NOTES :

- The courses offer is subjected to the vote of the university authorities.

- The courses offered in Bachelor 3rd Year Business Administration, Master 2 Accounting and Finance (AF) and Master 2 International Audit Economics and Finance (IAEF) training will be taught face-to-face and remote.

- You need to be admitted by the professor before attending a Master 2 course, please provide the international relations service your transcripts of records in order to allow professors to check if you validated the prerequisites necessary to a good understanding of their course.

- Courses taught in English will open only if a sufficient number of students register. In the case one course taught in English is not organized, students who chose this course will have the possibility to attend it in French language or to choose another course.

- Learning Agreement: Any party can request changes to the study programme within two weeks after the start of each semester. These changes should be agreed by all parties as soon as possible, within two-weeks following.

- Attendance at each course is compulsory, after submission of the final Learning Agreement. Three justified absences from each course are accepted upon presentation of an official certificate within 3 days of the absence.
Student Learning Objectives:

Macroeconomics is the branch of economics that studies economy wide phenomena. It therefore looks beyond the study of individual behaviors and market structure which are the subjects of microeconomics. Macroeconomics focuses on aggregate indicators such as saving, consumption, investment, public expenses and international factors which are ultimately determinants of GDP, and related aggregate phenomena such as inflation and unemployment. The objective of the course is to provide an introduction to how to model the relationships between those aggregate indicators. Modelling those relationships allows understanding how economic policy (monetary and fiscal policy) can have economy wide effects. Macroeconomic modelling consists in (i) elaborating macroeconomic functions and (ii) studying macroeconomic equilibrium.

Course Structure: This course is a follow up of Semester 1 course (Introduction à l’Economie) and consists in an introduction to macroeconomics. Two main macroeconomic functions are studied: the consumption function (Chapter 1) and the investment function (chapter 2) which are core elements of aggregate demand. Those functions pertain to the real economy. The last two chapters pave the road towards macroeconomic equilibrium modelling. Chapter 3 introduces to financial markets while paying attention to the money demand and money supply. This chapter provides basic concepts that are necessary to the understanding of monetary policy. Chapter 4 is dedicated to the study of macroeconomic equilibrium taking the lenses ok Keynes. It is therefore an introduction to short-term macroeconomics and provides the (Keynesian) rationale of fiscal policy. Chapter 3 and chapter 4 are necessary to understand more elaborated macroeconomic modelling such as the IS-LM (or Aggregate Supply – Aggregate Demand) framework which will be extensively studied during Semester 3 and 4.

Topic Outline:

The four chapters will be supported by tutorials (one file per chapter). Tutorials mainly consist in questions that will allow checking basic concepts, exercises, documents reading and videos listening.

Textbook & Course Materials: Course materials (one for the Introduction and one per chapter) will be made available (paper and intranet).

### Bachelor 1st Year in Management

**Course:** Applied English for Management and Economics and Language Tools for Management

- **Code:** UE 1B 1 EC 1 – EC 2
- **Teacher:** Ms BACHELARD Pascale / Ms FACKS Julia

<table>
<thead>
<tr>
<th>Number of Hours Lectures</th>
<th>Number of Hours Tutorials</th>
<th>Type of Exam</th>
<th>ECTS Number</th>
<th>Semester</th>
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<tbody>
<tr>
<td>-</td>
<td>20+10</td>
<td>Continuous Assessment</td>
<td>2+1</td>
<td>SPRING</td>
</tr>
</tbody>
</table>

**Student Learning Objectives:**

- Build on the level acquired previously in the 5 skills: understanding spoken and written English, expressing oneself orally and in writing, interacting in English
- Strengthen grammar skills to prepare students for the TOEIC and the SIM tests
- Acquisition of technical vocabulary (economic and business English)
- Acquisition of professional-based skills: making presentations, writing business letters, etc.

**Course Structure:** Small groups of 20 students approximately. The course is based on discussion and interactivity, as well as activities (grammar and vocabulary exercises, debates, understanding video footages, etc.)

**Topic Outline:**

- Individual oral presentations either on the current affairs or on social, economic or business topics + discussions on these topics.
- Discussions and oral or writing activities on topics related to economics, society or current affairs, starting from different types of media (videos, texts, recordings). Topics covered last year included the sharing economy (Airbnb), the cashless economy, money and overindebtedness, etc.
- Grammar revisions
- Oral comprehension, especially news topics
### BACHELOR 2nd year in MANAGEMENT  
Specialization in Modern Languages

<table>
<thead>
<tr>
<th>Course</th>
<th>Code</th>
<th>Teacher</th>
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</thead>
<tbody>
<tr>
<td>PROBABILITY 2 AND ADDITIONAL TOPICS IN ALGEBRA AND ANALYSIS</td>
<td>UE 4 A 3 b</td>
<td>Ms DURY Marie-Eliette</td>
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<tbody>
<tr>
<td>30</td>
<td>15</td>
<td>Continuous Assessment</td>
<td>5</td>
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</table>

**Student Learning Objectives:**

Students will acquire methods to organize concrete random situations, through classical discrete and continuous probabilistic models, read statistical tables. In addition, they learn method and specific vocabulary for eigenvalues, matrix diagonalization and numerical/recursive sequences.

**Content:**

**Chapter V – Continuous probability laws**

1/ Cumulative distribution function (CDF), 2/ Probability Density function, 3/ Gaussian law, 4/ Statistical tables

**Chapter VI – Limit theorems**

1/ Theorems and method, 2/ Approximation of a binomial law by a Poisson law (2 cases), 3/ Approximation of a binomial law by a Normal law

**Chapter VII – Eigenvalues and diagonalization**

1/ Characteristic polynomial and Eigenvalues, 2/ First application: Invertible n-by-n square matrix, 3/ Eigenspaces and eigenvectors, 4/ Main application: Diagonal matrix and change of basis matrix

**Chapter VIII – Sequences**

1/ numerical sequences, 2/ recursive sequences
BACHELOR 2nd year in MANAGEMENT
Specialization in Modern Languages

Course
BUSINESS ENGLISH and ENGLISH CONVERSATION

Code
UE 4 B 2 b

Teacher
Mr PLA Jean-Pierre

Number of Hours Lectures: 30
Number of Hours Tutorials: 30
Type of Exam: Continuous Assessment
ECTS Number: 3

Semester:
SPRING

Student Learning Objectives:

Course prerequisite: Bilingual students specialized in Economics and Management who have very good listening and reading skills, and a good knowledge of English grammar.

Student Learning Outcomes:

Objective 1: Present the TOEIC so that students understand the way it works.
Objective 3: Expand grammatical skills and vocabulary related to business and the workplace.
Objective 2: Develop listening and reading skills.
Objective 4: Get students ready to work in English in their field of expertise.

Course Structure:

The topics covered are all related to the vocabulary that students need to master to take the TOEIC (i.e. general and business English used in the workplace in a multicultural environment).
### Course Details

**Course:** Banking and Financial Markets  
**Code:** UE 4 C G 1 b  
**Teacher:** Mr. Mankai Selim  
**Semester:** Spring  

<table>
<thead>
<tr>
<th>Number of Hours Lectures:</th>
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<tbody>
<tr>
<td>20</td>
<td>-</td>
<td>Final Exam</td>
<td>3</td>
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</table>

### Student Learning Objectives:

- The objective of the course is to provide students with an introduction to the banking firms and financial markets. Initially, the focus will be on the description of the nature and economic functions of the different types of banks. We will discuss why banks exist, what their main activities are, why they are of particular importance for the financial system and the real economy of a country. The second part of the course will then be used to cover specific aspects of financial markets in more detail. Emphasis will be put on their players and instruments, in order to provide a more detailed knowledge about risk/return characteristics and price determination.

- It is expected that students will develop critical skills in assessing the relevance of the principles of financial intermediation.

### Topic Outline:

- Chapter 1: Overview of the financial system  
- Chapter 2: Business of banking  
- Chapter 3: Central banking and financial regulation  
- Chapter 4: Management of banking  
- Chapter 5: Introduction to financial markets  
- Chapter 6: Financial crisis
<table>
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<tr>
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<th>ECTS Number:</th>
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<td>20</td>
<td>Continuous Assessment</td>
<td>3</td>
<td>Information to come</td>
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</tbody>
</table>

Course Learning Objectives: Information to come
Student Learning Objectives:

Customer Relationship Management (CRM) is nowadays an important component of any business activity. Its main principles may also be implemented in non-profit organizations. The aim of this course is to highlight the various aspects of customer relationship, through theoretical notions, practical case studies, videos and testimonies, etc. After the course, students should be able to know the principles of customer relationship management with a sustainable understanding, realize a strategic and operational analysis in a specific situation, and design an action plan.

At the end of this course, each student should be able to:
- Identify the key principles of a Client Relationship, mutually and sustainably efficient,
- Prepare a strategic and operational analysis of the CRM approach developed in a given situation,
- Take into account the modern context (“Brick & mortar”)

Topic Outline:

COURSE 1. Introduction – Extended definition of the CRM. New rules in a digitalized world.
COURSE 2. Key components of the CRM. Analyzing a CRM approach from both points of view (seller vs. client).
COURSE 3. Implementing a relational strategy. CRM and offer personalization.
COURSE 4. Importance of social media in a CRM approach. Socialization, reputation, branding and business under social media impact.
COURSE 5. Client information, basis of the CRM. Client data, from collect to utilization.
COURSE 8. Websites and CRM. Viral Web viral and Web content. The renewal of direct marketing.
COURSE 10. Synthesis of the course. Principal points through examples.
Student Learning Objectives:

Description:
- International marketing continues to grow in both importance and complexity.
- Challenges and opportunities for companies include better targeting, enhanced creativity, new market horizons and results driven communication.

Competences to be obtained:
- The objective of this module is to give a better understanding of the challenges facing companies today on the international stage and to maximise the marketing and communication opportunity.

Programme of the module:
- To review the basic principles and choices for company marketing and communication.
- To understand and develop marketing and communication strategy for international development.
- To identify and use key elements in a marketing and communication plan.
- To develop and design concepts for specific international situations and to identified targets.
### Course Learning Objectives:

All decisions in a business organization are made in accordance with how they will affect the organization’s financial performance and future financial health. Financial Management involves investment decisions and financing decisions. Financial managers assess the potential risks and rewards associated with investment and financing decisions through the application of financial analysis.

The objective of financial decision-making in a business is the maximization of the wealth of the owners.

### Course Content:

- Introduction to Finance and Financial Management
- Finance and the Goals of the Firm- Agency Problems
- The Legal Forms of Business- Finance and the Multinational Corporation Understanding Financial Statements
- Measuring the company’s profits and book value- Computing a company’s taxes
- Financial Statements and International Finance Evaluating a Firm’s Financial Performance
- Stockholders’ Report- Financial Ratio Analysis Time Value of Money
- Compound Interest and Future Value
- Present Value
- Annuities
### Student Learning Objectives:

This course is an introduction to microfinance and social performance. It will provide background in these fields as well as an overview of the main stakeholders, tools and initiatives in the microfinance industry. It will highlight the need to balance financial and social performance not only for the welfare of customers but also for the sustainability of the microfinance institution.

The course documents, exercise sheets, and the correction of the assessments are made available progressively on the ENT, under "Cours en ligne / Licence Droit – Economie – Gestion / L3 bilingue/ Introduction to microfinance and social performance.

Chapter 1: introduction to microfinance and social performance
- History and definitions
- Main actors and stakeholders
- Rating/Auditing/Information Services

Chapter 2: Clients
- Who are microfinance clients?
- How do borrowers use microcredit loans?
- How do savings services help poor people?

Chapter 3: Microfinance providers
- Governments
- MFIs and FSPs

Chapter 4: Impact and social performance
- How does microfinance help the poor?
- The double mission
- Transparency
- Assessing social performance

Chapter 5: Issues and challenges
- Mission drift
- Predatory lenders
- Financial vs social performance

This course includes case studies, pairwork, presentations, exercises, videos and handouts.
# FINANCIAL MATHEMATICS

**Course Code**: UE 6 A CF 5 b  
**Teacher**: Mr MANKAI Selim  
**ECTS Number**: 3

<table>
<thead>
<tr>
<th>Number of Hours Lectures:</th>
<th>Number of Hours Tutorials:</th>
<th>Type of Exam:</th>
<th>Semester:</th>
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<td>20</td>
<td>10</td>
<td>Continuous Assessment</td>
<td>SPRING</td>
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</table>

## Course Learning Objectives:

- Given any two of interest rate, present value, or future value, calculate the third based on simple or compound interest.
- Write the equation of value given a set of cash flows and an interest rate.
- Given an annuity with level or non-level payments, immediate (or due), payable m-thly, (or payable continuously), and any three of present value, future value, interest rate, payment, and term calculate the remaining two items.
- Given any four of term of loan, interest rate, payment amount, payment period, principal, calculate the remaining items.
- Given any four of price, redemption value, yield rate, coupon rate, and term of bond, calculate the remaining item.
- Calculate the current value of a set of cash flows.
- Construct an investment portfolio to fully immunize a set of liability cash flows

## Topic Outline:

- Chapter 1: Simple interest and simple discount
- Chapter 2: Compound interest and Compound discount
- Chapter 3: Annuities
- Chapter 4: Investment decision
- Chapter 5: Loan repayment
- Chapter 6: Bond
### BACHELOR 3rd year in BUSINESS ADMINISTRATION

<table>
<thead>
<tr>
<th>Course</th>
<th>Code</th>
<th>Teacher</th>
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</thead>
<tbody>
<tr>
<td>TOOLS OF INTERNATIONAL TRADE AND LOGISTICS</td>
<td>UE 6 A M 6 b</td>
<td>Mr HEELS Geoffrey</td>
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<td>Continuous Assessment</td>
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<td>SPRING</td>
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</table>

**Student Learning Outcomes:**

- Demonstrate an understanding of the incoterms and their importance in international trade
- Understand the role of packing and the use of different load units in international trade
- Choose an appropriate transport solution and evaluate the advantages and disadvantages of the different options
- Show knowledge of the different insurance guarantees, policies and procedures for an insurance claim
- Understand the role of customs, regimes, declarations and procedures
- Appreciate the functions of the forwarding agent, how to choose a forwarding agent and work together
- Calculate an export price and the cost price of imported products
- Understand the different means and techniques of payment in international trade and use them effectively and appropriately

**Topic Outline:**

A bulleted list is a good way to display these topics as shown below:

- Incoterms
- Packing
- Carriage of goods
- Insurance
- Customs
- The forwarding agent
- Export pricing
- Means and techniques of international payments
COMPUTING AND DIGITAL USES + DOING BUSINESS IN DIFFERENT CULTURES

Course Code: UE 6 B 1 – EC1 – EC2
Teacher: Information to come

<table>
<thead>
<tr>
<th>Number of Hours Lectures:</th>
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<th>Semester:</th>
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<tr>
<td>10</td>
<td>20 + 15</td>
<td>Continuous Assessment</td>
<td>1,5+1,5</td>
<td>SPRING</td>
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Student Learning Objectives:

- **COMPUTING AND DIGITAL USES:** Tutorials 20h
  This course is for anyone who wants to work with Excel on a regular basis, for self-taught learners with well-developed basic skills, who want to fill gaps in their knowledge and for anyone wanting to consolidate their knowledge of Excel.
  In this Advanced excel program titled as "Computer training", students will learn the usage of Subtotals, pivot tables, and pivot Charts.
  Apart from this, we will learn advanced excel and statistical functions. This Advanced Microsoft Excel training class is designed for students to gain the skills necessary to use pivot tables, audit and analyze worksheet data, utilize data tools, collaborate with others, and create and manage macros.
  At the course end, we will also dedicate some time in learning basics of visual basic which will definitely help students in future.

- **DOING BUSINESS IN DIFFERENT CULTURES:** Lectures 10h / Tutorials 15h
  As the world increasingly becomes a global village with Multinationals spreading their areas of influence around the world, businessmen accordingly are being asked to negotiate with people whose culture makes them think and react in very different ways. Contracts can be signed or rejected on details that are a result of cultural differences.

Student Learning Outcomes:

- To understand the theories of intercultural differences and identify probable cultural pitfalls while doing business abroad
- To be able to implement these theories to find solutions to specific problems in business negotiations
- To introduce the students to the Asian culture that is very much in the economic and business news, namely India and China

Course Structure:

- Determinants of culture in regard to Management
- Impact of culture on negotiations and communication (Business culture in Asia)
- International Mergers and acquisitions
- Culture and Corporate Strategy
# BACHELOR 3rd year in BUSINESS ADMINISTRATION

## Course: PROFESSIONAL PERSONAL PROJECT

<table>
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<tr>
<th>Code</th>
<th>ECTS Number:</th>
<th>Teacher</th>
<th>Semester:</th>
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<tbody>
<tr>
<td>UE 6 C 1 b</td>
<td>3</td>
<td>Mr PLA Jean-Pierre</td>
<td>SPRING</td>
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<td>Continuous Assessment</td>
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</table>

### Student Learning Objectives:

Facilitating job and placement finding by:

- Understanding an employer’s need by an appropriate understanding of the job/placement requisites
- Understanding how a C.V. should work
- Understanding the workings of a cover letter
- Understanding how to be successful in an interview

### Topic Outline:

- Efficient job/placement search
- A clear and well-conceived CV/ Resumé
- An efficient Cover Letter
- A successful job/placement interview
- The magic circle: Job offer-CV-Cover Letter- Interview Understanding the workings of a cover letter
<table>
<thead>
<tr>
<th>Student Learning Objectives:</th>
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</thead>
<tbody>
<tr>
<td>• Measure the return and the risk of a portfolio</td>
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<tr>
<td>• Understand the benefit of diversification</td>
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<tr>
<td>• Know how to construct efficient portfolios</td>
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<tr>
<td>• Know different methods to measure a portfolios' performance</td>
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<tr>
<td>• Know how to apply different valuation models to evaluate stocks</td>
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<table>
<thead>
<tr>
<th>Topic Outline: Topics discussed during the course are:</th>
</tr>
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<tbody>
<tr>
<td>- Return &amp; Risk</td>
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<tr>
<td>- Diversification</td>
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<tr>
<td>- Portfolio optimization</td>
</tr>
<tr>
<td>- Asset pricing models</td>
</tr>
<tr>
<td>- Performance measures</td>
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<tr>
<td>- Portfolio management strategies</td>
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<tr>
<td>- Equity valuation</td>
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</tbody>
</table>
Course Learning objectives:

To know what Private Equity means,
To understand why firms merge,
To know the main forms of restructuring,
To learn the problem of corporate governance.

Course content: (ventilation CM, TD, cas, jeux, autres et ventilation du volume horaire, documents mis à disposition des étudiants) - The seminar is divided into two parts: theory and practical knowledge of Private Equity with applications. The seminar will be conducted with PowerPoint slides and will involve some documents distributed throughout the seminar.

This seminar provides an overview of Private Equity: forms, implications and consequences.
First of all we develop the definition, the main characteristics and the world evolution. Then, we speak about the different forms of Private Equity (Mergers and Acquisitions, Going Private Transactions, Leveraged Buy Out, Public to Private, IPO...) with an international point of view (contrast between the USA and Europe...). Finally, we elaborate a method to measure the performance of these transactions with some applications.
## Course Details

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Code</th>
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<tbody>
<tr>
<td>UE 4 EFR 2 a – EC3</td>
<td>-</td>
<td>Mr MARSAT Sylvain</td>
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<tr>
<th>Course</th>
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<tbody>
<tr>
<td>THEORY OF FINANCE</td>
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### Number of Hours

<table>
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<th>Tutorials</th>
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### Course prerequisite:

- **Elementary mathematics:**
  - Solving simple linear equations,
  - Derivation of common functions,
  - Matrix product,
  - Using logs, exponential functions

- **Basic statistics:**
  - Probability distributions,
  - $E(X)$, $\sigma(X)$, $\text{cov}(X,Y)$,
  - Simple linear regression

### Student Learning Objectives:

- Develop in-depth knowledge of major finance theories, relying on the original research papers
- Be able to understand concretely the tools derived from these theories in a portfolio management framework (efficiency frontier, beta...),
- Develop further understanding on the postulates and limitations of these theories

### Topic Outline:

- Chap. 1 - Efficient markets
- Chap. 2 - Portfolio selection
- Chap. 3 - Capital asset pricing
- Chap. 4 - Stock Valuation
- Chap. 5 - Behavioral finance
<table>
<thead>
<tr>
<th>Course</th>
<th>Code</th>
<th>Teacher</th>
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<tbody>
<tr>
<td>BUSINESS ENGLISH</td>
<td>UE 4 AFG 1 a – EC3</td>
<td>Mr BARRETT Patrick</td>
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<tr>
<td>10</td>
<td>10</td>
<td>Continuous Assessment</td>
<td>2</td>
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Semester: SPRING

Course Learning objectives:

General and Business English. We will work on the four skills in this class: listening comprehension and speaking; reading comprehension and writing.

Topics (these can change):

- Leading a discussion about a current news topic;
- Preparation for the new TOEIC (2018);
- Multiculturalism and Business;
- Updating CVs and checking on covering letters throughout the semester;
- TED Talk on Identity (the Danger of the Single Story).

Assessment:

- Oral mark for activity in which you lead a discussion about a current news topic.
- Written mark for problem solving activity dealing with multiculturalism and business.

Oral and written comprehension mark for mini TOEIC test.
Student Learning Objectives:

Students following this class should have knowledge of the fundamentals of sales and negotiation. As a key intermediary with the most important clients, the KAM has to develop partnerships and results on a long term view. For that purpose, students should be able to:

- Select key accounts on valuable criteria
- Develop strategies to engage long term partnerships
- Organize team actions and manage a set of dedicated tools and processes

Online and offline resources; Video analysis; online quiz; lectures; case studies; group works

Topic Outline:

- KAM definition
- KAM indicators, metrics, criteria
- KA Selection
- KAM Model & processes
- KAM Negotiation process
- KAM Development
- KA Manager: Role & skills

Bibliography: