentiate the stakes and challenges for each participant
- Acquire the necessary knowledge and skills to fully apprehend the post market.

(for the course Banking and financial law)

- Explain the juridical and regulatory environment of financial markets
- Distinguish juridical and regulatory risks linked to their activity
- Mobilize quickly their knowledge to make a decision corresponding to the law and the deontology

## LEARNING RESOURCES:

Loader, David (2013), Clearing, Settlement and Custody, Elsevier Science & Technology Books (available on Cyberlibris)

Jorion P. (2011) Financial risk manager handbook, Wiley

Droit bancaire .10 ème éd. Paris - Bonneau, Thierry – Montchrestien

Droit des marchés financiers – Bonneau, Thierry, Drummond, France -3ème éd –Economica, 2019





L'essentiel du droit financier – Merville, Anne-Dominique – éd. Gualino, collection Carrés Rouges  
McGill, R., Patel, N. (2008), Global Custody and Clearing Services, Palgrave  
Chan Diana, Fontan Florence, Rosati Simonetta and Russo Daniela (2007), The securities  
Custody industry, Occasional Paper Series, Central bank, n°68.



# RISK MANAGEMENT

<b>Course Code</b>	P4FIN023
<b>Language of Instruction</b>	English
<b>Level</b>	Graduate
<b>Track</b>	PSB MIM M1 IT
<b>Semester</b>	Spring Semester
<b>Number of ECTS</b>	6
<b>Schedule</b>	Total of contact hours: 27
<b>Campus</b>	Campus Cluster Paris Innovation
<b>Timetable &amp; Room</b>	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



# TOOLS FOR FINANCIAL MARKETS

<b>Course Code</b>	P4FIN039
<b>Language of Instruction</b>	English
<b>Level</b>	Graduate
<b>Track</b>	PSB MIM M1 IT
<b>Semester</b>	Spring Semester
<b>Number of ECTS</b>	6
<b>Schedule</b>	Total of contact hours: 27
<b>Campus</b>	Campus Cluster Paris Innovation
<b>Timetable &amp; Room</b>	Timetable & Room will be available on your extranet a week prior to the start of your class.

## **COURSE DESCRIPTION:**

This module has two different sections which cannot be taken separately:

- Fundamentals of Mathematics for Finance
- Bloomberg Workshop

## **COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:**

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

TBC

## **LEARNING RESOURCES:**

TBC