

Spring 24

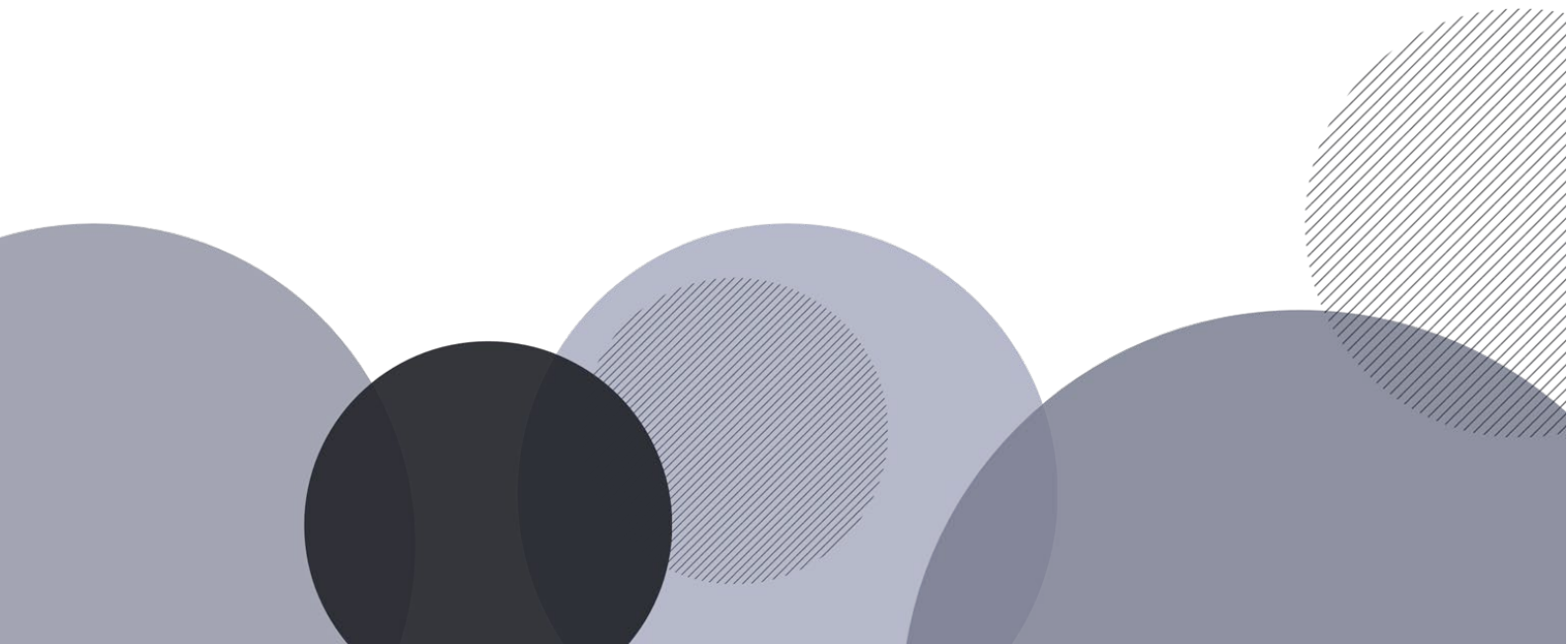
PSB Exchange - Free Mover

English Course Catalogue

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

A member of the Conference of Grandes Écoles, EFMD and AACSB, the institution offers several programs: Undergraduate (International BBA), Graduate (Master in Management program), and post-Graduate (MSc, MA, MBA, Executive DBA), Exchange & Study Abroad Program as well as Short Programs (Winter/Summer).

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 24 French Course Catalogue if you wish to study in French.

Starting and ending dates will vary according to the track:

Track	Courses	Exam period	Re-take exams
PSB Study Abroad Program	From January 15 th to March 30 th , 2024	From April 8 th to 13 th , 2024	From May 6 th to 11 th , 2024
PSB MIM – Year 4	From January 18 th to May 31 st , 2024	From June 6 th to 8 th , 2024	No re-take exams

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



PSB STUDY ABROAD PROGRAM – ONLY 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 or Luxury Brand Management; 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 15th to April 13th, 2024 (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
SAMNT003	PSB SA	Business consulting	6
SAMNT004	PSB SA	International Strategic Management	6
SAMNT005	PSB SA	Organizational Behavior	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

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



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 18th to June 8th, 2024 (exams included).

Course Code	Track	Module	ECTS
P4MKG038	PSB MIM M1 IT	Luxury Brands and Digital innovation	6
P4MNT103	PSB MIM M1 IT	Sustainability and Luxury project	6
P4LPS024	PSB MIM M1 IT	Overview of the Luxury Luxury: Origin & Contemporary issues Hospitality and Wellness 1 Fine Watches markets Gemmology	6
P4ECO009	PSB MIM M1 IT	The Global Luxury Goods Industry	6
P4MKG031	PSB MIM M1 IT	Luxury Brand Marketing	6
P4MKG039	PSB MIM M1 IT	Management and Business Negotiation Sales Force Management Clienteling, CRM and Selling Techniques in the Luxury Business	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.



2- Investment & Financial Risk Management (IFRM)

This track takes place from January 18th to June 8th, 2024 (exams included).

Course Code	Track	Module	ECTS
P4FIN020	PSB MIM M1 IT	Financial Markets	6
P4FIN021	PSB MIM M1 IT	Portfolio Management	6
P4FIN022	PSB MIM M1 IT	Advanced Financial Analysis	6
P4FIN038	PSB MIM M1 IT	Securities transactions and financial regulations Post Market & Securities Servicing Banking and Financial Law	6
P4FIN023	PSB MIM M1 IT	Risk Management Introduction to Risk Management Market risk Measurement	6
P4FIN039	PSB MIM M1 IT	Tools for financial markets 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

Course Code	SALUX001
Language of Instruction	English
Level	Undergraduate
Track	PSB SA
Semester	Spring Semester
Number of ECTS	6
Schedule	Total number of contact hours: TBC
Campus	Campus Cluster Paris Innovation
Timetable & Room	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.

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.



LUXURY RETAIL

Course Code	SALUX002
Language of Instruction	English
Level	Undergraduate
Track	PSB SA
Semester	Spring Semester
Number of ECTS	6
Schedule	Total number of contact hours: TBC
Campus	Campus Cluster Paris Innovation
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 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 »

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MARKETING APPLIED TO LUXURY

Course Code	SALUX003
Language of Instruction	English
Level	Undergraduate
Track	PSB SA
Semester	Spring Semester
Number of ECTS	6
Schedule	Total number of contact hours: TBC
Campus	Campus Cluster Paris Innovation
Timetable & Room	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

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MANAGEMENT OF CHANGE AND INNOVATION

Course Code	SAMNT001
Language of Instruction	English
Level	Undergraduate
Track	PSB SA
Semester	Spring Semester
Number of ECTS	6
Schedule	Total number of contact hours: TBC
Campus	Campus Cluster Paris Innovation
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 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

Course Code	SAMNT002
Language of Instruction	English
Level	Undergraduate
Track	PSB SA
Semester	Spring Semester
Number of ECTS	6
Schedule	Total number of contact hours: TBC
Campus	Campus Cluster Paris Innovation
Timetable & Room	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.



BUSINESS CONSULTING

Course Code	SAMNT003
Language of Instruction	English
Level	Undergraduate
Track	PSB SA
Semester	Spring Semester
Number of ECTS	6
Schedule	Total number of contact hours: TBC
Campus	Campus Cluster Paris Innovation
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 a clear understanding of international business consulting, this course will focus on strategy and management and details the job of an international consultant and how to succeed in Business consulting.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

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

- Describe the consulting business industry
- Prepare a consulting proposal for a client
- Illustrate the process of preparing and following client relationships
- Summarize the steps to start a consulting business

LEARNING RESOURCES:

Wickham, L., Wilcock, J. (2016). Management consulting delivering an effective project. Pearson

Weiss, A. (2011). The Consulting bible: everything you need to know to create and expand a seven-figure consulting practice.

Fombrun C.J., Nevins M.D. (2004). Advice business: the essential tools and models for management consulting. Pearson.

Weinberg G.M., Satir V. (1986). The Secrets of Consulting: A Guide to Giving and Getting Advice Successfully. Dorset House



INTERNATIONAL STRATEGIC MANAGEMENT

Course Code	SAMNT004
Language of Instruction	English
Level	Undergraduate
Track	PSB SA
Semester	Spring Semester
Number of ECTS	6
Schedule	Total number of contact hours: TBC
Campus	Campus Cluster Paris Innovation
Timetable & Room	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.



ORGANIZATIONAL BEHAVIOR

Course Code	SAMNT005
Language of Instruction	English
Level	Undergraduate
Track	PSB SA
Semester	Spring Semester
Number of ECTS	6
Schedule	Total number of contact hours: TBC
Campus	Campus Cluster Paris Innovation
Timetable & Room	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 MARKETING

Course Code	SAMKG001
Language of Instruction	English
Level	Undergraduate
Track	PSB SA
Semester	Spring Semester
Number of ECTS	6
Schedule	Total number of contact hours: TBC
Campus	Campus Cluster Paris Innovation
Timetable & Room	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., & Kuehnl, 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

Course Code	SAFIN001
Language of Instruction	English
Level	Undergraduate
Track	PSB SA
Semester	Spring Semester
Number of ECTS	6
Schedule	Total number of contact hours: TBC
Campus	Campus Cluster Paris Innovation
Timetable & Room	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

Course Code	SAFIN002
Language of Instruction	English
Level	Undergraduate
Track	PSB SA
Semester	Spring Semester
Number of ECTS	6
Schedule	Total number of contact hours: TBC
Campus	Campus Cluster Paris Innovation
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:

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

Course Code	SAFRA001
Language of Instruction	English
Level	Undergraduate
Track	PSB SA
Semester	Spring Semester
Number of ECTS	6
Schedule	Total number of contact hours: TBC
Campus	Campus Cluster Paris Innovation
Timetable & Room	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

Course Code	P4MKG038
Language of Instruction	English
Level	Graduate
Track	PSB MIM M1 IT
Semester	Spring Semester
Number of ECTS	6
Schedule	Total of contact hours: 27
Campus	Campus Cluster Paris Innovation
Timetable & Room	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

Course Code	P4MNT103
Language of Instruction	English
Level	Graduate
Track	PSB MIM M1 IT
Semester	Spring Semester
Number of ECTS	6
Schedule	Total of contact hours: TBC
Campus	Campus Cluster Paris Innovation
Timetable & Room	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 organising a charity event, with the support of a luxury brand, in aid of an association dedicated to saving the planet. This event actually 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:

<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

Course Code	P4LPS024
Language of Instruction	English
Level	Graduate
Track	PSB MIM M1 IT
Semester	Spring Semester
Number of ECTS	6
Schedule	Total of contact hours: 29
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

Luxury is a concept deeply rooted in our societies. This course starts with definition showing evidence. From the History of Fashion, the Wellness –with a focus on Perfume, Cosmetics and Spa- Hospitality, Gemology, Fine Watch Making, each course tends to demonstrate that each invention shaped a facet of our Today's Luxury and that Ancient Times still influence it.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The purpose of the course is to introduce students to the Luxury Industry through presentation of several major sectors: Luxury Hospitality, Fine Watch Markets and Gemology - It aims at providing students with a comprehensive overview of Luxury through its Origins. At the end of the module, the student should be able:

- Question the specificities of luxury markets
- Elaborate a proposal according to analysis carried out
- Choose the better strategy to cope with firms' expectations.

LEARNING RESOURCES:

Mc Neill P. & Riello G. - « Luxury : a rich history » - (Oxford University Press - 2016)

Deloitte annual survey « Global Powers of Luxury Goods 2018 - Shaping the future of the luxury industry »

Jones T. « 100 contemporary fashion designers » - Taschen – ISBN 978-3-8365-4892-2

Palomo-Lovinski N. « Les plus grands créateurs de mode, de Coco Chanel à Jean-Paul Gaultier » - (Eyrolles 2012)



THE GLOBAL LUXURY GOODS INDUSTRY

Course Code	P4ECO009
Language of Instruction	English
Level	Graduate
Track	PSB MIM M1 IT
Semester	Spring Semester
Number of ECTS	6
Schedule	Total of contact hours: 28
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

This is a comprehensive approach of the luxury brands distribution as well as the business model study regarding the leading groups such as LVMH, Kering... A introduction will be made to international development strategies in the Luxury Business.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

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

- Debate firm strategies according to a cultural background
- Propose operational solutions to firm's problematic

LEARNING RESOURCES:

Kapferer J.N., « *Kapferer on Luxury: How Luxury Brands Can Grow Yet Remain Rare* » Ed. 1, - Kogan Page, 2015

(Available on Cyberlibris)

Kapferer J.N., « *The New Strategic Brand Management: Advanced Insights and Strategic Thinking* » Ed. 5, Kogan Page, 2012

(Available on Cyberlibris)

Atwal, G., Bryson, D. « *Luxury Brands in Emerging Markets* », Editors: Palgrave Macmillan, 2014

Kapferer J.N., Bastien V. « *Luxe oblige* » Ed. 2, Eyrolles, 2012

(Available on Cyberlibris)

Casper G., Briones E., « *La génération Y et le luxe* », Dunod Pub. 2014



LUXURY BRAND MARKETING

Course Code	P4MKG031
Language of Instruction	English
Level	Graduate
Track	PSB MIM M1 IT
Semester	Spring Semester
Number of ECTS	6
Schedule	Total of contact hours: 29
Campus	Campus Cluster Paris Innovation
Timetable & Room	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 analyse how brands should communicate and manage their brand equity in order to develop internationally.

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:

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 market

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

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

LEARNING RESOURCES:

Kotler P., Keller K., Manceau D. (Editions Pearson, 2017 - 15th edition) - Marketing management

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



MANAGEMENT AND BUSINESS NEGOCIATION

Course Code	P4MKG039
Language of Instruction	English
Level	Graduate
Track	PSB MIM M1 IT
Semester	Spring Semester
Number of ECTS	6
Schedule	Total of contact hours: 29
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

In an environment that is considerably more complex with the digital revolution but also the globalization, luxury brands must change their premium services. Transforming the customer himself and evolving each transaction or interaction in a relationship are the new challenges of luxury.

The CRM and Clienteling are thus new tools to answer to the luxury brands problems. By organizing the customer information from all distribution and communication channels and making it available to the sales associate, luxury brands allow them to become real sales ambassadors and business providers.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The primary goal of this course is to train students in the methods of sales management. At the end of the course, students should be able to:

- Analyze the luxury retail and its specificities
- Investigate how to be an efficient store manager
- Outline what makes a great team leader
- Develop an in-depth understanding of the tools and techniques used in sales management today.

LEARNING RESOURCES:

Kapferer JN, - *"How Luxury Brands Can Grow Yet Remain Rare"* – Kogan Page Ltd Edition – 2015 – ISBN : 978-0749474362

Johnston M.W. & Marschall G.W. - « *Sales Force Management: Leadership, Innovation, Technology 12th Edition* » Routledge 2016

Bray C, & Sorey H, - *"Cracking the Code of Outbound Sales Paperback"* - January 2018

Hammond R., - « *Smart Retail: Winning ideas and strategies from the most successful retailers in the world* » - March 2017

Rackham N., (1995) "Spin Selling"

Ury W. & Fisher R., (2012) – "Getting to Yes: Negotiating an agreement without giving in" – Bruce Patton Ed.

Tsu S., (2018) – "The Art of War" –

Holcomb G., "CRM – Book of secrets: 16 Things you need to know " (2018)

Holmes N., "The CRM Handbook-Everything You Need to know about CRM" - (2016)

GhaharyRad F., "Development of a Web-based CRM System Using Web 3.0 Technology"-Lambert Academic Publishing (2016)

ISBN 978-3-659-90582-7



INVESTMENT & FINANCIAL RISK MANAGEMENT

FINANCIAL MARKETS

Course Code	P4FIN020
Language of Instruction	English
Level	Graduate
Track	PSB MIM M1 IT
Semester	Spring Semester
Number of ECTS	6
Schedule	Total of contact hours: 24.5
Campus	Campus Cluster Paris Innovation
Timetable & Room	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

Course Code	P4FIN021
Language of Instruction	English
Level	Graduate
Track	PSB MIM M1 IT
Semester	Spring Semester
Number of ECTS	6
Schedule	Total of contact hours: TBC
Campus	Campus Cluster Paris Innovation
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



ADVANCED FINANCIAL ANALYSIS

Course Code	P4FIN022
Language of Instruction	English
Level	Graduate
Track	PSB MIM M1 IT
Semester	Spring Semester
Number of ECTS	6
Schedule	Total of contact hours: TBC
Campus	Campus Cluster Paris Innovation
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



SECURITIES TRANSACTIONS AND FINANCIAL REGULATIONS

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

COURSE DESCRIPTION:

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

Course Code	P4FIN023
Language of Instruction	English
Level	Graduate
Track	PSB MIM M1 IT
Semester	Spring Semester
Number of ECTS	6
Schedule	Total of contact hours: TBC
Campus	Campus Cluster Paris Innovation
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



TOOLS FOR FINANCIAL MARKETS

Course Code	P4FIN039
Language of Instruction	English
Level	Graduate
Track	PSB MIM M1 IT
Semester	Spring Semester
Number of ECTS	6
Schedule	Total of contact hours: TBC
Campus	Campus Cluster Paris Innovation
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