PSB EXCHANGE PROGRAM
Fall 17 English Course Catalogue

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

A member of the Conference of Grande Écoles, EFMD and AACSB, the institution offers several programs: Undergraduate (International BBA), Graduate (Grande École 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.

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

- PSB PGE (Grande Ecole Program)
- PSB IP (International Program)

Students can select between 5 to 30 ECTS per semester within one single track.

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

Please refer to the fall 17 French Course Catalogue should you wish to study in French.

Starting and Ending dates varies according to each tracks:

Track	Orientation day	Class	Exam start from	Final day at PSB	Holiday	Bank holiday
PSB PGE B1 IT & B2 IT	18-19/09/2017	From 25/09/2017* to 15/12/2017	02/01/2018	06/01/2018	17/12/2017 to 01/01/2018	01/11 11/11
PSB PGE M1	18-19/09/2017	From 19/09/2017 to 08/12/2017*	06/12/2017	16/12/2017	None	01/11 11/11
PSB PGE Study Abroad	18-19/09/2017	From 25/09/2017 to 09/12/2017*	11/12/2017	21/12/2017	None	01/11 11/11
PSB IP BBA (all tracks)	18-19/09/2017	From 25/09/2017 to 09/12/2017*	11/12/2017	21/12/2017	None	01/11 11/11

PSB GRANDE ECOLE PROGRAM

PSB Paris School of Business' 5-year Grande Ecole Program consists of three years of Bachelor level studies and two years of Master level studies. Exchange students can select from three different tracks (3 at Undergraduate level and 1 at Postgraduate level) and undertake from 6 to 30 ECTS per semester.

SELECT A TRACK AND COURSES YOU WANT TO UNDERTAKE WITHIN THIS TRACK.

Course Code	Track	Level	Course	ECTS
P1QAM004	PSB PGE B1 IT	UG	**Mathematics for Managers**	6
P1MNT004	PSB PGE B1 IT	UG	**Consumer Behavior**	6
P1INT007	PSB PGE B1 IT	UG	**International Relations**	6
P1LTX007	PSB PGE B1 IT	UG	**Principles of Business Law**	6
P1MKG008	PSB PGE B1 IT	UG	**Principles of Marketing**	6
P1LTX007	PSB PGE B1 IT	UG	**Principles of Accounting**	6

Course Code	Track	Level	Course	ECTS
P2ACA010	PSB PGE B2 IT	UG	**Cost Accounting (ex Managerial Accounting)**	6
P2MKG010	PSB PGE B2 IT	UG	**Strategic Marketing**	6
P2MNT007	PSB PGE B2 IT	UG	**Business Strategy**	6
P2ECO006	PSB PGE B2 IT	UG	**Economics for Manager**	6
P2MNT008	PSB PGE B2 IT	UG	**Business Information Systems**	6
P2FIN006	PSB PGE B2 IT	UG	**Financial Markets**	6

Course Code	Track	Level	Course	ECTS
B1MKG044	PSB PGE Study Abroad	UG	**Marketing**	6
S4IBE026	PSB PGE Study Abroad	UG	**International Business**	6
S4ECO013	PSB PGE Study Abroad	UG	**Economics of Innovation**	6
S4MNT061	PSB PGE Study Abroad	UG	**Business Planning**	6
S4MNT062	PSB PGE Study Abroad	UG	**Intercultural Communication**	6
S4MNT063	PSB PGE Study Abroad	UG	**Strategic Management/Doing Business in Europe**	6
S4LNG004	PSB PGE Study Abroad	UG	**French Beginner**	6
S4LNG005	PSB PGE Study Abroad	UG	**French Intermediate**	6

Course Code	Track	Level	Course	ECTS
P4IBE002	PSB PGE M1 IT	PG	**International Business Environment 1**	6
P4IBE003	PSB PGE M1 IT	PG	**International Business Development**	6
P4MNT059	PSB PGE M1 IT	PG	**Business Optimization**	6
P4FIN008	PSB PGE M1 IT	PG	**Financial Management**	6
P4MKG011	PSB PGE M1 IT	PG	**Marketing Management**	6
P4MNT038	PSB PGE M1 IT	PG	**Human Decision Processes**	6
M5FIN025	PSB PGE M1 IT	PG	**Financial Markets**	6

PSB INTERNATIONAL BBA PROGRAM

The International Bachelor of Business Administration (BBA) degree is the ideal way to become familiar with the world of business, while making the most of life in Paris!

The BBA allows you to specialize your study abroad semester in Management, Marketing, Luxury, Finance with the option to complete a Certificate of Business or remain global by undertaking between 5 to 30 ECTS per semester.

SELECT A TRACK AND/OR ELECTIVE COURSES YOU WANT TO UNDERTAKE.

Students undertaking and passing three core units and two electives can graduate the PSB Certificate of Business in Finance & Accounting.

Course Code	Track FIN/ACC	Level	Course	ECTS
B3ACA005	PSB IP BBA FIN/ACC	UG L300 FIN/ACC	**Cost Accounting (ex Managerial Accounting)**	5
B3FIN005	PSB IP BBA FIN/ACC	UG L300 FIN/ACC	**Principles of Investment**	5
B3FIN011	PSB IP BBA FIN/ACC	UG L300 FIN/ACC	**Corporate Finance**	5

Students undertaking and passing three core units and two electives can graduate the PSB Certificate of Business in Marketing.

Course Code	Track MKG	Level	Course	ECTS
B3MKG047	PSB IP BBA MKG	UG L300 MKG	**Web Marketing (ex Strategic Marketing)**	5
B3MKG017	PSB IP BBA MKG	UG L300 MKG	**International Marketing**	5
B3MKG066	PSB IP BBA MKG	UG L300 MKG	**Consumer Behavior**	5
B3MKG007	PSB IP BBA MKG	UG L300 MKG	**Principles of Advertising**	5

Students undertaking and passing three core units and two electives can graduate the PSB Certificate of Business in Management.

Course Code	Track MNT	Level	Course	ECTS
B3MNT007	PSB IP BBA MNT	UG L300 MNT	**Principles of Operation Management**	5
B3MNT050	PSB IP BBA MNT	UG L300 MNT	**Human Resource Management**	5
B3MNT012	PSB IP BBA MNT	UG L300 MNT	**Project Management**	5

Students undertaking and passing three core units and two electives can graduate the PSB Certificate of Business in Luxury Brand Management.

Course Code	Track LUX	Level	Course	ECTS
B3MKG020	PSB IP BBA LUX	UG L300 LUX	**Fundamentals of the Luxury Industry**	5
B3MKG048	PSB IP BBA LUX	UG L300 LUX	**History of Luxury**	5
B3MKG049	PSB IP BBA LUX	UG L300 LUX	**Luxury Merchandising**	5

Electives part of the PSB IP BBA Track:

Course Code	Track	Level	Course	ECTS
B1MKG045	PSB IP BBA	UG Core Level 100	**Organizational Behavior**	5
B1ACA003	PSB IP BBA	UG Core Level 100	**Principles of Accounting**	5
B1LTX008	PSB IP BBA	UG Core Level 100	**Principles of Business Law**	5
B1MNT046	PSB IP BBA	UG Core Level 100	**Principles of Management**	5
B1MKG044	PSB IP BBA	UG Core Level 100	**Principles of Marketing**	5
B2ACA004	PSB IP BBA	UG Core Level 200	**Accounting**	5
B2MKG046	PSB IP BBA	UG Elec. Level 200	**Advanced Marketing (ex Marketing)**	5
B2INT004	PSB IP BBA	UG Elec. Level 200	**International Relations**	5
B2ECO010	PSB IP BBA	UG Elec. Level 200	**Business Data Analytics**	5
B2ECO012	PSB IP BBA	UG Elec. Level 200	**Economics of Innovation**	5
B2QAM012	PSB IP BBA	UG Elec. Level 200	**Introduction to Statistics**	5
TBC	PSB IP BBA	UG Elec. Level 200	**Doing Business in Europe**	5
TBC	PSB IP BBA	UG Elec. Level 200	**Creativity & Design Thinking**	5
B2QAM006	PSB IP BBA	UG Elec. Level 200	**Basic Calculus**	5
B2MNT051	PSB IP BBA	UG Elec. Level 200	**Intercultural Communication**	5
B2COM001	PSB IP BBA	UG Elec. Level 200	**Communication skills**	5
B2LTX009	PSB IP BBA	UG Elec. Level 200	**Business Law**	5
B2LNG002	PSB IP BBA	UG Elec. Level 200	**French Beginner**	5
B2LNG003	PSB IP BBA	UG Elec. Level 200	**French Intermediate**	5

All tracks & courses are subject to change without notice.

PSB PARIS SCHOOL OF BUSINESS

TRACK PSB
PGE B1 IT

MATHEMATICS FOR MANAGERS

Course Code	P1QAM004
Language of Instruction	English
Level	Undergraduate
Track	PSB PGE B1 IT
Mode	In person
Semester	Fall Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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 content will cover anything related to gross and compound interests, cash flow, annuities and probabilities with a specific review of basic statistical distribution functions (normal law, Pareto, Poisson).

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The objective of the course is to understand the mathematical language of finance. We will study some Basic rules of finance, analysis and probabilities

LEARNING RESOURCES:

Mathematics for finance, Capinski, Springer 2nd ed 2011

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CONSUMER BEHAVIOUR

Course Code	P1MNT004
Language of Instruction	English
Level	Undergraduate
Track	PSB PGE B1 IT
Mode	In person
Semester	Fall Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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 examines the major tenets consumerism, principally the macro factors in consumption, basic processes, and social processes. The methodology of the course is to provide students with the theoretical principles of consumer behavior and illustrate such with case studies and short films. Some of the principles will come from deduction made from case studies and film visioning.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The objective of this course is to enable students to understand the essential theories of consumer behavior in an international perspective. The course will provide students with the basics of the consumer behavior, as a group of people as much as a single individual. In an international perspective, an emphasis is given in regards to cultural, lingual, and environment factors related to the consumer process.

LEARNING RESOURCES:

Consumer Behavior : a European perspective, ISBN 978-0-471-97513-7 available on Scholarvox Cyberlibris; http://www.scholarvox.com/catalog/book/docid/10050317/searchstring/Consumer%20Behavior%20
The Future of Shopping, Harvard Business Review, Darell Rigby, December 2011
Know what your Customers want before they do, Harvard Business Review, Davenport, Mule, Lucker, December 2011
Which products should you stock? Harvard Business Review, Fisher & Vidyanathan, Harvard Business Review, November 2012
Globalization and the Reluctant Buyer, Taewon Suh, PhD., Ik-Wahn Kwon, PhD., Boeing Insitute of Int'l Business, 2002

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INTERNATIONAL RELATIONS

Course Code	P1INT007
Language of Instruction	English
Level	Undergraduate
Track	PSB PGE B1 IT
Mode	In person
Semester	Fall Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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:

Personal investment will allow students to understand the major problematics surrounding the causes of conflict as to actors' interests and behaviour. The class is structured so that students may also progress academically in terms of how to ask the 'right' questions and formulating a relevant research question. Additionally emphasis will be put on acquiring the tools to conduct analysis, differentiating it from a purely historical study. The course is based on interaction between the students and the instructor. The course will consist of lectures, debates and case studies that will emphasize the importance of research methods and assist students to develop their critical thinking skills. The instructor will be available before and after class or by e-mail to answer any questions. Course methodology and power point will be provided in class.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

This course will seek to familiarize students with important concepts within the study of international relations. We will address topics regarding political actors, systems and factors of instability within an evolving international system. In addition, major theoretical schools of thought that will allow us to make better sense of the world today. Furthermore, the course will also seek to introduce to students basic but essential political science methodology

LEARNING RESOURCES:

Battistella, Dario, Théories des relations internationales, Presses de Sciences Po, 4e édition, 2012.
Baylis, John, Smith, Steve and Owens, Patricia, The Globalization of World Politics: An Introduction to International Relations, Oxford University Press, 2010.
Devin, Guillaume et Smouts, Marie-Claude, Les Organisations Internationales. Armand Colin, 2011.
Keohane, Robert O., After Hegemony: Cooperation and Discord in the World Political Economy, Princeton University Press, 2005.
Lebow, Richard Ned, Why Nations Fight: The Past and Future of War, Cambridge University Press, 2010.
Lindeman, Thomas, La Guerre: Théories, Causes, Règlements, Armand Colin, 2010.
Lindemann, Thomas, Causes of War: The Struggle for Recognition, ECPR Press, 2010.
Mearsheimer, John, The Tragedy of Great Power Politics, W.W. Norton & Company, 2003.

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PRINCIPLES OF BUSINESS LAW

Course Code	P1LTX007
Language of Instruction	English
Level	Undergraduate
Track	PSB PGE B1 IT
Mode	In person
Semester	Fall Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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 shows students the impact of various laws and regulations on the business world and its companies. Students are also introduced to the implications of varying legal constraints in different environments. The course does not aim to teach legal specifics but provides a backdrop for the basic understanding of business and the law.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Business law addresses statutes and regulations affecting businesses, families and individuals in their related roles. Knowledge of business law is in its comprehensive understanding for students to be prepared to play their roles as citizens, workers, managers and consumers, within their respective communities and society at large. Tis course provide students with the regulations bodies, judicial entities providing las and regulations and to understand the basic foundations of the different legal systems.
- Learn how to understand basic legal terminology and concepts
- evaluate legal issues of significance in business transactions
- apply legal reasoning to situations and form plausible legal conclusions
- compare and apply various legal theories to factual situations
- issue spot, weigh, analyze risks and gain sense of comfort with legal system

LEARNING RESOURCES:

http://www.scholarvox.com/book/10120352#
Business Law in the Global Market Place : The effects on international business
Auteur: Nayler, Peter A.
Editeur: Taylor & Francis
Publication: 2005
The Legal Environment of Business

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PRINCIPLES OF MARKETING

Course Code	P1MKG008
Language of Instruction	English
Level	Undergraduate
Track	PSB PGE B1 IT
Mode	In person
Semester	Fall Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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:

More specifically, the learning objectives of this course refer to two levels:

On the level of knowledge, after completion of this course, students will
• gain an understanding of the importance of marketing in management science;
• enhance their "marketing sense" by learning the variety of interesting concepts in marketing;
• be able to use basic marketing vocabulary to analyze marketing phenomenon.

On the level of skill, this course will help to
• improve students' presentation skill
• learn how to build successful working team

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

This course will prepare students to think strategically about marketing in today's global environment. After successful completion of this course, students will have a basic understanding of the marketing concept, segmentation, targeting, positioning, the marketing mix (product, place, promotion and price) etc.

LEARNING RESOURCES:

Philip Kotler, Gary Armstrong, Lloyd Harris and Nigel F. Piercy (2013), Principles of Marketing European Edition, 6/E, Pearson.
David Jobber (2009), Principles and Practice of Marketing 6th edition, McGraw-Hill UK.
Marilyn A.Stone, John Desmond (2006), Fundamentals of Marketing, Taylor & Francis.
Paul Hague, Nick Hague, Carol-Ann Morgan (2013), Market Research in Practice: How to Get Greater Insight From Your Market, Kogan Page.

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PRINCIPLES OF ACCOUNTING

Course Code	P1ACA008
Language of Instruction	English
Level	Undergraduate
Track	PSB PGE B1 IT
Mode	In person
Semester	Fall Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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:

Initially students will learn why financial accounting is essential to the running of corporations. This will be followed up with a discussion about the basic principles of accounting and the major elements of financial statement s. Other elements will include journal entry and practical book keeping, showing the students how the accounts of companies are actually prepared working up to producing short financial statements. This will also include stock valuation methods and analysis of financial statements.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

To understand the basic principles of accounting, double entry bookkeeping, the production and analysis of financial statements.

LEARNING RESOURCES:

Horngren's Financial & Managerial Accounting, The Managerial Chapters (5th Edition) 5th Accounting Principles Weygandt
Schaum's Easy Outlines: bookeeping and accounting: Lerner, Fulks & Staton (McGraw Hill 2004)
MOOC = https://learn.saylor.org/course/bus103
Financial Accounting for Dummies – Collings & Loughran (John Wiley & Sons 2013)
Book-keeping for Dummies – Kelly, Barrow & Epstein (John Wiley & Sons 2011)
Guide to Financial Management – John Tennent (The Economist 2013),
Accounting Global Edition – Horngren, Harrison & Oliver (Pearson 2012)
Introduction to Financial Accounting – Horngren, Sundem, Elliott and Philbrick (Pearson 2013)

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TRACK PSB
PGE B2 IT

COST ACCOUNTING (EX MANAGERIAL ACCOUNTING)

Course Code	P2ACA010
Language of Instruction	English
Level	Undergraduate
Track	PSB PGE B2 IT
Mode	In person
Semester	Fall Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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:

Introduction to Management Accounting, Costing, Fixed and variable costs. Partial and total costs. ABC. Budgets and budgets methodology. Key process indicators and Critical success factors.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

This course aims at giving basic understanding of concepts and tools of management accounting which include cost classification, and analysis, CVP and the different costing methods. An introduction to budgeting and KPIs.

LEARNING RESOURCES:

Financial and Managerial Accounting,Charles T Horngren, Pearson
MOOC : Coursera : https://www.class-central.com/mooc/2751/coursera-managerial-accounting-cost-behaviors-systems-and-analysis
Financial and Managerial Accouting, Horgren,
CIMA Certifcate C1, Fundamental of Management Accounting

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STRATEGIC MARKETING

Course Code	P2MKG010
Language of Instruction	English
Level	Undergraduate
Track	PSB PGE B2 IT
Mode	In person
Semester	Fall Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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 provides a comprehensive view of current thinking on marketing strategy. We will address different stages in formulating and implementing marketing strategy

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Understanding strategic marketing, the marketing audit, creating competitive advantage, creating functional-level strategies, implementing.

LEARNING RESOURCES:

"Principles of Marketing", Kotler and Armstrong, 12th ed., Pearson
Robert B. Young, and Rajshekhar G. Javalgi. "International Marketing Research: A Global Project Management Perspective". Harvard Business School Case, 2007.
Rangan, V. Kasturi, and Sunru Yong. "TruEarth Healthy Foods: Market Research for a New Product Introduction." Harvard Business School Brief Case, 2009.
Yoffie, David B., and Michael Slind. "Cola Wars Continue: Coke and Pepsi in 2006." Harvard Business School Case, 2009.

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BUSINESS STRATEGY

Course Code	P2MNT007
Language of Instruction	English
Level	Undergraduate
Track	PSB PGE B2 IT
Mode	In person
Semester	Fall Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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 cover the art of war applied to businesses, business intelligence models, crisis and opportunities, prospective, internal and external stakeholders, business models and valuations and leadership models.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Objectives of this course are multiple: give students a large overview of the different problems and issues that a company may face in its environment, understand what is strategy in comparison with other environments (war), acquire a knowledge of the different fields of work a company must master in order to be competitive and sustainable.

LEARNING RESOURCES:

The Art of War Paperback – October 30, 2009 by Sun Tzu (Author), Lionel Giles (Author)
The Prince, Machiavel, Signet classic
Strategy management; Brian Tracy, Amacom (Cyberlibris)

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ECONOMICS FOR MANAGER

Course Code	P2ECO006
Language of Instruction	English
Level	Undergraduate
Track	PSB PGE B2 IT
Mode	In person
Semester	Fall Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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 module demonstrates the use of economic analysis for solving problems of management and decision making. Students will understand alternative models of markets structure conduct and performance. This course includes models of perfect competition, monopoly and game theoretical models of oligopoly.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The first objective is to introduce an intermediate knowledge of concepts and tools of economic analysis. This module demonstrates the use of economic analysis for solving problems of management and decision making. The second objective is to develop cooperation and effort. The course introduces the main concepts and tools necessary for understanding the contemporary economic world for Bachelor students.

LEARNING RESOURCES:

See Church.Economics newspapers: Financial Times, The Economist
Website : INSEE, IMF, Banque de France
MOOC: https://www.mooc-list.com/course/intermediate-microeconomics-saylororg?static=true

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BUSINESS INFORMATION SYSTEMS

Course Code	P2MNT008
Language of Instruction	English
Level	Undergraduate
Track	PSB PGE B2 IT
Mode	In person
Semester	Fall Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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 have the following pattern. Self-study at home with presentation by groups of students. Lecture of theoretical and academic concepts. Case study on the previous and running session and project on development of a mobile application.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Understand what a business information system is. Understand the concept of flow and control of data and the heterogeneity of systems in relation with one another. Understand what careers can be accessible to students of Business School in the field of IT & IS.

LEARNING RESOURCES:

Business information systems: what every business student should know, Efrem G. Mallach, Chapman & Hall
Managing and using information systems: a strategic approach, Perlson & Saunders, John Wiley and Son (cyberlibris)

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FINANCIAL MARKETS

Course Code	P2FIN006
Language of Instruction	English
Level	Undergraduate
Track	PSB PGE B2 IT
Mode	In person
Semester	Fall Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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:

Course topics include financial instruments and their purposes; aspects of portfolio management and people's demand for financial assets; interest rates and what determines them; the operations of banks and other financial institutions; the role of the Federal Reserve as the central bank in the U.S. banking system; the history of central banking in the U.S.; and international dimensions of monetary policy and financial markets.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The course provides insight into the role financial markets play in the business environment that students will soon be facing. It explores the application of economic and financial principles to everyday events often faced by actors in financial markets such as bankers, fund managers, and financial directors.

LEARNING RESOURCES:

Mishkin, F. S., (2012),"The Economics of Money, Banking and Financial Markets", 10th Edition, Pearson Education
www.pbs.org
Bodie, Kane, Marcus, 2013, Essential of Investments, 9th Edition, McGraw Hill
www.cboe.com

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TRACK PSB PGE STUDY ABROAD

MARKETING

Course Code	B1MKG044
Language of Instruction	English
Level	Undergraduate
Track	PSB PGE Study Abroad
Mode	In person
Semester	Fall Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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:

Initially students will learn why financial accounting is essential to the running of corporations. This will be followed up with a discussion about the basic principles of accounting and the major elements of financial statements. Other elements will include journal entry and practical book keeping, showing the students how the accounts of companies are actually prepared working up to producing short financial statements. This will also include stock valuation methods and analysis of financial statements.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

More specifically, the learning objectives of this course refer to two levels.

On the level of knowledge, after completion of this course, students will:
- gain an understanding of the importance of marketing in management science;
- enhance their “marketing sense” by learning the variety of fundamental concepts in Marketing;
- be able to use basic Marketing vocabulary to analyze marketing phenomenon.

On the level of skill, this course will help students to:
- improve their oral presentation performance
- learn how to build successful work in team.

LEARNING RESOURCES:

Philip Kotler, Gary Armstrong, Lloyd Harris and Nigel F. Piercy (2013), Principles of Marketing European Edition, 6/E, Pearson.
David Jobber (2009), Principles and Practice of Marketing. 6th edition, McGraw-Hill UK.
Marilyn A. Stone, John Desmond (2006), Fundamentals of Marketing, Taylor & Francis.
Paul Hague, Nick Hague, Carol-Ann Morgan (2013), Market Research in Practice: How to Get Greater Insight From Your Market, Kogan Page.

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INTERNATIONAL BUSINESS

Course Code	S4IBE026
Language of Instruction	English
Level	Undergraduate
Track	PSB PGE Study Abroad
Mode	In person
Semester	Fall Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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:

Introduces the concept of international business as a system and the theories which underlie it; Institutions which are visual evidences of it; production, marketing, financial, legal and other subsystems which comprise the total system. It also examines seminal and current theoretical paradigms and management practices in international business, focusing on international, national and regional environments, and businesses and organizations.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Upon successful completion of this course, students will be able to:

- Analyze the role and impact of international business on national economic development.
- Explain how the economic, political/legal, and financial environments affect international business operations.
- Discuss how cultural and behavioral differences influence countries business practices, and how these differences can be addressed using appropriate strategies.
- Discuss international trade theory and how government and business decisions influence international trade.
- Assess the effects of current regional trade agreements and economic integration on developing countries.

LEARNING RESOURCES:

International Business, Ehud & Amit Menipaz, Sage Publications, 2011, 649 pages
International Finance Corporation, (2013), Doing Business Guide
Sheth, Sisodia (2006), Tectonic Shift: the Geo-economics Realignment of Globalizing Markets

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ECONOMICS OF INNOVATION

Course Code	S4ECO013
Language of Instruction	English
Level	Undergraduate
Track	PSB PGE Study Abroad
Mode	In person
Semester	Fall Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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 module demonstrates the use of economic analysis for solving problems of management and decision making. Students will understand alternative models of markets structure conduct and performance. This course includes models of perfect competition, monopoly and game theoretical models of oligopoly.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The first objective is to introduce an intermediate knowledge of concepts and tools of economic analysis. This module demonstrates the use of economic analysis for solving problems of management and decision making. The second objective is to develop cooperation and effort. The course introduces the main concepts and tools necessary for understanding the contemporary economic world for Bachelor students.

LEARNING RESOURCES:

Mankiw and Taylor, Principles of Economics
See Church.Economics newspapers: Financial Times, The Economist
Website : INSEE, IMF, Banque de France
MOOC : https://www.mooc-list.com/course/intermediate-microeconomics-saylororg?static=true

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BUSINESS PLANNING

Course Code	S4MNT061
Language of Instruction	English
Level	Undergraduate
Track	PSB PGE Study Abroad
Mode	In person
Semester	Fall Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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 capstone course in which students learn to connect the concepts learned in management, marketing and finance courses. In project teams of four, students demonstrate their creativity and develop their entrepreneurial skills in a Business Plan for a new venture. A part of each class will be devoted to the ongoing development of the Business Plan.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Introduce students to the realities of researching, financing, starting, developing and (perhaps) selling a profitable business.
After this course students will be able to:

- Identify and evaluate a business opportunity using a feasibility study and a business plan;
- Present a business plan to stakeholders in informal (elevator pitch) and formal settings (including written report);
- Understand better the connections between the different courses they study in business school

LEARNING RESOURCES:

Managing Small Business/An entrepreneurial emphasis, 16th edition, Southwestern/Cengage International Student Edition, by Longenecker/Moore/Petty
Slack, Brandon-Jones, Johnston “Operations Management”, 7th edition, Pearson (2013)

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INTERCULTURAL COMMUNICATION

Course Code	S4MNT062
Language of Instruction	English
Level	Undergraduate
Track	PSB PGE Study Abroad
Mode	In person
Semester	Fall Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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 main communication modes (verbal vs non-verbal, etc.) and communication levels (individual, group and organizational) will be discussed. International communication in periods of change and crisis is also covered. At the end of the class, student will be able to: 1) create and manage communication plans; and 2) identify and anticipate communication crisis.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

This course introduces key concepts and models of international communication. The objective of the course is to master the main communication tools and concepts in an international context. Students are also expected to learn about the importance of using appropriate communication tools in multicultural business environments. At the end of the module students should feel more confident in evolving in multicultural environments. They develop expertise in the business communication area.

LEARNING RESOURCES:

Lillian H Chaney, Jeanette S Martin, (2000), Intercultural Business Communication, 2nd ed., Prentice-Hall.
Bridging the Culture Gap : A Practical Guide to International Business Communication 2nd edition (available on cyberlibris
Fischer, R., Ury, W., & Patton, B. (1981). Getting to yes. Negotiating Agreement Without Giving in Simon & Schuster Sound Ideas

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STRATEGIC MANAGEMENT/DOING BUSINESS IN EUROPE

Course Code	S4MNT063
Language of Instruction	English
Level	Undergraduate
Track	PSB PGE Study Abroad
Mode	In person
Semester	Fall Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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 aims to foster students' abilities of strategic thinking – asking key questions, seeking additional information, making sense of the information, and drafting strategic plans in a systematic way.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

This course introduces key concepts and models of strategic management, in particular, strategic analysis and strategic formulation. Case studies, small group work, and team projects offer a dynamic way to bring course concepts to life with interactive learning. Students will learn how to analyze the external environment and internal capabilities, how to design business and corporate strategies, and how to understand the roles of culture, innovation, and change in a global scene.

LEARNING RESOURCES:

Frank Rothaermel, Strategic Management: Concepts and Cases, 1th ed, Mac Graw Hill Education, 2012; ISBN: 9780071317917
G. Johnson, K.Scholes & R. Whittington, Exploring Corporate Strategy, Text and Cases, 9th ed., Pearson Education, 2011; ISBN-10: 0273732021 - ISBN-13: 9780273732020
W. Chan Kim, Renee Mauborgne, Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant, Harvard Business School Press, 2005

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FRENCH - BEGINNER

Course Code	S4LNG004
Language of Instruction	English
Level	Undergraduate
Track	PSB PGE Study Abroad
Mode	In person
Semester	Fall Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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:

Course for absolute beginners or for students who want to make a fresh start. The students learn to understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of need of a concrete type. They learn how to introduce themselves and ask or answer questions about personal details such as where they live, what they study and what they like in Paris for instance. They interact in a simple way provided the other person talks slowly and clearly.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The aim of this course is to develop the oral fluency of students in French by improving pronunciation, oral and written comprehension, vocabulary mastery, and knowledge of contemporary French society. We will read and comment on articles from the written press, read two novels, watch movies, and listen to songs.

Students will familiarize themselves with the Internet in French, and in particular with the French press on the Internet.

LEARNING RESOURCES:

To be provided.

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FRENCH - INTERMEDIATE

Course Code	S4LNG005
Language of Instruction	English
Level	Undergraduate
Track	PSB PGE Study Abroad
Mode	In person
Semester	Fall Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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:

Course for students with basic knowledges of French.

This course shows the different skills of learning French at an intermediate level:
1) Oral comprehension*(Radio extracts and adapted activities)
2) Written comprehension*
3) Written production*
4) Oral production* (presentation of a famous person, give one's opinion, interact on an event)
5) Cultural knowledge about Paris

* Subjects, radio extracts, lexical and oral activities based on current events in art, leisure, advertising, etc.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Be able to express yourself in French language.

LEARNING RESOURCES:

To be provided.

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TRACK PSB
PGE M1IT

INTERNATIONAL BUSINESS ENVIRONMENT 1

Courses included	International Business Law International Economics
Course Code	P4IBE002
Language of Instruction	English
Level	Postgraduate
Track	PSB PGE M1
Mode	In person
Semester	Fall Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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 introduces students to basic legal concepts, principles and procedures in the International Business Law environment.

The objectives lead to the analysis and understanding of case studies so that they are able to put into practice what they have learnt in class. A comparison between the French and Common Law legal system will also be discussed in class.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Upon satisfactory completion of this course, the student will be able to:

1. Identify basic legal issues and categorize them according to areas of law, recognizing the incumbent issues in the Commercial arena (Academic Outcomes: Critical Thinking)
2. Demonstrate a basic use of legal vocabulary and knowledge of applied legal theory (Academic Outcomes: Communication and Critical Thinking).
3. Use the library, read and understand the law or legal texts and brief cases (Academic Outcomes: Communication, Critical Thinking and Information Literacy).

LEARNING RESOURCES:

Business Law in the Global Market Place: The effects on international business
AMA Handbook of Due Diligence

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INTERNATIONAL BUSINESS DEVELOPMENT

Courses included	International Trading Corporate Strategy
Course Code	P4IBE003
Language of Instruction	English
Level	Postgraduate
Track	PSB PGE M1
Mode	In person
Semester	Fall Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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 content is based around 6 blocks. The analysis (internal and external) with strategic tools such as Asnhoff, BCG, Porter, Diamond matrix. The course covers the elaboration of strategic scenario with a bottom up and top down approach. We will cover also the « different market entry » strategies (export, venture, alliance, buy out…) and give students the tools for elaborating business case and business plan.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

This modules aims to give students the keys of understanding how companies, especially MNE and MNC, can make strategic choices in a modern and fast changing environment

LEARNING RESOURCES:

Manning, Tony , Making sense of Strategy, Penguin Random House South Africa, 2011 , ISBN: 978-1-86872-353-9, http://www.scholarvox.com/catalog/index/publisher/277
Guide to Investment Strategy: How to understand markets, risk, reward and behaviour : Stanyer and Peter, Profile Books, 2006,
The Perrier takeover : a business case : Olivier Mondin
Cement and specialty minning : Imerys a business case : Olivier Mondin
Pop Corn Time : how open innovation can disrupt a market : Olivier Mondin
Linux, Redhat, Python and the others : computing globally : Olivier Mondin

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BUSINESS OPTIMISATION

Courses included	Managerial Accounting Operation Management - Supply Chain
Course Code	P4MNT059
Language of Instruction	English
Level	Postgraduate
Track	PSB PGE M1
Mode	In person
Semester	Fall Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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:

Define basic terms and concepts used in managerial accounting.
Describe the role and function of managerial accounting in an organization's operations.
Apply managerial accounting tools and techniques to analyze business problems.
Measure or evaluate costs/profitability of products, processes and decisions.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Students will study the relationship of managerial accounting to control and decision making functions of management. The course is designed for future business managers. It is mainly focused on the analytical aspects of management accounting and therefore can be considered numbers based.

LEARNING RESOURCES:

Louderback, J., Holmen J, (2003), Managerial Accounting, 10th Edition, South-Western, Thomson
Slack, N, (2013), Operations Management, 6th Edition, Prentice Hall Financial Times
Financial and Managerial Accounting, Charles Horngren, Pearson
www.imanet.org Institute of Certified Management Accountants
www.maaw.info Web site with management accounting definitions, exercises, books, research
www.accountingformanagement.org Web site with accounting definitions, exercises, books
Horngren, C, T, Datar, S, M, Rajan, M, (202), Cost Accounting A Managerial Emphasis, 14th Edition, Pearson Education

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FINANCIAL MANAGEMENT 1

Courses included	Financial Management 1
Course Code	P4FIN008
Language of Instruction	English
Level	Postgraduate
Track	PSB PGE M1
Mode	In person
Semester	Fall Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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 designed to help students to:
- Read and understand financial statements,
- Make an efficient financial analysis,
- Take financial decisions and know how decisions affect future financial statements,
- Help students to understand how specific techniques and decision rules can be used to optimize firm's investments.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

This course is designed around the financial statements, their use and analysis, and enables students to become familiar with English vocabulary and concepts in financial management. Fundamental tools in capital budgeting decisions are also learnt to help students efficiently use the financial information in order to help the manager take decisions.

LEARNING RESOURCES:

VERNIMMEN et al. (2011), Corporate Finance, Theory and practice, 3rd edition, Wiley, 2011 (available on Cyberlibris)
BREALEY, MYERS & ALLEN (2010), Principles of Corporate Finance, McGraw Hill.

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MARKETING MANAGEMENT 1

Courses included	Marketing Management 1
Course Code	P4MKG011
Language of Instruction	English
Level	Postgraduate
Track	PSB PGE M1
Mode	In person
Semester	Fall Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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:

Emphasis is placed on decision making processes, management for marketing as much as on processes.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

This course enables students to become familiar with the management of tools of marketing, in order to be able to build product and services strategies on an international level.

LEARNING RESOURCES:

Marketing Management, A strategic decision-making approach, 7th edition (2010) by John Mullins, Orville Walker, Harper Boyd Jr. ISBN-13: 9780073381169
Economics newspapers: Financial Times, The Economist,etc..
The Art of War, by Sun Tzu – Globalization: making sense of an integrating world, the Economist Boo sin Hardback – Marketing Management, by Philip Kottler

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HUMAN DECISION PROCESSES

Courses included	Organizational Behavior Human Resources Management
Course Code	P4MKG011
Language of Instruction	English
Level	Postgraduate
Track	PSB PGE M1
Mode	In person
Semester	Fall Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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 module is composed of 2 courses:

-Organizational Behavior. This course takes students through key elements of group and individual behavior inside organizations. It explores various angles derived from social sciences to explain management/employee reactions and relations. The course is half lecture half experiential and extensively describes and explains workplace psychology and sociology within a tight 15 hour time frame.
-This course is comprehensive introduction to the human resources function and related elements and activities. The course outlines the roles and functions of members of the human resources department, as well as educating others outside human resources, in how their roles include human resources-related activities. The student will learn about the evolution in human resources management, as we know it today. Emphasis is placed on the modern day importance of HRM and the new "corporate view" of the function. Additionally, the student will be exposed to the view of HRM from the perception of both management and subordinate employees. The importance of maintaining fair and equitable compensation and benefit programs will be discussed. The student will be exposed to practical situations and problem solving regarding areas of employee counseling, discipline and termination. Equal Employment Opportunity will be discussed in order for the student to understand its
needs, importance and the legal issues surrounding it. Other critical areas of training and development, staffing and strategy will also be explored.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The Organizational Behavior course aims to give students a general understanding of HRM from a non-specialist perspective. They will understand the role and function of HR in the organization and learn how to integrate it in their future roles as manager. They will master the various components of recruitment, compensation and benefits, career development etc. In The OB course their interpersonal and leadership skills will be addressed.

The Human Resources & Management course is designed for students seeking to enhance their effectiveness for optimizing the human resource potential of their organization in order to achieve Business and strategic objectives.
In this course, students will learn the basic concepts and frameworks of human resource management (HRM), and understand the role that HRM has to play in effective business administration. This course will also improve students' ability to think about how HRM should be used as a tool to execute strategies. More specifically, students will analyze elements such as the environment surrounding each company and their vision, values and strategies. Then, students will discuss how these elements relate to the various parts of

HRM, such as HR policy, organizational structure, HR systems (recruitment, placement, evaluation, compensation and development) and organizational culture. Students will also look at numerous problems of HRM and their causes, and what action plans should be implemented in order to solve these problems.
In brief, the objectives of the course will be:
 To teach relevant, practical and applicable human resource management skills to equip the student with the foundation competencies for working as HR practitioners in business.
 To improve the student's self-confidence to be able to analyze and decide upon HR issues and problems.
 To introduce contemporary theory and practice in modern human resource management and the range of tools and methods available to address HR challenges and problems.
 Apply critical thinking and problem solving skills to the analysis and resolution of human resource problems as presented in case studies.

LEARNING RESOURCES:

International Human Resources Management: Challenges and Changes, Author: Carolina Machado, Springer Publishing, 143 Pages

Handbook of Human Resources Management, Author: Mathias Zeuch, Springer Publishing, 1430 Pages

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TRACK PSB IP BBA FINANCE & ACCOUNTING

COST ACCOUNTING (EX MANAGERIAL ACCOUNTING

Course Code	B3ACA005
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 FIN & ACC
Mode	In person
Semester	Fall Semester
Number of ECTS	5
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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:

Introduction to Management Accounting, Costing, Fixed and variable costs. Partial and total costs. ABC. Budgets and budgets methodology. Key process indicators and Critical success factors.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

This course aims at giving basic understanding of concepts and tools of management accounting which include cost classification, and analysis, CVP and the different costing methods. An introduction to budgeting and KPIs.

LEARNING RESOURCES:

Financial and Managerial Accounting,Charles T Horngren, Pearson
MOOC : Coursera : https://www.class-central.com/mooc/2751/coursera-managerial-accounting-cost-behaviors-systems-and-analysis
Financial and Managerial Accouting, Horgren,
CIMA Certifcate C1, Fundamental of Management Accouting

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PRINCIPLES OF INVESTMENTS

Course Code	B3FIN005
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 FIN & ACC
Mode	In person
Semester	Fall Semester
Number of ECTS	5
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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:

Topics covered include: asset classes, mutual funds, risk & return, efficient diversification, behavioral finance, managing bond portfolios, equity valuation, financial statement analysis and investment process.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The objective of the course is an introduction into the theory and practice of investment management. Topics include asset classes, asset allocation (asset classes), mutual funds.

LEARNING RESOURCES:

Bodie, Kane and Marcus, "Essentials of Investments", Ninth Edition, McGraw-Hill, E-book.
Wall Street Journal, Financial Times, Harvard Business Review and The Economist will be used to discuss current events in the financial world.

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CORPORATE FINANCE

Course Code	B3FIN011
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 FIN & ACC
Mode	In person
Semester	Fall Semester
Number of ECTS	5
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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 extend student's basic knowledge of corporate finance. The student will become more familiar with the main business environment issues that affect the Investment and financing decisions of the firm. We will emphasize the impact of these decisions on the value of the firm.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

This is a course in advanced corporate finance dealing with corporate valuation methods. It also covers capital budgeting decisions, optimal corporate structure dividend policy and option valuation

LEARNING RESOURCES:

Principles of Corporate Finance, Global Edition latest edition, Breadley & Myers. Mc Graw-Hill.

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TRACK PSB IP BBA MARKETING

WEB MARKETING (EX STRATEGIC MARKETING)

Course Code	B3MKG047
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 MKG
Mode	In person
Semester	Fall Semester
Number of ECTS	5
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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:

By the end of the module the student will be able to:
-Understand how to use digital marketing
-Understand the major digital marketing channels - online advertising: Digital display, video, mobile, search engine, and social media
-Explore the latest digital ad technologies

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The aim of the module is to develop knowledge and examines digital marketing strategy and implementation as well as a detailed understanding of important digital channels and platforms. Participants will complete the course with a comprehensive knowledge of and experience with how to develop an integrated digital marketing strategy.

LEARNING RESOURCES:

To be Provided

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INTERNATIONAL MARKETING

Course Code	B3MKG017
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 MKG
Mode	In person
Semester	Fall Semester
Number of ECTS	5
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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 strengthen the concepts already acquired in International Marketing by focusing on the all new marketing strategies as well as the differences between International Marketing and Domestic Marketing.
The main focus will be on Ethnic Marketing and of course Viral Marketing and Yield Management.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

At the end of the course students will have a better understanding of the marketing strategies in the International arena and:

To acquire the basic knowledge, concepts, tools, and international terminology necessary to understand international problems and issues
To understand how companies adjust their international strategies based on the global environmental changes (e.g., globalization)
To build skills and respect toward the understanding of cultures of nations by critically analyzing the social, political, legal, and economic forces that affect the business performance of international marketing

LEARNING RESOURCES:

Global marketing, 8th edition, Prentice Hall M.C. GREEN, W.J.KEENAN

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CONSUMER BEHAVIOR

Course Code	B3MKG006
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 MKG
Mode	In person
Semester	Fall Semester
Number of ECTS	5
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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 examines the major tenets consumerism, principally the macro factors in consumption, basic processes, and social processes. The methodology of the course is to provide students with the theoretical principles of consumer behavior and illustrate such with case studies and short films. Some of the principles will come from deduction made from case studies and film visioning.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The objective of this course is to enable students to understand the essential theories of consumer behavior in an international perspective. The course will provide students with the basics of the consumer behavior, as a group of people as much as a single individual. In an international perspective, an emphasis is given in regards to cultural, lingual, and environment factors related to the consumer process.

LEARNING RESOURCES:

Consumer Behavior : a European perspective, ISBN 978-0-471-97513-7 available on Scholarvox Cyberlibris; http://www.scholarvox.com/catalog/book/docid/10050317/searchstring/Consumer%20Behavior%20
The Future of Shopping, Harvard Business Review, Darell Rigby, December 2011
Know what your Customers want before they do, Harvard Business Review, Davenport, Mule, Lucker, December 2011
Which products should you stock? Harvard Business Review, Fisher & Vidyanathan, Harvard Business Review, November 2012
Globalization and the Reluctant Buyer, Taewon Suh, PhD., Ik-Wahn Kwon, PhD., Boeing Insitute of Int'l Business, 2002

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PRINCIPLES OF ADVERTISING

Course Code	B3MKG007
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 MKG
Mode	In person
Semester	Fall Semester
Number of ECTS	5
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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:

My course has both an academic information and structure and secondly real case and practical information based on by my personal experience in international media as ad directors for Time Magazine, Eurosport and CNN. Each of these media being number one worldwide.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The objective is to give students and good understanding of the media world to work in the advertising industry as advertising manager, as a brand manager, media planer in a media agency, as account manager, in an advertising agency. But also as ad sales in a media: TV, Print, Internet and social media.

LEARNING RESOURCES:

Strategic brand Management, by JN Kapferer,
The Media Handbook; by Helen KATZ 4th edition
Marketing by Philip Koteler 14th edition
International business strategy by Alan Verbeke

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TRACK PSB IP BBA MANAGEMENT

PRINCIPLES OF OPERATIONS MANAGEMENT

Course Code	B3MNT007
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 MNT
Mode	In person
Semester	Fall Semester
Number of ECTS	5
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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:

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

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Understand the main models of operations management and comprehend the impact of the SCM for all the functions of the company. Have an overview of the OM function role and stakes in the company and comprehend how the companies using SCM and SCM tools to compete in the market place.

LEARNING RESOURCES:

Monczka, R., Handfield, R., Giunipero, L.C., Patterson, J.L. & Waters, D. (2010), Purchasing and supply chain management. 4th edition. Hampshire, UK: Cengage.
Gelderman, C.J, and Van Weele, A.J. (2002), “Strategic Direction through purchasing portfolio management: A case study”, Journal of Supply Chain, Vol. 38 No.2, pp. 30-37.
Kraljic, P., (1983). “Purchasing must become supply management”, Harvard Business Review, 61, 109-117.

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HUMAN RESOURCE MANAGEMENT

Course Code	B3MNT050
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 MNT
Mode	In person
Semester	Fall Semester
Number of ECTS	5
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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 introduce and overview the major topics in Human Resource Management (HRM). HRM is a fundamental component of the competitiveness, effectiveness, and sustainability of any organization, as it influences who is hired, how they are trained, evaluated, compensated, and what steps are taken to retain them. In turn, HRM plays a critical role in predicting employees' behavior, attitudes, and performance. In other words, if an organization wants good people, it must practice good HRM.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Understand strategies of Human Resource Management (HRM) within the Organization
Understand the management process of HRM: Planning, Organizing, Staffing, Leading, Controlling
Develop decision making capabilities to implement the HRM function: Acquiring, Training, Appraising and Compensating employees
Develop tools to shape and mold effective corporate culture through the HRM model and create effective motivational tools.
Create effective policy toward gender equality, Equal Employment Opportunity (EEO), and ultimately Corporate Social Responsibility (CSR)
Incorporate concepts from Organizational Behavior for effective HRM

LEARNING RESOURCES:

Dressler, Human Resource Management, Global Edition, 15th Edition, Pearson

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PROJECT MANAGEMENT

Course Code	B3MNT012
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 MNT
Mode	In person
Semester	Fall Semester
Number of ECTS	5
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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:

Introduce students to Project Management concepts, methods and tools. Highlight its value as an effective and efficient methodology for achieving specific business objectives through optimal use and control of resources and a management style designed to foster collaboration and commitment.
Describe and discuss the Project Manager role and required skills Train students into applying Project Management techniques to problem-solving, planning, scheduling and controlling while developing relevant leadership skills.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

At the end of the course, students ought to be able to handle the components and processes of Project Management methodology to help them implement projects successfully.

LEARNING RESOURCES:

To be provided.

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TRACK PSB IP BBA LUXURY BRAND MANAGEMENT

FUNDAMENTALS OF THE LUXURY INDUSTRY

Course Code	B3MKG020
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 Luxe
Mode	In person
Semester	Fall Semester
Number of ECTS	5
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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 luxury industry surpassed 1 trillion euros' retail sales value in 2015 worldwide. This industry has been one of the fastest growing sectors in business. Changing consumer taste, developing markets and emerging technologies all represent enormous opportunity and challenges which luxury industry faces. In this course we take a closer look at the companies in this industry to see how the industry leaders frame the industry to overcome challenges and survive through the competition

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The objective of is to give a unique understanding of what the luxury industry is about and what differentiates it from other brand-centered industries.
Get understanding and perspective of other markets and the region, including regional evolution and trends
Acquire knowledge of other markets, what luxury brands have done in the region and how are they operating and positioned

LEARNING RESOURCES:

-English Kapferer, JN and Bastien, V. 2015. The luxury strategy, break the rules of marketing to build luxury brands.
-English Radha Chadha and Paul Husband (2006) the Cult of the luxury Brand: Inside Asia's Love Affair with Luxury, Nicholas Brealey International

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HISTORY OF LUXURY

Course Code	B3MKG048
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 Luxe
Mode	In person
Semester	Fall Semester
Number of ECTS	5
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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 civilization. This course starts with a definition of luxury using evidence that every civilization has its own perception of luxury, each of which has an echo in our current society. Sumer is definitely the Cradle of civilization and birthplace of Luxury. Studying the Fashion in Ancient Times, the symbolism of textiles, drawings, colors, shows an obvious link between the Past and the Present. But from manufacturing techniques to Art Craft, Ancient Civilizations have left many legacies in our today's luxury industry.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

This course will allow students:
- To understand the roots of Luxury and be aware of its various facets;
- To have a comprehensive overview of our present luxury codes necessary to work in this industry;
- To realize that the luxury craftsmanship by crossing ages is timeless;
- To acquire decoding skills thanks to a better knowledge of History of Civilization.

LEARNING RESOURCES:

French « Luxe et Civilisations, une histoire mondiale » - Jean Castarède (Eyrolles, 2009)
French « Histoire et Civilisations » - Collective of authors, led by Jacques Le Goff (National Geographic, 2014)
French « Donnez-nous notre Luxe quotidien » - Valérie Haie (Gallino, 2002)
French « Histoire du Parfum » - Collection de la Parfumerie Fragonard – Ghislaine Pillivuyt (Denoël, 2009)
French « Luxe et retail » - Michel Chevalier et Michel Gutsatz – (Dunod 2016)
English « Spa : a comprehensive introduction » - Elizabeth M Johnson – (ISPA, 2008)
English « Luxury : a rich history » - Peter Mc Neill & Giorgio Riello (2016)

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LUXURY MERCHANDISING

Course Code	B3MKG049
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 Luxe
Mode	In person
Semester	Fall Semester
Number of ECTS	5
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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 mix between Academic Theory combined to workshop / case studies and hands-on experiences (field work / on the site visits) in the luxury boutiques specialized in Shoes, leather goods, accessories, cosmetics & perfumes, watches & jeweler, food & beverages.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

This course aims at giving students a comprehensive overview of the visual Merchandising in the Luxury Industry and its impacts in Business thanks to the recent new VM techniques and consequently, new challenges. Add text here to present the course objectives.

LEARNING RESOURCES:

-English Kapferer, JN and Bastien, V. 2015. The luxury strategy, break the rules of marketing to build luxury brands.
-English Radha Chadha and Paul Husband (2006) the Cult of the luxury Brand: Inside Asia's Love Affair with Luxury, Nicholas Brealey International

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TRACK PSB IP BBA ELECTIVES

ORGANIZATIONAL BEHAVIOR

Course Code	B1MKG045
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Level 100
Mode	In person
Semester	Fall Semester
Number of ECTS	5
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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:

The main objectives of the course are:
Understand strategies employed by individuals in international corporations to deal effectively with diversity.
Understand the impact of one's individual decisions upon the team and workforce
Develop decision making capabilities to deal with changing and challenging psychological and emotional issues of the workforce.
Develop tools to shape and mold effective corporate culture and create effective motivational tools

LEARNING RESOURCES:

Organizational Behavior, Stephen Robins and Timothy Judge, 15th global edition, Pearson
The Wall Street Journal, Barron's, The International New York Times, Financial Times, CNBC, Bloomberg
Stroh, L. K., Northcraft, G. B., & Neale, M. A. (2001). Organizational behavior: A management challenge. Psychology Press. (available on cyberlibris)

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PRINCIPLES OF ACOUNTING

Course Code	B1ACA003
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Level 100
Mode	In person
Semester	Fall Semester
Number of ECTS	5
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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:

To understand the basic principles of accounting, double entry bookkeeping, the production and analysis of financial statements.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Initially students will learn why financial accounting is essential to the running of corporations. This will be followed up with a discussion about the basic principles of accounting and the major elements of financial statements. Other elements will include journal entry and practical book keeping, showing the students how the accounts of companies are actually prepared working up to producing short financial statements. This will also include stock valuation methods and analysis of financial statements.

LEARNING RESOURCES:

Financial Accounting for Dummies – Collings & Loughran (John Wiley & Sons 2013)
Book-keeping for Dummies – Kelly, Barrow & Epstein (John Wiley & Sons 2011)
Guide to Financial Management – John Tennent (The Economist 2013),
Accounting Global Edition – Horngren, Harrison & Oliver (Pearson 2012)
Introduction to Financial Accounting – Horngren, Sundem, Elliott and Philbrick (Pearson 2013)

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PRINCIPLES OF BUSINESS LAW

Course Code	B1LTX008
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Level 100
Mode	In person
Semester	Fall Semester
Number of ECTS	5
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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:

Principles of Business Law provides an introduction to law from a business perspective. Topics include: the nature and purpose of law; how law develops and changes; how new law is made; how to read and understand legislation and case law; how legally binding agreements (contracts) are created and enforced; property law; liability in tort law for negligence; and the law of agency.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The objectives of this course are to:

- Explain the nature and role of law in society;
- Find, interpret and apply case-law and legislation;
- Explain and apply the principles of contract law in business situations;
- Explain and apply the basic principles of liability in tort law;
- Explain and apply statutory consumer protection legislation;
- Explain and apply the law of agency; and
- Understand the basic principles of property law.
- Examine international organizations and international treaties, International Trade, Foreign Investment, Dispute Settlement.

LEARNING RESOURCES:

International Business Law, Ray August
International Business, 7th édition, John J. Wild

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PRINCIPLES OF MANAGEMENT

Course Code	B1MNT046
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Level 100
Mode	In person
Semester	Fall Semester
Number of ECTS	5
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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 based on Lectures, case studies, videos, group works, group assignments, MCQs on all topics covering basic and principles of management, definition, skills, approaches, culture, leadership, decision making, and controls

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The objective of this course is to develop students' understanding of modern management practices and to provide the background for further studies of management related subjects. Through the lectures, case studies and brainstorming exercises the students will improve their critical thinking and decision-making skills.

LEARNING RESOURCES:

Schermerhorn, J.R., (2012) "Exploring Management", 3rd edition, JohnWiley&Sons, US
Smith, M., (2011) "Fundamentals of Management", 2nd edition, McGraw-Hill Education, Clasgow (available of Cyberlibris)
Coursera Fundamentals of Management, Dave Nagy, University of California
https://www.coursera.org/learn/project-planning/home/welcome
Robbins, S.P., DeCenzo, A.D., Coulter, M. (2013), "Fundamentals of Management", 8th edition, Pearson, Global Edition

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PRINCIPLES OF MARKETING

Course Code	B1MKG044
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Level 100
Mode	In person
Semester	Fall Semester
Number of ECTS	5
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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:

Initially students will learn why financial accounting is essential to the running of corporations. This will be followed up with a discussion about the basic principles of accounting and the major elements of financial statements. Other elements will include journal entry and practical book keeping, showing the students how the accounts of companies are actually prepared working up to producing short financial statements. This will also include stock valuation methods and analysis of financial statements.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

More specifically, the learning objectives of this course refer to two levels.

On the level of knowledge, after completion of this course, students will:
- gain an understanding of the importance of marketing in management science;
- enhance their “marketing sense” by learning the variety of fundamental concepts in Marketing;
- be able to use basic Marketing vocabulary to analyze marketing phenomenon.

On the level of skill, this course will help students to:
- improve their oral presentation performance
- learn how to build successful work in team.

LEARNING RESOURCES:

Philip Kotler, Gary Armstrong, Lloyd Harris and Nigel F. Piercy (2013), Principles of Marketing European Edition, 6/E, Pearson.
David Jobber (2009), Principles and Practice of Marketing. 6th edition, McGraw-Hill UK.
Marilyn A. Stone, John Desmond (2006), Fundamentals of Marketing, Taylor & Francis.
Paul Hague, Nick Hague, Carol-Ann Morgan (2013), Market Research in Practice: How to Get Greater Insight From Your Market, Kogan Page.

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ACCOUNTING

Course Code	B2ACA004
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Level 200
Mode	In person
Semester	Fall Semester
Number of ECTS	5
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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:

To build on the Principles of Accounting course and provide a more in depth knowledge of accounting for assets, liabilities and equity. This course covers topics related to financial reporting, how management accounting can be used to create value in companies, financial statement analysis and auditing.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The course has a number of goals for the development of generic competences. After completing the course, the student should be able to:

- analyze and frame problems in the accounting area
- understand and evaluate accounting and auditing related issues from an ethical perspective
- work effectively in team environments
- plan conduct, and present investigations,

LEARNING RESOURCES:

Financial Accounting, Edition 2, IFRS Edition - Weygandt Kimmel Keiso
Financial and Managerial Accounting – Horngren
http://bcs.wiley.com/he-bcs/Books?action=index&itemId=1118285905&bcsId=7352

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ADVANCED MARKETING (EX MARKETING)

Course Code	B2MKG046
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Level 200
Mode	In person
Semester	Fall Semester
Number of ECTS	5
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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 builds on the knowledge of marketing theory and practice gained in Marketing Management. The course covers Brand Management and Marketing Strategy and is designed to develop students ability and thinking in the implementation and management of marketing from a business and marketing specialist perspective.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

On successful completion of this cours student should be able to:
-Articulate an in-depth understanding of a range of contemporary marketing issues, theories, practices, models and phenomena;
-Evaluate and critique contemporary marketing practices and understand the best methods of implementation to maximise business performance;
-Be proficient in presenting, analysing, discussing, evaluating, persuading, and making decisions regarding contemporary marketing initiatives within an organisation;

LEARNING RESOURCES:

To be provided

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INTERNATIONAL RELATIONS

Course Code	B2INT004
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Level 200
Mode	In person
Semester	Fall Semester
Number of ECTS	5
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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:

Personal investment will allow students to understand the major problematics surrounding the causes of conflict as to actors' interests and behavior. The class is structured so that students may also progress academically in terms of how to ask the 'right' questions and formulating a relevant research question. Additionally emphasis will be put on acquiring the tools to conduct analysis, differentiating it from a purely historical study. The course is based on interaction between the students and the instructor. The course will consist of lectures, debates and case studies that will emphasize the importance of research methods and assist students to develop their critical thinking skills. The instructor will be available before and after class or by e-mail to answer any questions. Course methodology and power point will be provided in class.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

This course will seek to familiarize students with important concepts within the study of international relations. We will address topics regarding political actors, systems and factors of (in) stability within an evolving international system. In addition, major theoretical schools of thought that will allow us to make better sense of the world today. Furthermore, the course will also seek to introduce to students basic but essential political science methodology

LEARNING RESOURCES:

Art, Robert J. and Jervis, Robert, International Politics: Enduring Concepts and Contemporary Issues, 8th edition, Addison-Wesley Educational Publishers Inc., 2006.

Battistella, Dario, Théories des relations internationales, Presses de Sciences Po, 4e édition, 2012.

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

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BUSINESS DATA ANALYTICS (EX QUANTITATIVE AND QUALITATIVE ANALYSIS)

Course Code	B2ECO010
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Level 200
Mode	In person
Semester	Fall Semester
Number of ECTS	5
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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:

Regression analysis, multivariable, linear regression, statistics law, estimators, Poisson and Binomial laws, Pareto, Students will also be asked to follow an online course : Introduction to research; at https://www.khanacademy.org

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The course provides an introduction to research methods of the social sciences and to econometrics. Research methods are important for the understanding of the strengths, limitations and possibilities of applied research in general, and of econometric research in particular. Research methods also provide an insight into which approaches that are most appropriate for a certain research question. Regression analysis, a key component of econometrics, is a powerful and very flexible multivariate data analysis tool that can shed light on a very large number of economic issues

LEARNING RESOURCES:

Introductory statistics for business and economics by Wonnacott and Wonnacott

Business Research Methods by Donald Cooper, Pamela Schindler -- Publisher: McGraw-Hill/Irwin; 12th edition (March 5, 2013)

Introductory Econometrics: A Modern Approach by Jeffrey M.Wooldridge --Publisher: Cengage Learning; 5th edition (September 26, 2012)

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ECONOMICS OF INNOVATION

Course Code	B2ECO012
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Electives L100 - 200
Mode	In person
Semester	Fall Semester
Number of ECTS	5
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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 modern, knowledge-based economy is characterized by creativity and rapid innovation: a dramatic increase in the rate of production of information and decline in the cost of producing it; and pervasive network externalities or increasing returns to scale. Emphasis is on the role or for creating incentives for firms to innovate. Topics include: why there may be too or too little much innovative activity; how laws may slow rather than help innovation; and the interaction between public and private sector innovation.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Students will be introduced to process and content concepts of innovation and change. Students will become familiar with the mainstream concepts of business innovation. Students will be introduced to leading edge thought leadership in the areas of innovation and change. Students will be able to connect innovation and creativity as it relates to their own interests and the business environment

LEARNING RESOURCES:

The economics of Innovation: An introduction, by G.M. Peter Swann, Edward Elgard Pub, 320 pp
Gelderman, C.J, and Van Weele, A.J. (2002), “Strategic Direction through purchasing portfolio management: A case study”, Journal of Supply Chain, Vol. 38 No.2, pp. 30-37.
Kraljic, P., (1983). “Purchasing must become supply management”, Harvard Business Review, 61, 109-117.

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INTRODUCTION TO STATISTICS (EX MATHEMATICS FOR MANAGERS)

Course Code	B2QAM012
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Electives L100 - 200
Mode	In person
Semester	Fall Semester
Number of ECTS	5
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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 content will cover anything related to gross and compound interests, cash flow, annuities and probabilities with a specific review of basic statistical distribution functions (normal law, Pareto, Poisson).

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The objective of the course is to understand the mathematical language of finance. We will study some basic rules of finance, analysis and probabilities.

LEARNING RESOURCES:

Mathematics for finance, Capinski, Springer, 2nd edition 2011

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DOING BUSINESS IN EUROPE

Course Code	TBC
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Level 200
Mode	In person
Semester	Fall Semester
Number of ECTS	5
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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 purpose of this course is to understand the environmental and organizational issues confronted by firms doing business in Europe. These include various aspects of the external environment such as social, economic, political, cultural, legal, customer and competitive factors, as well as the strategic and organizational responses of organizations to the complex, diverse and dynamic business challenges in Europe. Using real-life company cases, participants will learn how to take managerial decisions and solve business problems confronted by European firms.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The Doing Business in Europe course program in Europe program aims to develop essential skills for a career in management/entrepreneurship within Europe.

By the end of this program, students will:

- Gain important insights about the major challenges faced by European markets.
- Understand the context, characteristics, and best practices for doing business in Europe.
- Become familiar with the current economic situation in Europe

LEARNING RESOURCES:

To be provided

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CREATIVITY & DESIGN THINKING

Course Code	TBC
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Level 200
Mode	In person
Semester	Fall Semester
Number of ECTS	5
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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 aim of this course is to understand designer's sensibility and methods to match people's needs by drawing upon logic, imagination, intuition, and systemic reasoning, to explore what a viable business strategy can convert into customer value and market opportunity and to create desired outcomes that benefit the end user. This course of Creativity and Design Thinking is solution focused and action oriented.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Develop design thinking capabilities that embrace the methodology used by designers to solve complex problems, and find desirable solutions for clients.
Students will learn:

- How to create materials that align technical and non-technical audiences,
- Understand the essential importance of the psychology behind the way people interact with technology,
- Manage creativity,
- Assess the effectiveness of their selected solutions.

LEARNING RESOURCES:

To be provided

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BASIC CALCULUS

Course Code	B2QAM006
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Electives L100 - 200
Mode	In person
Semester	Fall Semester
Number of ECTS	5
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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 designed to illustrate the applications of calculus to the management sciences. It will provide the students with the knowledge of tools that will be needed in Economics, Accounting, Marketing, Finance and Statistics.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Objectives:
- Become familiar with the basic "calculus" techniques,
- Develop an awareness of the value of calculus for model building,
- Be able to develop strategies for solving problems.

Upon completion of this course students should be able to:
- Understand the concept of function in both its graphical and algebraic dimensions,
- Understand the notions of "limit", and "continuity" and their relevance with regard to functions (various pricing structures will be discussed for that purpose)
- Understand the notion and applications of derivatives and integrals,
- Sketch and interpret graphs,
- Understand the linear model vs. the exponential model through the concept of rate of change (slope),
- Build linear and exponential models

LEARNING RESOURCES:

To be provided.

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INTERCULTURAL COMMUNICATION

Course Code	B2MNT051
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Electives L100 - 200
Mode	In person
Semester	Fall Semester
Number of ECTS	5
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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 introduces key concepts and models of international communication. The objective of the course is to master the main communication tools and concepts in an international context. The main communication modes (verbal vs non-verbal, etc.) and communication levels (individual, group and organizational) will be discussed. International communication in periods of change and crisis is also covered.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

At the end of the class, student will be able to:

1) Create and manage communication plans;
2) Identify and anticipate communication crisis.

LEARNING RESOURCES:

To be provided.

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COMMUNICATION SKILLS

Course Code	B2COM001
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Electives L100 - 200
Mode	In person
Semester	Fall Semester
Number of ECTS	5
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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 focuses on 4 aspects

- Engaging in effective business communication (verbal and non-verbal);
- Improving team skills
- Improving writing skills of various business messages
- Delivering a professional presentation

The above skill-sets are indispensable fundamental for the rest of your academic and professional careers. Your overall behavior and interaction with your classmates will be an essential component in this course. Punctuality, attentive listening, respect for fellow students and the classroom environment are of utmost importance.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

At the end of the course, the student should be able to:
- Write a routine business message, using direct or indirect approach;
- Deliver a professional presentation, using crafted content, vocal variety, appropriate gestures and visual aids

LEARNING RESOURCES:

Excellence in Business Communication 11th edition, International Edition, Thill, Bovée (Pearson)
Lester & Lester (2003) Writing Research Papers. A Complete Guide. Pearson.

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PRINCIPLES OF BUSINESS LAW

Course Code	B2LTX009
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Electives L100 - 200
Mode	In person
Semester	Fall Semester
Number of ECTS	5
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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:

Business Law addresses statutes and regulations affecting businesses, families, and individuals in their related roles. Knowledge of business law is useful for all students because all students eventually assume roles as citizens, workers, and consumers in their communities and in society at large. As laws emanate from different governmental and judicial entities, students must have a basic understanding of law and the foundation of the legal system to be successful in any area of business as well as their personal lives.

Business Law is a course that is designed to give students the knowledge they need regarding a basis of law while preparing students to make ethical, legally-minded professional decisions currently and in the future. This course shows students the impact of various laws and regulations on the business world and its companies. Students are also introduced to the implications of varying legal constraints in different environments. The course does not aim to teach legal specifics but provides a backdrop for the basic understanding of business and the law.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Course Objectives:

. 1) Learn to understand basic legal terminology and concepts.
. 2) Learn how to evaluate issues of legal significance in business transactions.
. 3) Apply legal reasoning to situations and form legal conclusions.
. 4) Compare and apply various legal theories/interpretations to factual situations.
. 5) Learn how to issue spot, weigh, and analyze risks, and gain a sense of comfort and familiarity with the legal system

LEARNING RESOURCES:

MARSON J. (2011), Business Law, 2nd edition, Oxford University Press.

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FRENCH - BEGINNER

Course Code	B2LNG002
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Electives L100 - 200
Mode	In person
Semester	Fall Semester
Number of ECTS	5
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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:

Course for absolute beginners or for students who want to make a fresh start. The students learn to understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of need of a concrete type. They learn how to introduce themselves and ask or answer questions about personal details such as where they live, what they study and what they like in Paris for instance. They interact in a simple way provided the other person talks slowly and clearly.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The aim of this course is to develop the oral fluency of students in French by improving pronunciation, oral and written comprehension, vocabulary mastery, and knowledge of contemporary French society. We will read and comment on articles from the written press, read two novels, watch movies, and listen to songs.

Students will familiarize themselves with the Internet in French, and in particular with the French press on the Internet.

LEARNING RESOURCES:

To be provided.

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FRENCH - INTERMEDIATE

Course Code	B2LNG003
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Electives L100 - 200
Mode	In person
Semester	Fall Semester
Number of ECTS	5
Schedule	10 sessions of 3 hours each, and a 3 hours final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
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:

Course for students with basic knowledges of French.

This course shows the different skills of learning French at an intermediate level:
1) Oral comprehension*(Radio extracts and adapted activities)
2) Written comprehension*
3) Written production*
4) Oral production* (presentation of a famous person, give one's opinion, interact on an event)
5) Cultural knowledge about Paris

* Subjects, radio extracts, lexical and oral activities based on current events in art, leisure, advertising, etc.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Be able to express yourself in French language.

LEARNING RESOURCES:

To be provided.

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