

PSB EXCHANGE PROGRAM

Spring 18 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 Spring 18 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	11-12/01/2018	15/01/2018 to 20/04/2018	23/04/2018 to 27/04/2018	27/04/2018	24/02/2018 to 04/03/2018	02/04/2018
PSB PGE M1 IFI	11-12/01/2018	16/01/2018 to 06/04/2018	09/04/2018 to 13/04/2018	13/04/2018	None	02/04/2018
PSB IP BBA (all tracks)	11-12/01/2018	15/01/2018 to 07/04/2018	09/04/2018	14/04/2018	None	02/04/2018

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
P1MNT005	PSB PGE B1 IT	UG	Principles of Management	6
P1MKG009	PSB PGE B1 IT	UG	Marketing	6
P1MNT006	PSB PGE B1 IT	UG	Organizational Behaviour	6
P1ECO005	PSB PGE B1 IT	UG	Principles of Economics	6
P1ACA009	PSB PGE B1 IT	UG	Accounting	6
P1LPS001	PSB PGE B1 IT	UG	Communication Skills	6

Course Code	Track	Level	Course	ECTS
P2LTX008	PSB PGE B2 IT	UG	Business Law	6
P2INT008	PSB PGE B2 IT	UG	Geopolitics	6
P2FIN007	PSB PGE B2 IT	UG	Principles of Corporate Finance	6
P2MNT009	PSB PGE B2 IT	UG	Management	6
P2IBE001	PSB PGE B2 IT	UG	International Business	6

Course Code	Track	Level	Course	ECTS
P4FIN020	PSB PGE M1 IFI	PG	Financial Markets	6
P4FIN021	PSB PGE M1 IFI	PG	Portfolio Management	6
P4FIN022	PSB PGE M1 IFI	PG	Advanced Financial Analysis	6
P4FIN38	PSB PGE M1 IFI	PG	Securities Transactions & Tools	6
P4FIN023	PSB PGE M1 IFI	PG	Risk Management	6

A track in Luxury Brand Management at Postgraduate level will be available in Spring. Courses and syllabus will be provided by Octobre 2017.

Course Code	Track	Level	Course	ECTS
	PSB PGE M1 LBM	PG		6
	PSB PGE M1 LBM	PG		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 3 electives can graduate the PSB Certificate of Business in Finance & Accounting.

Course Code	Track FIN/ACC	Level	Course	ECTS
B3FIN006	PSB IP BBA FIN/ACC	UG L300 FIN/ACC	International Finance	5
B3FIN009	PSB IP BBA FIN/ACC	UG L300 FIN/ACC	Financial Reporting & regulation	5
B3FIN027	PSB IP BBA FIN/ACC	UG L300 FIN/ACC	Portfolio Management	5

Students undertaking and passing three core units and 3 electives can graduate the PSB Certificate of Business in Marketing.

Course Code	Track MKG	Level	Course	ECTS
B3MKG008	PSB IP BBA MKG	UG L300 MKG	Marketing Research	5
B3MKG019	PSB IP BBA MKG	UG L300 MKG	Marketing Planning & Strategy	5
B3MKG009	PSB IP BBA MKG	UG L300 MKG	Marketing of Services	5

Students undertaking and passing three core units and 3 electives can graduate the PSB Certificate of Business in Management.

Course Code	Track MNT	Level	Course	ECTS
B3MNT009	PSB IP BBA MNT	UG L300 MNT	Entrepreneurship	5
B3MNT024	PSB IP BBA MNT	UG L300 MNT	International Strategic Management	5
B3MNT025	PSB IP BBA MNT	UG L300 MNT	Management of Change & Innovation	5
B3MNT026	PSB IP BBA MNT	UG L300 MNT	Business Intelligence	5

Students undertaking and passing three core units and 3 electives can graduate the PSB Certificate of Business in Luxury Brand Management.

Course Code	Track LUX	Level	Course	ECTS
B3MKG027	PSB IP BBA LUX	UG L300 LUX	CRM in the Luxury Industry	5
B3MKG022	PSB IP BBA LUX	UG L300 LUX	Luxury Brand Management	5
B3MKG052	PSB IP BBA LUX	UG L300 LUX	Origins & Trends of Luxury	5
B3MKG021	PSB IP BBA LUX	UG L300 LUX	Sales Techniques for Luxury Brand	5
B3MKG051	PSB IP BBA LUX	UG L300 LUX	The geopolitics of Luxury	5

Electives part of the PSB IP BBA Track:

Course Code	Track	Level	Course	ECTS
B1ACA003	PSB IP BBA	UG Core Level 100	Principles of Accounting	5
B1MNT	PSB IP BBA	UG Core Level 100	Principles of Management	5
B1IBE025	PSB IP BBA	UG Core Level 100	International Business	5
B1ECO009	PSB IP BBA	UG Core Level 100	Principles of Economics	5
B1MNT047	PSB IP BBA	UG Core Level 100	Management	5
B1MNT048	PSB IP BBA	UG Core Level 100	Business Ethics and CSR	5
B2ECO011	PSB IP BBA	UG Core Level 200	Principles of Microeconomics	5
B2ITS013	PSB IP BBA	UG Core Level 200	Digital Business	5
B2FIN024	PSB IP BBA	UG Core Level 200	Principles of Corporate Finance	5
B2MNT049	PSB IP BBA	UG Core Level 200	Business Strategy	5
B2FIN004	PSB IP BBA	UG Elec. Level 200	Global Risk Management	5
B2ECO012	PSB IP BBA	UG Elec. Level 200	Economics of Innovation	5
B2QAM012	PSB IP BBA	UG Elec. Level 200	Business data analytics	5
B2QAM004	PSB IP BBA	UG Elec. Level 200	Intermediate Algebra	5
B2MNT051	PSB IP BBA	UG Elec. Level 200	Intercultural Communication	5
B2COM001	PSB IP BBA	UG Elec. Level 200	Communication skills	5
B2MNT021	PSB IP BBA	UG Elec. Level 200	Critical Thinking	5
B2LTX009	PSB IP BBA	UG Elec. Level 200	Business Law	5
B2ITS014	PSB IP BBA	UG Elec. Level 200	Computers for Business	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.

TRACK PSB PGE B1 IT

PRINCIPLES OF MANAGEMENT

Course Code	P1MNT005
Language of Instruction	English
Level	Undergraduate
Track	PSB PGE B1 IT
Mode	In person
Semester	Spring 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 presents the key theories and concepts in management and integrates them with real life applications. The course is comprised of two units. Unit one introduces management as a business activity, discusses the development of its principles and links managerial practices with organizational and cultural contexts. Unit two focuses on the four functions of management: organizing, planning, controlling and leading. Across the sessions the course also discusses communication practices and current issues in modern management, like globalization, diversity and ethics. The sessions consist of the lecture part and a practical part, which can include exercises, discussions, case studies, videos and team work.

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)
 Robbins, S.P., DeCenzo, A.D., Coulter, M. (2013), "Fundamentals of Management", 8th edition, Pearson, Global Edition

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

MARKETING

Course Code	P1MKG009
Language of Instruction	English
Level	Undergraduate
Track	PSB PGE B1 IT
Mode	In person
Semester	Spring 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:

Upon successful completion of the course, students should be able to:

- Outline the essential functions and the role of marketing activities for the firm
- Define core marketing concepts, such as target market, competitive advantage, customer value, segmentation, and loyalty
- Describe the elements of the marketing mix for various types of companies and explain the differences between them
- Explain and demonstrate how marketing decisions are influenced by various forces in the external business environment as well as significant trends and developments affecting current and future marketing practices in a global perspective
- Demonstrate knowledge of regulatory and ethical factors considered essential to making marketing decisions

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Marketing is an essential role of every business organization and marketing activities must be performed, to some extent, for the survival of every business organization. This course is designed to be an introduction to the broad concept of marketing for the future manager.

LEARNING RESOURCES:

Principles of Marketing 14/E, Philip Kotler & Kevin Keller, Pearson
 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.

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

ORGANIZATIONAL BEHAVIOR

Course Code	P1MNT006
Language of Instruction	English
Level	Undergraduate
Track	PSB PGE B1 IT
Mode	In person
Semester	Spring 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 focus upon the challenges and heavy responsibility of top managers to provide a good work environment, to implement the best corporate strategies, to manage people and other resources in the appropriate way to develop and maintain the competitive advantage in local and foreign market.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The main objectives of the course are:

- Understand the interrelationship between individual, groups, organization and environment
- Understand the determinants of the organizational structure (Tall, flat, centralized, decentralized etc...)
- Understand the making decision process of any organization about the strategy, the human resource management style and the structure
- Implement the appropriate corporate strategy, business strategy and operational strategy

LEARNING RESOURCES:

Laurie J Mullins-Management and Organisational Behaviour, 8th Edition-Ft Prenticehall (2007).
 Fred David-Strategic Management_Concepts and Cases, Global Edition-Pearson Education Limited (2014).
 Michael A. Hitt, R. Duane Ireland, Robert E. Hoskisson-Strategic Management_ Competitiveness and Globalization , Eighth Edition (Concepts and Cases) -Cengage Learning (2008)

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

PRINCIPLES OF ECONOMICS

Course Code	P1ECO005
Language of Instruction	English
Level	Undergraduate
Track	PSB PGE B1 IT
Mode	In person
Semester	Spring 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 is a mix of teaching and reverse learning, where students are asked in groups to present and demonstrate their understanding of the coming course topic. This topic is then discussed in class, each group presentation is shared with all students and concepts are illustrated by research methods using simple spreadsheet tools such as Excel.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The objective of the course is to provide students with the fundamentals of economics. From production capability to laws of supply and demand, from game theory, to Dunning Matrix. At the end of the course. Students should be able to comprehend the equilibria that rule all type of markets. Liberalism, socialists, regulated and so on. All the course covers some of theories regarding investment, comparative advantage, FDI rules.

LEARNING RESOURCES:

Principles of Economics, McDowell, Moore, Authors: Thom, Rodney, Pastine, Ivan Editorr: McGraw-Hill UK, 2012

Scholar ox :

<http://www.scholarvox.com/catalog/book/docid/88808158/searchstring/principle%20of%20economics#>

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

ACCOUNTING

Course Code	P1ACA009
Language of Instruction	English
Level	Undergraduate
Track	PSB PGE B1 IT
Mode	In person
Semester	Spring 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:

To complete students' understanding of Financial Accounting and to introduce Financial Analysis of financial documents based on USGAP approach of accounting and bookkeeping.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Review of accounting methodology through teaching and project hand on. Midterm and final exam based on MCQ and small exercises

LEARNING RESOURCES:

HORNGREN'S ACCOUNTING 10th edition NOBLES, MATTISON, MATSUMURA

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

COMMUNICATION SKILLS

Course Code	P1LPS001
Language of Instruction	English
Level	Undergraduate
Track	PSB PGE B1 IT
Mode	In person
Semester	Spring 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 sets out to address 3 issues:

- Effective Business Communication;
- Professional Presentations;
- Research Methods.

It should be evident to all participants that the skill set addressed here is fundamental to the rest of your academic and professional careers. Much of your future success will depend upon not just what you know, but how to express it; as well as how you can effectively call upon the knowledge of others thru research & documentation. As such, your manner of behavior 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;

Distinguish between primary and secondary sources of information and produce a correctly referenced document.

LEARNING RESOURCES:

To be provided.

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

TRACK PSB PGE B2 IT

BUSINESS LAW

Course Code	P2LTX008
Language of Instruction	English
Level	Undergraduate
Track	PSB PGE B1 IT
Mode	In person
Semester	Spring 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 advanced legal concepts and procedures in the Business Law environment, focused in the International 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.

The students are expected to understand the legal implications in the business environment, with a comparative approach with French and European business law, and the common law systems currently applicable in the United Kingdom and in the United States of America.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

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

1. Discuss and perform a comparative analysis of European or American approaches to the regulation of business enterprises operating in corporate form,
2. Enhance the general understanding of corporate and business law and key issues.
3. Develop a critical appreciation of corporate law framework, including the ability to assess, explain and evaluate how business legal structure influences corporate management.
4. Analyze complex situations, select, justify and structure the appropriate business legal entity, and prepare a report suitable for presentation to the corporate management

LEARNING RESOURCES:

<http://www.scholarvox.com/book/10173450/>
 International Business: A Global Perspective
 Auteur: Katsioloudes, Marios, Hadjidakis, Spyros
 Editeur: Taylor & Francis
 Publication: 2007

Handbook of International Trade Volume II
 Economic and Legal Analyses of Trade Policy and Institutions
 Auteur: Choi, Eun Kwan
 Auteur: Hartigan, James C.
 Editeur: Blackwell Publishing
 Publication: 2004

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

GEOPOLITICS

Course Code	P2INT008
Language of Instruction	English
Level	Undergraduate
Track	PSB PGE B2 IT
Mode	In person
Semester	Spring 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:

Geopolitics and conflicts

This course seeks to introduce students to a large range of methods and techniques within the field of conflict resolution.

Globalization

Globalization is transforming prospects for security and economic growth. We study why some countries or regions will remain, or become, mired in conflict while others will harness globalization and prosper. The course focuses on “structural” dynamics as opposed to political personalities. Matters explored during lectures, discussions, and debates include how globalization (or, in many cases, a relative lack of it) can foster armed conflict, stoke religious and nationalist extremisms, fuel the rise of cultural conflict, trigger violent backlashes from incumbent powerholders, and lead to the breakup of states. We also study how globalization can reduce corruption in a regime, fuel economic growth, and engender more democratic societies of people increasingly focused on economic endeavors rather than bloody ethnic, religious, or ideological passions.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Geopolitics and conflicts

A number of conflict management and resolution approaches will be subject to examination in regard to both their effectiveness and limits. The second half of the course will be dedicated to an in-class crisis simulation which will allow students to formulate and act in the place of decision makers and provide students the opportunity to develop the necessary critical thinking skills to resolve the most complex contemporary security questions.

Globalization

Each class consists mainly of the instructor’s lecture with slides, punctuated with discussion and debate. Most classes begin with a short recap of the previous class. Short video clips illustrating key points will be shown in some of the classes. Within about 24 hours of the end of each class students will receive by e-mail a reading packet (as a PDF) which must be read and assimilated by the following week’s class. (Students do not need to purchase books for this class.) The instructor typically dedicates a short period in each class to point out a few passages from reading packet and lead class discussion of their implications for security and trade.

LEARNING RESOURCES:

ZARTMAN, I. William (ed.), *Peace Making in International Conflict: Methods and Techniques*, United States Institute of Peace, Washington D.C., 2007.

Sutherland, Benjamin (2011), "Modern Warfare, Intelligence and Deterrence: The technologies that are transforming them," John Wiley & Sons.

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

PRINCIPLES OF CORPORATE FINANCE

Course Code	P2FIN008
Language of Instruction	English
Level	Undergraduate
Track	PSB PGE B2 IT
Mode	In person
Semester	Spring 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 and/or review of the basic concepts of Corporate Finance, accompanied by exercises for each of the topics presented.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Provide students with the financial tools needed to make decisions with the goal of increasing shareholder wealth. Give students the theoretical and practical knowledge needed to properly assess risk - return relationships.

LEARNING RESOURCES:

Corporate Finance: A Practical Approach; 2nd ed. Clayman
Fundamentals of Corporate Finance; 7th ed. Brealey

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

MANAGEMENT

Course Code	P2MNT009
Language of Instruction	English
Level	Undergraduate
Track	PSB PGE B2 IT
Mode	In person
Semester	Spring 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:

Case studies and business talks by thought leaders will help students to understand how the management concepts work in today's business world and get inspirations from the cutting-edge knowledge and ideas. Students will also learn how to work in teams through team assignments.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

This course aims to equip students with innovative skills they need to manage successfully in today's changing business environment. To do so, we will combine traditional techniques and ideas with emerging themes and issues. Students will improve their thinking and decision-making skills, put theory into practice, and learn to harness creativity and lead change.

LEARNING RESOURCES:

Management, Stephen P. Robbins, Mary Coulter, (2013) Global Edition, 12/E
 Modern Management, Samuel C. Certo, Trevis Certo, (2013) International Edition, 13/E
 Management, Richard L. Daft, 11th Edition (or previous editions), 2013, Cengage Learning
 The Prince, Nicholo Machiavelli, (1513), ed. W. K. Marriott. London: J. M. Dent and Sons, 1908

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

INTERNATIONAL BUSINESS

Course Code	P2IBE001
Language of Instruction	English
Level	Undergraduate
Track	PSB PGE B2 IT
Mode	In person
Semester	Spring 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 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:

The principal objective of this course is to understand the principal axis of global environment and economic essentials, through corporate strategy to international management and investment functions, drawing on case studies from all continents and regions.

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

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

TRACK PSB PGE M1 IFI

FINANCIAL MARKETS

Course Code	P4FIN020
Language of Instruction	English
Level	Postgraduate
Track	PSB PGE M1
Mode	In person
Semester	Spring 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 will cover topics such as Overview of the overall functioning of financial markets, Workings of the stock market and shares valuation, Bonds, Foreign exchange market, Futures contracts, Options.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Understand the overall function and operations of financial markets
 Be able to value shares and bonds
 Understand the workings of the foreign exchange market and devising basic hedge
 Be able to use futures contracts to establish speculative, hedging and arbitrage strategies
 Be familiarized with options and the possibilities they offer.

LEARNING RESOURCES:

Mishkin F.S., Eakins S.E., (2015), Financial Markets and Institutions, Pearson, 8th edition.
 Hull J, (2014), Options, Futures and Other Derivatives, Pearson, 9th edition.
 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.

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

PORTFOLIO MANAGEMENT

Course Code	P4FIN020
Language of Instruction	English
Level	Postgraduate
Track	PSB PGE M1
Mode	In person
Semester	Spring 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 steps of the course are:

Organization of different security markets, main kinds of investments, relations between risk and return.
Asset pricing models: the efficient frontier, standardized measure of systematic risk (beta), Capital Asset Pricing Model.

Basic principles of financial asset management: objectives, preferences, constraints; benchmark selection, performance measurement.

Valuation principles by asset class, and clues to risk management through derivative instruments..

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The aim of this course is the help students understand and be familiar with the main financial instruments and techniques used today for investment management. The course is structured to give the user a complete perspective on these instruments from theory to application. At the end of the sessions, the students should be able to:

Knowledge-based outcomes:

1. Identify the different types of markets organizations and their constituents,
2. Classify the market participants according to their objectives and their behaviour,
3. Differentiate the main financial instruments used for investing purposes,
4. Evaluate the risks attached to the use of financial instruments,

Skill-based outcomes:

5. Define an investing strategy and build a portfolio
6. Select a methodology to implement a strategy
7. Monitor the evolutions of an investment strategy
8. Assess an investment strategy according to its objectives and asset mix

LEARNING RESOURCES:

Bodie Z., Kane A., Marcus A., (2014), Investments, McGraw-Hill, 10th global edition

Solnik Bruno, McLeavey Dennis, (2008), Global Investments, Pearson, 6th edition

Jacquillat, Bertrand, Solnik, Bruno, Pérignon, Christophe, (2014) Marchés financiers : Gestion de portefeuille et des risques, Dunod, Ed. 6 (available on Cyberlibris)

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

ADVANCED FINANCIAL ANALYSIS

Course Code	P4FIN022
Language of Instruction	English
Level	Postgraduate
Track	PSB PGE M1
Mode	In person
Semester	Spring 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:

Financial Statements - understanding the basics, Financial Statement Analysis, Analysis of Inventories, Analysis of Long Lived asset, Leases and off balance sheet debt, Analysis of Financing Liabilities, Analyses of Income Taxes.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

To provide students with an advanced knowledge of Financial Analysis, to prepare them for the CFA exam Level 1 Financial Reporting and Analysis. Students should have a good understanding of how to interpret financial ratios, how different accounting methods and policies can affect the analysis of financial statements, and the importance of cashflows and the effect of income taxes on the analysis

LEARNING RESOURCES:

Kieso, Donald E., Weygandt, Jerry J., Warfield, Terry D. (2013), Intermediate Accounting, 15th edition, Wiley
Schilit, Howard M (2010), Financial Shenanigans: Detecting Accounting Gimmicks That Destroy Investments, CFA Institute Conference Proceedings Quarterly
Reilley FK, Brown KC (2011), Investment Analysis and Portfolio Management, 10th edition, Thomson
Schweser 2015 CFA Level 1 Notes
2016 CFA Level 1 Wiley Official Curriculum Textbook Volume 3
White, Gerald, Sondhi, Ashwinpaul, Fried, Dov (2003), The Analysis and Use of Financial Statements, 3rd Edition, Wiley

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

SECURITY TRANSACTIONS AND FINANCIAL REGULATIONS

Course Code	P4FIN023
Language of Instruction	English
Level	Postgraduate
Track	PSB PGE M1
Mode	In person
Semester	Spring 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:

Post market and securities servicing: the course will cover the following topics: definition and overview of financial markets, the market lifecycle from front to back organization, and the post-market participants. Preparation to certifications: modalities and contents of CFA and PRM certifications. Bloomberg workshop: The workshop highlights are the description, comprehension and research about the main financial securities (equities, bonds, commodities, government bonds...) and markets. The well-known Bloomberg keyboard using has to become familiar, but also specific tickers and mnemonics. Students are expected to gain the essential knowledges of virtual portfolio management, performances and reporting exports on excel spreadsheets. More thoroughly, Bloomberg rating tools and technical indicators will be used.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

This module is composed of 3 courses:

Post market and securities servicing: the aim of this course is to give a broad overview of the post market industry, how it works, who are the participants, what are the stakes and challenges for each participants. The main objective is to provide to the students the necessary knowledge and understanding of post market activities for them to progress rapidly during their future career.

Preparation to certifications: the aim of this course is explain to students the two certifications to which this Master tends to prepare and to help them efficiently prepare those certification exams

Bloomberg Workshop: Bloomberg is, in both bank trading floors and economic studies offices, one of the most used and efficient data provider in the world. For students, Bloomberg mastering is a massive competitive advantage on their way to become skilled traders, asset managers or sales. Investment banks' activities focus on financial information's, corporate datas and macroeconomic news. This Bloomberg workshop introduces to basic and advanced functions that help market finance professionals to manage portfolios and make investment decisions.

LEARNING RESOURCES:

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

Sagnier G and Parisot C (2013) Analyse technique et analyse fondamentale : liens et divergences. Paris, Gualino

Chardoillet, Eric, Salvat, Marc, Tournyol du Clos, Henri (2010), L'essentiel des marchés financiers : Front office, post-marché et gestion des risques, Editions d'Organisation

McGill, R., Patel, N. (2008), Global Custody and Clearing Services, Palgrave

Chan Diana, Fontan Florence, Rosati Simonetta and Russo Daniela (2007), The securities Custody industry, Occasional Paper Series, Central bank, n°68.
Peterson-Drake P and Fabozzi F (2012) Analysis of financial statements. Hoboken NJ, Wiley
Elton E et al. (2006) Modern portfolio theory and investment analysis. Hoboken NJ, Wiley
Clément T (2012) Guide complet de l'analyse technique pour la gestion de vos portefeuilles boursiers. Paris, Maxima

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

RISK MANAGEMENT

Course Code	P4FIN023
Language of Instruction	English
Level	Postgraduate
Track	PSB PGE M1
Mode	In person
Semester	Spring 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 Risk Management:

Introduction: Background to the financial services sector (international context and European specificities)

Unit 1: Key concepts in financial services (activities, financial statements)

Unit 2 : Development of the regulatory framework for banks (mostly European specificities)

Unit 3 : interest rate risk and liquidity risk

Unit 4 : Credit risk and internal control specificities

Unit 5 : Basic of market risk

Unit 6 : Operational risk and compliance

Market Risk Measurement:

The return expected from a financial asset is related to the risks it generates.

Market risk concerns all types of financial assets and all types of financial assets have their own risks. In the first part of the course we will isolate and define all types of risks and classify the assets through the underlying risks.

Recognition of risks allows to isolate them in order to quantify risks. There are several ways to evaluate risks. In the second part, we will present the main methodologies used to quantify risks. Financial markets minimize risks generated by assets through derivatives products. In the last part of the course, we will have a look at different manners to hedge position and impacts on the underlying risk and its valuation.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The module is divided in two courses: Introduction to Risk Management and Market Risk Management:

Introduction to Risk Management:

The goal of this sessions is to understand what the purpose of bank is and how risks are categorized, quantified, monitored and managed within banks.

To know:

Banking supervision

Main banking risks (interest rate, liquidity, credit, operational and market risk)

Major issues of asset liability management

Link between capital requirement and internal control disposal

Internal control disposal according to these risks

To be able to:

Understand the major equilibrium for the stability of the banking system

Understand the way a bank calculate its capital requirement

Draw a simplified risk matrix regarding main banking risks

To have the following skills:

Managing a specific approach to evaluate the internal control disposal

Simple calculations of capital requirement regarding credit and market risk

Market Risk Management:

The course objective is to understand, appreciate and evaluate the risks that can be found in financial markets.

LEARNING RESOURCES:

Bessis J., (2015), Risk Management in Banking -Wiley Finance (third edition 2009 available on Cyberlibris)

Sundmacher M., Ford G. (2004) Leading indicators for Operational Risk : case studies in financial services, Macquarie University, November 2004

Hull J. (2014), Options, Futures and other derivatives, Prentice Hall - Chapter 19 to 23

Portait R., Poncet P. (2011), Finance de marché, Dalloz - Chapter 5- 27 to 30

Horcher K.A. (2005), Essentials of financial risk management, Wiley

H. van Greuning , S. Brajovic Bratanovic,(2003) , Analyzing and Managing Banking Risk - World Bank Publications

GARP (2009) Foundations of Banking Risk: An Overview of Banking, Banking Risks, and Risk-Based Banking Regulation – Wiley

DIERICK F., PIRES F., SCHEICHER M. Et SPITZER K.G. (2005), „The New Basel Capital Framework and its Implementation in the European Union“, European Bank, occasional papers, december 2005

BIS : Corporate governance principles for banks -(july 2015)

The Roles of Banks in Financial Systems* Franklin Allen University of Pennsylvania and Elena Carletti University of Frankfurt and CFS March 21, 2008

<http://www.bis.org/>

[http://www.banque-](http://www.banque-france.fr/fileadmin/user_upload/banque_de_france/archipel/publications/bdf_rsf/etudes_bdf_rsf/bdf_rsf_07_etu_3.pdf)

[france.fr/fileadmin/user_upload/banque_de_france/archipel/publications/bdf_rsf/etudes_bdf_rsf/bdf_rsf_07_etu_3.pdf](http://www.banque-france.fr/fileadmin/user_upload/banque_de_france/archipel/publications/bdf_rsf/etudes_bdf_rsf/bdf_rsf_07_etu_3.pdf)

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

TRACK PSB IP BBA FINANCE & ACCOUNTING

INTERNATIONAL FINANCE

Course Code	B3FIN006
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 FIN & ACC
Mode	In person
Semester	Spring 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 cover essential elements in International Finance. Topics include an overview of the International Monetary environment, the determination of exchange rates and the hedging of currency risk. The objective of this course is to familiarize the student with the various concepts, techniques and tools available in dealing with international financial transactions.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

- To give a broad description of the international monetary system
- To understand exchange rate determination
- To familiarize the students with currency hedging techniques
- To present various issues in operating and accounting risks

LEARNING RESOURCES:

Multinational Business Finance, by Eiteman, Stonehill, Moffet , 12th edition or latest edition

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

FINANCIAL REPORTING AND REGULATION

Course Code	B3FIN009
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 FIN & ACC
Mode	In person
Semester	Spring 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 group reporting, and the different accounting treatments for simple consolidation of 100 % owned subsidiaries, as well as associates and investments. Topics covered:

- Accounting for Investments in Subsidiaries
- Consolidated Statements of Financial Position
- Consolidated Statements of Comprehensive
- Associates
- Introduction to published accounts
- IFRS 5 Non-current assets held for Sale and discontinued operations
- IAS 10 and 37
- IAS 17 leases and IAS 32 Financial instruments
- IAS 11 construction contracts
- IAS 7 statements of cash flow

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

By the end of the course, students should be able to:

- ☐ Understand how to consolidate parent and subsidiary accounts, including mid-year acquisitions and disposals
- ☐ Understand how to account for associates
- ☐ Understand how to account for foreign currency transactions, including the consolidation treatment of overseas subsidiaries

Be able to prepare the consolidated financial statements, including the consolidated statement of financial position, the consolidated statement of income and other comprehensive income.

LEARNING RESOURCES:

Financial Management - Complete Text: Paper F1 (Cima) Paperback Kaplan Publishing (Author)

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

PORTFOLIO MANAGEMENT

Course Code	B3FIN027
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 FIN & ACC
Mode	In person
Semester	Spring 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:

Key tools for evaluation of portfolios will be shown and students will have an opportunity to build their own portfolio during the term.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Students will have a good understanding of the portfolio management techniques.

LEARNING RESOURCES:

The Wall Street Journal, The New York Times, Harvard Business Review, Barron's, Bloomberg and Wall Street Survivor - Game simulation.

Frank K. Reilly, Keith C. Brown, Investment Analysis and Portfolio Management, 10th Edition, Cengage Learning

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

TRACK PSB IP BBA MARKETING

MARKETING RESEARCH

Course Code	B3MKG008
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 FIN & ACC
Mode	In person
Semester	Spring 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 starts by highlighting the difference existing between a Marketing Topic and a Market Research Question, then introduces the different methodologies (qualitative and quantitative) that one may use to conduct a Market Research study, focuses on the sampling methods and survey design.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

This course adopts an applied perspective to marketing research. Hence, we will focus on decisions that marketers face on an everyday basis. The course aims at fostering managerial decision making on the basis of companies' best practices, and concrete research applications and problems. Upon completing this course, you will be able to:

- define a decision problem and related research problems;
- identify the appropriate research design and necessary data;
- choose a data collection method.

LEARNING RESOURCES:

Aaker David A, Marketing Research, International Student version, 11th Edition, John Wiley & Sons, 2013, ISBN : 978 1 118 32181 2

Marketing Research: An Applied Approach, Fourth edition, by Naresh K. Malhotra, David F. Birks and Peter Wills, Chapters 4.

Qualtrics Survey Software Handbook for Research Professionals, Official Training Guide from Qualtrics

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

MARKETING PLANNING & STRATEGY

Course Code	B3MKG019
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 MKG
Mode	In person
Semester	Spring 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 prepare students for real world marketing challenges. Students will address critical decision issues involved in marketing planning at a strategic level, including segmentation and positioning, product development, new market entry, and management of the marketing budget.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Main objectives are to sharpen the analytical thinking and decision making skills and to develop a team work and interpersonal skills.

Each session will deal with a major concept, from its fundamental definition to its concrete professional implementation. Exercises and cases studies will be used all along the course to illustrate the concepts and help the students apply and implement what they learn.

LEARNING RESOURCES:

The Successful Marketing Plan: How to create Dynamic, Results Oriented Marketing. Roman G. Hiebing, Scott W. Cooper, Steve Wehrenberg (2001). 4th edition.

- The Marketing Plan Handbook. Mariane Burk Wood (2013). 5th edition.
- Philip T Kotler, Kevin Lane Keller, 2015 Marketing Management, 15th edition (recommended), or older editions, 14th, 13th, 12th.
- Iacobucci, Dawn, MM4, 2013, 4th edition.

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

MARKETING OF SERVICES

Course Code	B3MKG009
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 MKG
Mode	In person
Semester	Spring 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 service industry is increasingly identified as contributing to worldwide business growth and is seen as a critical source of employment. However, services possess unique characteristics, justifying the consideration of whether traditional marketing management concepts and models need to be adapted to better account for service-dominant economies, and for the successful marketing of services.

This unit focuses on is on developing students' knowledge of the specific characteristics of services, and how to manage and market them. This unit will help students create and manage relationships with customers to deliver superior services. It will focus on the processes underpinning the creation and delivery of high quality services and extend to managing demand in services settings (one of services marketing mix variables).

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The module provides you with the foundations to begin the study of service marketing.

Knowing what customers want and how they assess what they receive is the foundation for designing effective services. Therefore we talk about the customer behavior for services and look at customers' expectations. The second stage is the perceptions of service by customers and how marketers can influence the factors of service quality.

The lectures also introduce, and train students to, dynamic pricing in services marketing.

Overall, the lecture delivers the Gap Model in the student's toolbox.

LEARNING RESOURCES:

Wilson, A, Zeithaml, VA, Bitner, MJ & Gremler, DD 2012, Services marketing: integrating customer focus across the firm, 2nd European edn, McGraw Hill, Maidenhead, UK.

Log on you intranet, click on Cyberlibis (bottom of left corner)

Search bar: Wilson, Allan

<http://www.scholarvox.com/catalog/book/docid/88807784?searchterm=Wilson,Alan>

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

TRACK PSB IP BBA MANAGEMENT

ENTREPRENEURSHIP

Course Code	B3MNT009
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 MNT
Mode	In person
Semester	Spring 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 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:

- 1) Identify and evaluate a business opportunity using a feasibility study and a business plan
- 2) Understand the nature of entrepreneurship and evaluate their own entrepreneurial skills
- 3) Present a business plan to stakeholders in informal (elevator pitch) and formal settings
- 4) Understand better the connections between the different courses they study in business school

LEARNING RESOURCES:

TBC

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

INTERNATIONAL STRATEGIC MANAGEMENT

Course Code	B3MNT024
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 MNT
Mode	In person
Semester	Spring 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 structured with a mix of lectures, case studies and students' presentations

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

This course is about understanding and meeting the challenges faced by managers and firms competing internationally. It is about how firms can use international strategy to build and sustain competitive advantage in an international context.

LEARNING RESOURCES:

-Hill, Charles: International business: competing in the global marketplace Irwin Publisher Bartlett, - Christopher and Ghoshal, Sumantra.: Transnational management: text, cases, and readings in cross-border management. International Student Ed.

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

MANAGEMENT OF CHANGE AND INNOVATION

Course Code	B3MNT025
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 MNT
Mode	In person
Semester	Spring 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 structured in two parts:

- Part 1 - The "new" way to innovate and to foster creativity inside large firms. Sessions #1 to #10 point out how the companies combine exploration and exploitation, the various strategies of open innovation and how companies implement these strategies. The last sessions analyse the transition from the traditional innovation processes to the "new" ones. The course shows how firms transform themselves in order to be more flexible and innovative.

Part 2: The new spaces for creativity and innovation. Sessions #11 to #20 focus on how innovation and creativity take place in the city. The concept of creative city becomes important in order to characterize the dynamics of interaction between firms, startups, researchers, students, artists and creative industries in order to develop new businesses on a territory. The course investigates the role of innovative communities, coworking spaces and fab labs as a tool to transform how to work, to do business and at the end to innovate.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The goal of this course is to investigate the key concepts of innovation management and the interaction between change management and innovation management. This course focuses on two sides of the innovation management: innovation in large companies, and new innovative and creative spaces. These aspects explain the transformation of doing business in the context of turbulent environment. With this course, students are able to understand the various ways to innovate and to identify the key challenges for companies to create new services and products in the turbulent environment.

LEARNING RESOURCES:

Florida, R. (2002), The Rise of the Creative Class and How It's Transforming Work, Leisure, Community and Everyday Life, Basic Books, New York.

Caves, R.E. (2000), Creative Industries: Contracts between Art and Commerce. Harvard University Press, Cambridge MA.

von Hippel, E. (2005), Democratizing Innovation, MIT press, Cambridge, MA.

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

BUSINESS INTELLIGENCE

Course Code	B3MNT026
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 MNT
Mode	In person
Semester	Spring 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 aims at examining Business Intelligence (BI) as a broad category of applications and technologies for gathering, storing, and analyzing, sharing and providing access to data to help enterprise users make better managerial decisions. You will learn the principles and best practices for how to use data in order to support fact-based decision making.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The course will introduce the necessary steps, such as data storage, data harvesting, data transformation, data processing and data visualization for a successful data analyses and interpretation. The student will also learn to manipulate the tools related to each step.

LEARNING RESOURCES:

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.

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

TRACK PSB IP BBA LUXURY BRAND MANAGEMENT

CRM IN THE LUXURY INDUSTRY

Course Code	B3MKG027
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 MNT
Mode	In person
Semester	Spring 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:

In an environment that is considerably more complex with the digital revolution but also the globalization, luxury brands must change their premium services.

- Transforming the customer himself and evolving each transaction or interaction in a relationship are the new challenges of luxury.
- The CRM and Clientele are thus new tools to answer to the luxury brands problems.
- By organizing the customer information's from all distribution and communication channels and making it available to the sales associate, luxury brands allow them to become real sales ambassadors and business providers.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

This course will allow students:

- To understand in detail the three underlying trends of Luxury CRM and Clientele : payment is currently the act of purchase in which innovations are most striking, especially through mobile payment, which must become simpler, faster and even become an occasion for sharing (the tendency of the Fair Splitting).
- To have a comprehensive overview of the impact of online sales growth for luxury brands. The development of online business and customer pressure is too strong, luxury brands cannot miss the opportunity.
- To realize Beyond the Paradox web / store experience, scarcity and the feeling of exclusivity, one of innovation points to unlock the brakes or in the delivery to the customer, which incorporates both the carrier that the package itself and the product handling.
- To acquire knowledge in the next CRM innovation development: the democratization of Clientele tools that will have an impact on forecast (traffic, sales, next purchase, consumer behavior ...) computed in real time and on a large scale via Machine Learning solutions.
- To understand the Luxury with its various facets

LEARNING RESOURCES:

Webography -

- www.stores-and-stories.fr/.../clienteling-et-crm-les-cles-de-la-reussite-dans-le-secteur-du-luxe
- blog.businessdecision.com/digital/2015/09/clienteling-retail-luxe/
- www.frenchweb.fr/le-clienteling-une-nouvelle-arme-marketing-dans-le-secteur-du-luxe/
- www.mxdata-retail.com/clienteling-des-bonnes-pratiques-du-luxe-au-digital/
- CRM – Book of secrets – 16 Things you need to know – George Holcomb – 2015
- The CRM Handbook-Everything You Need to know about CRM - Nora Holmes – 2016
- Development of a Web-based CRM System Using Web 3.0 Technology – Faeze GhaharyRad - 2016
- CRM Handbook Business Relationship Management ebook - 2001

- Organiser sa relation client aujourd'hui/ Nicolas Saint Cast
- Fidélisez vos clients : Stratégies, outils, CRM et e-CRM/ Pierre Morgat
- Valoriser la relation client avec une stratégie CRM adaptée : Comment élargir et fidéliser sa clientèle?/ Antoine Delers-Anne-Christine Cadlat
- CRM, Customer Relationship Management, Gestion de la relation client/ Stanley Brown

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

LUXURY BRAND MANAGEMENT

Course Code	B3MKG022
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 MNT
Mode	In person
Semester	Spring 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:

Managing a luxury goods brand (fashion, jewelry, fragrance, handbags and accessories) is a challenging task, which requires a careful balance between creativity and design as well as brand image and corporate objectives. Indeed, luxury goods should be timeless, finely crafted to express rarity and exclusivity. Furthermore, facing a massive digital shift, with the explosion of social and digital media platforms and channels, the promotion of the luxury goods brands has become as far more multifaceted with new challenges.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

This course will analyze how different luxury organizations manage their luxury goods brands in order to compete in different markets environments. A focus on the economic and social trends will lay the foundation for an understanding of the business of the luxury industry, including the trends of luxury consumer behavior.

LEARNING RESOURCES:

Aaker, D. (2014). "Aaker on branding, 20 principles that drive success". New-York: Morgan James, 208 p.
 Chevalier, M., Gutsatz, M. (2012). "Luxury retail management: how the world's top brands provide quality product & service support". Singapore: John Wiley & Sons, 306 p.
 Chevalier, M., Mazzalovo, G. (2008). "Luxury Brand Management: a world of privilege". Singapore: John Wiley & Sons, 423 p.
 Gutsatz, M., Auguste, G. (2013). "Luxury talent management: leading and managing a luxury brand". New-York: Palgrave MacMillan, 258 p.
 Kapferer, JN., Bastien, V. (2012), "The Luxury strategy: break the rules of marketing to build luxury brands". London, New-York: Kogan Page, 2nd Edition, 391 p.
 Okonkwo, U. (2007). "Luxury Fashion Branding: trends, tactics, techniques". London: Palgrave Macmillan, 320 p.
 Som, A., Blankaert, C. (2015). "The road to luxury: the evolution, markets and strategies of luxury brand management". Singapore: John Wiley & Sons, 450 p.
 Thomas, D. (2007). "Deluxe: how Luxury lost its lustre". London: Penguin Books, 375 p.

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

ORIGINS & TRENDS OF LUXURY

Course Code	B3MKG052
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 MNT
Mode	In person
Semester	Spring 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. Because expectations of consumers are changing fast, the course focuses on the major four trends reshaping luxury consumption. Thus, trends of luxury emphasizes key evolution points from tradition to innovation.

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:

- English «Elix-irr (2014). "Re-Thinking retail in the digital era". London: LID publishing Ltd, 151 p.
- English «Gobé, M. (2001). "Emotional Branding: the new paradigm for connecting brands to people". New-York: Allworth Press, 319 p
- English «Kapferer, JN., Bastien, V. (2012), "The Luxury strategy: break the rules of marketing to build luxury brands". London, New-York
Kogan Page, 2nd Edition, 391 p.
- English «Kapferer, JN. (2015), "Kapferer on luxury: how luxury brands can grow yet remain rare". London: Kogan Page, 228 p.
- English «Kotler, P., Kartajaya, H., Setiawan, I. (2010), "Marketing 3.0: from products to customers to the human spirit", New Jersey: John Wiley & Sons, Inc., 188 p.
- English «Tungate, M. (2005). "Fashion Brands: branding style from Armani to Zara". London: Kogan Page Publisher, 3rd edition published in 2012, 243 p.

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

SALES TECHNIQUES FOR LUXURY BRANDS

Course Code	B3MKG021
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 MNT
Mode	In person
Semester	Spring 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:

Selling Luxury means selling dream, beauty, excellence and an unforgettable client experience. Selling high-end luxury creations requires a different set of skills than does traditional selling. This course is a discovery of the different notions which are attached to a jewel, a watch or a piece of Haute Couture, the emotional side of a sale and the 5 steps of the selling process.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The objectives of this course is to make students understand the following points:

- The luxury universe, its codes, its values, its words and the Art of selling luxury creations
- The high expectations of the clients and the importance of the Service
- The specialized skills: passion, perseverance, empathy, daring and curiosity
- The role of a Sales Ambassador for a luxury brand

LEARNING RESOURCES:

“Luxury sales force Management” written by Michaela Merk Palgrave Macmillan Publishing

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

GEOPOLITICS OF LUXURY

Course Code	B3MKG051
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 MNT
Mode	In person
Semester	Spring 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:

In global politics, the role of the luxury industry is one of major significance from a both an economic and sociological perspective. Luxury confirms leaders' legitimacy and is an expression of a state's power. When deprived of such status symbols, national pride and prestige is damaged. From a transnational perspective, the global consumption of luxury products has produced high demands on the industry and has led to resource scarcity. States possessing high levels rare minerals can become a target of opportunity whether it be one of cooperation (resource cure) or one of competition (resource curse).

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

This course seeks provide students with a general approach to the luxury industry within the study of Geopolitics and attempt to "measure" its global impact within a globalized world.

LEARNING RESOURCES:

Atwal, Glyn Atwal and Bryson, Douglas Bryson (eds.), *Luxury Brands in Emerging Markets*, Palgrave Macmillan, 2014.

Auty, Richard M., *Sustaining Development in Mineral Economies: The Resource Curse Thesis*, Routledge, 1993.

Bavinck, Maarten, Pellegrini, Lorenzo and Mostert, Erik, *Conflicts over Natural Resources in the Global South: Conceptual Approaches*, CRC Press, 2014.

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

Bieri, Franziska, *From Blood Diamonds to the Kimberley Process: How NGOs Cleaned Up the Global Diamond Industry*, Ashgate, 2010.

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

TRACK PSB IP BBA ELECTIVES

PRINCIPLES OF ACCOUNTING

Course Code	B1ACA003
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Level 100
Mode	In person
Semester	Spring 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)

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

PRINCIPLES OF MANAGEMENT

Course Code	B1MNT046
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Level 100
Mode	In person
Semester	Spring 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, Claspow (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

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

INTERNATIONAL BUSINESS

Course Code	B1IBE025
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Level 100
Mode	In person
Semester	Spring 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 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:

The principal objective of this course is to understand the principal axis of global environment and economic essentials, through corporate strategy to international management and investment functions, drawing on case studies from all continents and regions.

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

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

PRINCIPLES OF MACRO ECONOMICS (EX PRINCIPLES OF ECONOMICS)

Course Code	B1ECO009
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Level 100
Mode	In person
Semester	Spring 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 of teaching and reverse learning, where students are asked in groups to present and demonstrate their understanding of the coming course topic. This topic is then discussed in class, each group presentation is shared with all students and concepts are illustrated by research methods using simple spreadsheet tools such as Excel

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The objective of the course is to provide students with the fundamentals of economics. From production capability to laws and supplies and demand from game theory, to Dunning Matrix. At the end of the course, students should be able to comprehend the equilibria that rule all type of markets. Liberalism, socialists regulated and so on. Also, the course covers some of theories regarding investment, comparative advantage, FDI rules

LEARNING RESOURCES:

Principles of Economics, Mc Dowell, Moore, Authors; Thom, Rodney, Pastine Ivan Editor: McGraw-Hill UK, 2012

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.

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

MANAGEMENT

Course Code	B1MNT047
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Level 100
Mode	In person
Semester	Spring 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 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.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The course is based on Lectures, case studies, videos, group works, group assignments, on several topics covering basic and principles of management, global management, diversity management, leadership, decision making, and controls.

LEARNING RESOURCES:

Management, Stephen P. Robbins, Mary Coulter, (2013) Global Edition, 12/E
 Management (2010), Schermerhorn Jr., John R (10th edition). Available at CYBERLIBRIS
 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>
 Daft, R. L. (2012). New Era of Management-10/E.
 Robbins, S.P., DeCenzo, A.D., Coulter, M. (2013), "Fundamentals of Management", 8th edition, Pearson, Global Edition
 Modern Management, Samuel C. Certo, Trevis Certo, (2013) International Edition, 13/E
 Management, Richard L. Daft , 11th Edition (or previous editions), 2013, Cengage Learning

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

BUSINESS ETHICS & CORPORATE SOCIAL RESPONSABILITY

Course Code	B1MNT048
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Level 100
Mode	In person
Semester	Spring 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 the importance of ethical perceptions or corporate social responsibility as an inevitable factor in business. Although a relatively new discipline, "Business Ethics" has considerably grown within the last decades and has become a major field in the age of globalization. Most importantly, it refers to values-based conduct, which does not only apply to individuals but to corporations at large. After briefly examining various definitions of ethics from a philosophical perspective, we will consider how ethical questions/principles affect decision-making processes. Among the fields studied are: corporations (internal/external relations), the environment (ecology), markets.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Upon completion of the course, the student will have a good understanding of the major issues in business ethics and the tools for shaping and defining appropriate "moral" values complying with the business situation. In order to have a better grasp on how to make the right ethical decision, students will be split up in teams. The goal is to learn in an interactive multi-cultural team environment.

LEARNING RESOURCES:

Manuel G. Velasquez, BUSINESS ETHICS Concepts and Cases Sixth edition

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

PRINCIPLES OF MICRO ECONOMICS (EX MANAGERIAL ECONOMICS)

Course Code	B2ECO011
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Level 200
Mode	In person
Semester	Spring 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:

Microeconomics is concerned with the behavior of the individual economic agents - consumers, households and businesses - that make up the overall economy. The goal of this course is to introduce students to the analytical tools and techniques used by economists to better understand the choices that economic agents make and how markets function.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The student should be able to:

- understand the concept of scarcity and its consequences;
- Predict the direction of price and quantity changes using the supply-demand model;
- determine the impact of a price change on total revenue using the concept of price elasticity;
- understand the firm's cost structure and its link to profitability;
- distinguish between market structures (perfect competition, monopoly, monopolistic competition and oligopoly);
- determine the profit maximizing level of output for each market structure; and
- analyze the economic efficiency of each market structure;

LEARNING RESOURCES:

ECONOMICS, N. Gregory Mankiw and Mark P. Taylor, CENGAGE (Third Edition).

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

DIGITAL BUSINESS

Course Code	B2ITS013
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Level 200
Mode	In person
Semester	Spring 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:

E-Business has massively matured in the last decade and it is still growing fast. We are living in exciting times, where digital items are becoming smarter and advanced day by day. This course is a dynamic interdisciplinary topic utilizing concepts from business and technology.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

It aims to provide students with an understanding of digital business operational, marketing and financial models and their application in various contexts.

LEARNING RESOURCES:

Turban, E. and King D., Electronic Commerce 2012: Managerial and Social Networks Perspectives, 7/E, Pearson

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

PRINCIPLES OF CORPORATE FINANCE

Course Code	B2FIN024
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Level 200
Mode	In person
Semester	Spring 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 cover topics such as:

Introduction to Principles, The role of a financial manager, What are the main decision areas a financial manager will have to deal with?, What is the appropriate goal of a firm according to financial management?, Information Systems, Financial environment, corporate social responsibility and financial management, The financial environment, The time value of money, The meaning of time value, Simple interest, Compound interest, Present value and future value, Annuities: Ordinary annuity; Due annuity; Securities valuation; Bonds and how to value them, Stocks and how to value them, Financial Risk, Risk and return, Portfolio theory.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

This course is designed to provide students with the understanding of what business financial management is all about. The emphasis will be put on key financial concepts such as the time value of money, the valuation of the main financial securities; dividend policy, ratios and the key notions of risk and return

LEARNING RESOURCES:

Financial Management: Theory and Practice, Eugene F Brigham and Michael C Ehrhardt,
Principals of Corporate Finance, Brealey–Meyers McGraw–Hill

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

BUSINESS STRATEGY

Course Code	B2MNT049
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Level 200
Mode	In person
Semester	Spring 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 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:

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.

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

GLOBAL RISK MANAGEMENT

Course Code	B2FIN004
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Level 200
Mode	In person
Semester	Spring 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:

Risk is a global issue that all future managers will encounter. In risk management it is important to understand the different nature of risk and how it impacts companies. We will be approaching it from the political and geopolitical, financial and legal point of view.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The goal of this course is to engage students in active discovery of risk management principles. In the following topics:

- Political and geopolitical aspects
- Financial nature
- Legal and strategic planning

LEARNING RESOURCES:

- Principles of Risk Management and Insurance (12th Edition) (Pearson Series in Finance) by George E. Rejda and Michael McNamara, Prentice Hall, Mar 9, 2013
- Crisis Management: Leading in the New Strategy Landscape by William Crandall, 2013.

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

ECONOMICS OF INNOVATION

Course Code	B2ECO012
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Electives L100 - 200
Mode	In person
Semester	Spring 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.

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

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	Spring 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)

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

INTERMEDIATE ALGEBRA

Course Code	B2QAM004
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Electives L100 - 200
Mode	In person
Semester	Spring 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:

In each class we will give an introduction and overview of one of the subjects to be covered in the course. Much attention will be given to applications: how does one translate practical problems into the language of mathematics, and what are the mathematical techniques that we can use to solve them.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

A main objective of the course is making the students at ease with the methods of basic mathematics, by training their skills in the use of mathematics in day-to-day business situations. In order to acquire these skills, it is essential to do a lot of exercises. Therefore the students, on their own or in small groups, will practice the solution of various problems in class. Also, during each of the classes there will be a short individual written test, enabling the students (and the instructor) to continuously measure the progress that is made.

LEARNING RESOURCES:

College Algebra, International Student Edition 6e
Richard N. Aufmann, Vernon C. Barker, Richard D. Nation
Brooks/Cole CENGAGE Learning, 722pp

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

INTERCULTURAL COMMUNICATION

Course Code	B2MNT051
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Electives L100 - 200
Mode	In person
Semester	Spring 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.

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

COMMUNICATION SKILLS

Course Code	B2COM001
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Electives L100 - 200
Mode	In person
Semester	Spring 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.

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

CRITICAL THINKING

Course Code	B2MNT021
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Level 200
Mode	In person
Semester	Spring 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 key challenge in today's globalized world is to separate fact from fancy. Remaining critical and skeptical enables us to better cope with information overload in the Age of Internet. Critical thinking is an indispensable skill, which impacts the decision-making process regardless of the field studied. It helps the individual to probe into his/her reasoning and to carefully examine and reflect upon one's choices and beliefs. Critical thinking is the tool, which helps us to analytically assess the world, which surrounds us, avoiding the pitfalls of dogma and manipulation.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Upon completion of the course, the student will have a good understanding of the necessity to become a solid critical thinker. Amongst the skills, which the student will acquire are:

- Identifying assumptions and unproven statements.
- Evaluating the soundness of persuasive arguments
- Distinguishing between persuasion and manipulation
- Criticizing common fallacies in the reasoning process

Trusting one's intuition

LEARNING RESOURCES:

Richard W. Paul and Linda Elder Critical Thinking. Tools for taking care of your professional and personal life, Pearson, 2002

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

BUSINESS LAW

Course Code	B2LTX009
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Electives L100 - 200
Mode	In person
Semester	Spring 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.

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

COMPUTERS FOR BUSINESS

Course Code	B2IST014
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Level 200
Mode	In person
Semester	Spring 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:

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 et IS.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

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.

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)

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

FRENCH - BEGINNER

Course Code	B2LNG002
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Electives L100 - 200
Mode	In person
Semester	Spring 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.

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.

FRENCH - INTERMEDIATE

Course Code	B2LNG003
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Electives L100 - 200
Mode	In person
Semester	Spring 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.

Last update on 3/17/2017. This is a summary of the full course syllabus dedicated to International Exchange Students and Free Mover willing to study at PSB Paris School of Business. All information's are subject to change/being updated at any time without prior notice. Allocation to class will be based on student's successful completion of prerequisites and availabilities. Contact PSB's International Office for a more detailed syllabus.