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 PSB Exchange or Study Abroad Program can select English taught courses from two different programs:

- PSB Grande Ecole Program
- PSB International BBA Program

Students can select between 6 to 30 ECTS per semester within one single track by completing the course selection form. Allocation to track and courses will be done based on student completion of prerequisites & availabilities.

Please refer to the Fall 16 French Course Catalogue should you wish to study in French.
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 and Study Abroad Program students can select from three different tracks (2 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.

<table>
<thead>
<tr>
<th>Level</th>
<th>Track</th>
<th>Course</th>
<th>ECTS</th>
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<tbody>
<tr>
<td>Undergraduate</td>
<td>PSB PGE B1 IT</td>
<td>Mathematics for Managers</td>
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<tr>
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<td>PSB PGE B1 IT</td>
<td>Consumer Behavior</td>
<td>6</td>
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<td>Undergraduate</td>
<td>PSB PGE B1 IT</td>
<td>International Relations 1</td>
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<tr>
<td>Undergraduate</td>
<td>PSB PGE B1 IT</td>
<td>Analysis and Synthesis*</td>
<td>6</td>
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<tr>
<td>Undergraduate</td>
<td>PSB PGE B1 IT</td>
<td>Principles of Marketing</td>
<td>6</td>
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<tr>
<td>Undergraduate</td>
<td>PSB PGE B1 IT</td>
<td>Principles of Accounting</td>
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<td>Undergraduate</td>
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<td>Strategic Marketing*</td>
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<td>Undergraduate</td>
<td>PSB PGE B2 IT</td>
<td>Business Strategy</td>
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<tr>
<td>Undergraduate</td>
<td>PSB PGE B2 IT</td>
<td>Economics for Manager 2*</td>
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<tr>
<td>Undergraduate</td>
<td>PSB PGE B2 IT</td>
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<td>Undergraduate</td>
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<td>Financial Markets*</td>
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<tr>
<td>Postgraduate</td>
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<td>Corporate Strategy</td>
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</table>

*Syllabus to be provided asap.
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 different fields (Management, Marketing, Luxury, Finance) or remain global by undertaking between 6 to 30 ECTS per semester.

Select a Track and/or elective courses you want to undertake.

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<td>PSB IP BBA Luxury</td>
<td>History of Luxury*</td>
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<td><strong>Sociology</strong></td>
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*Syllabus to be provided asap.*
Mathematics for Managers

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<tr>
<td>Course Title</td>
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</table>

Course Description:

Basic concepts of statistics useful for modeling economic and financial phenomena are discussed, such as the construction and the use of an index, the calculation of probabilities to specify a financial analysis or marketing. The work is based on case studies taken from the life of the companies, the financial markets or the economy, such as the study of the launching of a commercial product on a population.

Course Objectives & expected Learning Outcomes:

The purpose of this course is to develop the operational tools of statistics and probabilities needed by managers and executives in business or finance.

Learning Resources:

Legros, B. (2011), Mini-manuel de Mathématiques pour la gestion, Éditions Dunod

Mazieri, W. (2003), Statistique et calcul des probabilités, Éditions Dalloz

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Consumer Behavior

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<td>Language of</td>
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<td>Instruction</td>
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Course Description:

The course introduces the topic of Consumer Behavior. As such, it analyzes the influences guiding the consumption decisions and behaviors, evaluates the influence of both individuals’ self-dynamics and groups dynamics on buying patterns, discusses of culture and subcultures on individuals’ preferences, explains the applicability of the discipline’s theories to the actual marketplace, and finally explains the different stages of both groups and individual’s decision making process.

Course Objectives & expected Learning Outcomes:

Through emphasizing on the study of buying, having and being, this course will examine the aspects of human nature and will allow the student to acquire a working knowledge of the methods, tools and objects of today's consumer behavior practices and the growing impact of globalization on the world.

Learning Resources:

The course will be based on books, articles, and case studies, in addition to personal research on the internet.

The main textbook will be:

Please note that students are required to buy the books, as well as to actively participate in class and take notes during lectures.

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Course Description:

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

Course Objectives & expected Learning Outcomes:

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

Learning Resources:


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

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


Walt, Stephen M., the Origins of Alliances, Cornell University Press, 1987


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Principles of Marketing

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Course Description:

Topics covered will demonstrate the business functions of marketing in order to identify customer needs and wants, determine which target markets the organization can serve best, and design appropriate products, services and programs to serve these markets. The basic marketing principles will be brought to life through class lectures, case studies and in-class group exercises. Students will be required to actively participate in all these activities in order to benefit fully from this course.

Course Objectives & expected Learning Outcomes:

The aim of this course is to introduce students to the basic principles of marketing. In terms of targeted learning outcomes, students should be able to:

- Analyze a basic case situation from a Marketing perspective
- Select and present marketing collateral
- Engage with others project situations, focusing on marketing
- Express clearly the academic building blocks of marketing.

Learning Resources:

Principles of Marketing – 5th European Edition
KOTLER, ARMSTRONG, WONG, SAUNDERS FT-Prentice Hall

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## Course Description:

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## Course Objectives & expected Learning Outcomes:

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Managerial Accounting

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</table>

Course Description:

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

Course Objectives & expected Learning Outcomes:

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

Learning Resources:

Financial and Managerial Accounting, Charles T Horngren, Pearson

Financial and Managerial Accounting, Horgren, CIMA Certificate C1, Fundamental of Management Accounting

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Business strategy

Course Code | P2MNT007
Course Title | Business Strategy
Language of Instruction | English
Level | Undergraduate
Track | PSB PGE B2 IT
Mode | In person
Semester | Fall Semester
Number of ECTS | 6
Schedule | 10 sessions of 3 hours each, and a 3 hours final exam
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Campus | Campus Cluster Paris Innovation
Timetable & Room | Timetable & Room will be available on your extranet a week prior to the start of your class.

Course Description:

The course will cover the art of war applied to businesses, business intelligence models, crisis and opportunities, prospective, internal and external stakeholders, business models and valuations and leadership models.

Course Objectives & expected Learning Outcomes:

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

Learning Resources:

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

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# Business Information Systems

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<tr>
<td>Course Title</td>
<td>Business Information Systems</td>
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## Course Description:

The course will have the following pattern. Self-study at home with presentation by groups of students. Lecture of theoretical and academic concepts. Case study on the previous and running session and project on development of a mobile application.

## Course Objectives & expected Learning Outcomes:

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

## Learning Resources:

Managing and using information systems; strategic approach, Perlson & Saunders, John Wiley and Son, (Cyberlibris)

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International Business Environment 1

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Course Description:

International Business Law 1 is designed to be a global course covering the law of international trade, licensing and investment from a managerial perspective and to improve the understanding of the economic environment.

Course Objectives Expected Learning Outcomes:

The main objectives are to introduce students to the risks and the advantages of international business. This includes the transaction risks and advantages associated with importing and exporting, the specific implication of licensing and the main aspects of foreign direct investment. Students will also explore the function and importance of public international law, as well as the role of public and private international organizations in setting standards and guidelines for international business. Finally, students will examine the basics of buying and selling goods in foreign countries with a particular focus on sales contracts. This course will also focus on money, interest rates, banks and other financial institutions at both micro and macro levels.

Learning Resources:

International Business Law - Schaffer, Earle & Agusti - Ed West Thompson Learning


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Managerial Accounting M1

**Course Code**  4CCA 019  
**Course Title**  Managerial Accounting M1  
**Language of Instruction**  English  
**Level**  Postgraduate  
**Track**  PSB PGE M1  
**Mode**  In person  
**Semester**  Fall Semester  
**Number of ECTS**  6  
**Schedule**  10 sessions of 3 hours each, and a 3 hours final exam  
**Campus**  Campus Cluster Paris Innovation  
**Timetable & Room**  Timetable & Room will be available on your extranet. 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.

**Course Description:**

The study of management accounting for internal reporting and decision-making. The course introduces a business management approach to the development and use of accounting information. Major topics include cost behavior, cost analysis, profit planning and control measures.

**Course Objectives Expected Learning Outcomes:**

Students will be prepared to master the key concepts and methodology of accounting, and hence be prepared to link them to managerial decisions.

**Learning Resources:**

F. Louderback and Holmen, Managerial Accounting, 10th edition.

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Financial Management 1

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<td>Course Title</td>
<td>Financial Management 1</td>
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Course Description:

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

Course Objectives Expected Learning Outcomes:

This course is designed to help students to:
- Read and understand financial statements,
- Make an efficient financial analysis,
- Make financial decisions and know how decisions affect future financial statements,
- Help students to understand how specific techniques and decision rules can be used to optimize firm's investments.

Learning Resources:


# Marketing Management 1

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<td>Marketing Management 1</td>
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## Course Description:

This course is a study of marketing management for internal reporting and decision making. This course focuses on marketing processes and methods, as well as the analysis of market patterns.

## Course Objectives Expected Learning Outcomes:

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

## Learning Resources:

- Economics newspapers: Financial Times, The Economist, etc..
- The Art of War, by Sun Tzu – Globalization : making sense of an integrating world, the Economist Book
- Hardback – Marketing Management, by Philip Kotler

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Course Description:

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

Course Objectives Expected Learning Outcomes:

This course aims to foster students’ abilities of strategic thinking – asking key questions, seeking additional information, making sense of the information, and drafting strategic plans in a systematic way.

Learning Resources:


Principles of Operations Management

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<td>Course Title</td>
<td>Principles of Operations Management</td>
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| 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 class material will include both theory and practical application of a decision process perspective to Operations Management in organizations.

Course Objectives & expected Learning Outcomes:

At the completion of this course, the student will have studied the key concepts and issues involved in the design, planning and control, and improvement of Operations Management.

Learning Resources:

*Operations Management* 7th edition *Nigel Slack, Stuart Chambers, Robert Johnston* Prentice Hall

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Human Resources Management

Course Code | B2MNT008
Course Title | Human Resources Management
Language of Instruction | English
Level | Undergraduate
Track | PSB IP BBA Management
Mode | In person
Semester | Fall Semester
Number of ECTS | 6
Schedule | 10 sessions of 3 hours each, and a 3 hours final exam
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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:

Human Resource Management (HRM) is a distinctive approach to employment management which seeks to obtain competitive advantage through the strategic deployment of a highly committed and skilled workforce. Some of the main functions that concern Human Resource Management theory and practice, and will be examined throughout the course, are Job Analysis, Human Resource Planning, Recruitment and Selection, Training and Development, Performance Appraisal, Remuneration and Employee Relations. While examining these functions, practical advice will be provided on how companies can maximize the effectiveness of HRM and ensure that it makes a major contribution in organizational success.

Course Objectives & expected Learning Outcomes:

Through the use of problem-solving case studies, role plays and real-life examples, students are expected to develop sound analytical skills and thus, enhance their understanding of Human Resource Management and its role within international corporations. Role plays in particular, are destined to provide a realistic simulation of key HR activities such as selection interviewing and contract negotiations.

Learning Resources:

Brewster C., Sparrow & Harris H. (2005), International HRM. London: Routledge
Project Management

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<td>Course Title</td>
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Course Description:

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

Course Objectives & expected Learning Outcomes:

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

Learning Resources:

Not provided

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## International Marketing

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<td>International Marketing</td>
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### Course Description:

This course will strengthen the concepts already acquired in International Marketing by focusing on the all new marketing strategies as well as the differences between International Marketing and Domestic Marketing.

The main focus will be on Ethnic Marketing and of course Viral Marketing and Yield Management.

### Course Objectives & expected Learning Outcomes:

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

### Learning Resources:

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

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Marketing Research

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<td>Course Title</td>
<td>Marketing Research</td>
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Course Description:

The course is designed to introduce students to the basic elements of marketing research through the use of lectures, case analyses and out-of-class exercises. The course is designed in order for students to get hands-on experience in the art and science of marketing research.

Course Objectives & expected Learning Outcomes:

Students will learn both qualitative and quantitative research and will do so through two projects: conducting a focus group and conducting a survey. Students will analyze and present the results of their findings. The emphasis is on real-life experiences from industry to expose students to critical business decisions and the importance of market research, by introducing actual data samples, marketing research professionals, and real-world case problems.

Learning Resources:

Exploring Marketing Research International Ed 10th Edition Zikmund and Babin, Published by Cengage © 2010 Available SMD Bookshop
Other materials to be provided in class.

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Consumer Behavior

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<td>Consumer Behavior</td>
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Course Description:

The course introduces the topic of Consumer Behavior. As such, it analyzes the influences guiding the consumption decisions and behaviors, evaluates the influence of both individuals’ self-dynamics and groups dynamics on buying patterns, discusses of culture and subcultures on individuals’ preferences, explains the applicability of the discipline’s theories to the actual marketplace, and finally explains the different stages of both groups and individual’s decision making process.

Course Objectives & expected Learning Outcomes:

Through emphasizing on the study of buying, having and being, this course will examine the aspects of human nature and will allow the student to acquire a working knowledge of the methods, tools and objects of today's consumer behavior practices and the growing impact of globalization on the world.

Learning Resources:

The course will be based on books, articles, and case studies, in addition to personal research on the internet.

The main textbook will be:

Please note that students are required to buy the books, as well as to actively participate in class and take notes during lectures.

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Principles of Advertising

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<td>Course Title</td>
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Course Description:

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

Course Objectives & expected Learning Outcomes:

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

Learning Resources:

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

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## Principles of investments

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<tr>
<td>Course Title</td>
<td>Principles of Investments</td>
</tr>
<tr>
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### Course Description:

This course is designed to provide students with the understanding of what investments are all about. The emphasis will be put on key financial concepts such as the risk and return of a portfolio, the CAPM, the Arbitrage Pricing Theory and optimal investment strategies.

### Course Objectives & expected Learning Outcomes:

The course is structured in four major parts: the financial environment and the risk-return trade-off (class sessions 1 and 2), the risk return of a portfolio and mean-variance analysis (class sessions 3, 4 and 5), asset pricing equilibrium models (class sessions 6 and 8), optimal investment strategies (class 9) and securities valuation (class 10). In addition there will be one midterm and one final.

### Learning Resources:

*Investments*, Bodie, Kane, Marcus, McGraw-Hill, 11th edition or previous

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Financial Reporting and Regulation

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<td>Financial reporting and regulation</td>
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Course Description:

This course is introduces group reporting, and the different accounting treatments for simple consolidation of 100% owned subsidiaries, as well as associates and investments.

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)

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Portfolio Management

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<td>Course Title</td>
<td>Portfolio Management</td>
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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:

Not provided

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Principles of Accounting

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<td>Principles of Accounting</td>
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Course Description:

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

Course Objectives & expected Learning Outcomes:

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

Learning Resources:


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


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Principles of Marketing

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<td>Principles of Marketing</td>
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Course Description:

Topics covered will demonstrate the business functions of marketing in order to identify customer needs and wants, determine which target markets the organization can serve best, and design appropriate products, services and programs to serve these markets. The basic marketing principles will be brought to life through class lectures, case studies and in-class group exercises. Students will be required to actively participate in all these activities in order to benefit fully from this course.

Course Objectives & expected Learning Outcomes:

The aim of this course is to introduce students to the basic principles of marketing. In terms of targeted learning outcomes, students should be able to:
- Analyze a basic case situation from a Marketing perspective
- Select and present marketing collateral
- Engage with others project situations, focusing on marketing
- Express clearly the academic building blocks of marketing.

Learning Resources:

Principles of Marketing – 5th European Edition
KOTLER, ARMSTRONG, WONG, SAUNDERS FT-Prentice Hall
International Relations

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<td>Course Title</td>
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Learning Resources:


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

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


Walt, Stephen M., the Origins of Alliances, Cornell University Press, 1987


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Mathematics for Managers

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<td>Mathematics for Managers</td>
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Course Description:

Basic concepts of statistics useful for modeling economic and financial phenomena are discussed, such as the construction and the use of an index, the calculation of probabilities to specify a financial analysis or marketing. The work is based on case studies taken from the life of the companies, the financial markets or the economy, such as the study of the launching of a commercial product on a population.

Course Objectives & expected Learning Outcomes:

The purpose of this course is to develop the operational tools of statistics and probabilities needed by managers and executives in business or finance.

Learning Resources:

Legros, B. (2011), Mini-manuel de Mathématiques pour la gestion, Éditions Dunod

Mazieri, W. (2003), Statistique et calcul des probabilités, Éditions Dalloz

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Basic Calculus

Course Code | B1QAM006
Course Title | Basic Calculus
Language of Instruction | English
Level | Undergraduate
Track | PSB IP BBA Elective
Mode | In person
Semester | Fall Semester
Number of ECTS | 6
Schedule | 10 sessions of 3 hours each, and a 3 hours final exam
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Campus | Campus Cluster Paris Innovation
Timetable & Room | Timetable & Room will be available on your extranet a week prior to the start of your class.

Course Description:

This course is designed to illustrate the applications of calculus to the management sciences. It will provide the students with the knowledge of tools that will be needed in Economics, Accounting, Marketing, Finance and Statistics.

Course Objectives & expected Learning Outcomes:

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

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

Learning Resources:

Unknown.

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# Financing New ventures

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<td>Financing New ventures</td>
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## Course Description:

This course is designed to provide students with the understanding of what New Venture Creation is all about. The course is organized around the process of creating a startup, from the recognition of an opportunity to the launch of the business.

## Course Objectives & expected Learning Outcomes:

It is designed to help the student organize and plan for venture creation by mentally engaging in the various activities that entrepreneurs typically undertake. The emphasis is being put on the financing of the startup. The course addresses the entrepreneur’s resource strategy. How to construct a resource plan and how to finance a startup venture with equity and debt.

## Learning Resources:

Not provided

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Communication skills

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| 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:

Not provided

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Organizational Behavior

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<td>Organizational Behavior</td>
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Course Description:

This course will focus on the introduction to organizational behavior individually and in groups. The course will help students understand the elements faced with a global challenge in understanding culture, emotions, stress, leadership skills and values...

Course Objectives & expected Learning Outcomes:

The principal objective of this course is to learn the different elements organizational behaviour. This is accomplished by several factors such as class discussions, articles from business cases understanding the real life situations faced by individuals in the workplace. This course will place a premium on student participation and homework.

Learning Resources:


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Sociology

Course Code | B1MNT005
Course Title | Principles of Operations Management
Language of Instruction | English
Level | Undergraduate
Track | PSB IP BBA Elective
Mode | In person
Semester | Fall Semester
Number of ECTS | 6
Schedule | 10 sessions of 3 hours each, and a 3 hours final exam
PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.

Campus | Campus Cluster Paris Innovation
Timetable & Room | Timetable & Room will be available on your extranet a week prior to the start of your class.

Course Description:

This course deals with the key concepts of Sociology and their relevance in a cross-cultural business context. Students will learn about main sociologists and their theories in an interactive class-environment.

Course Objectives & expected Learning Outcomes:

The objective is to critically evaluate sociological concepts and understand the relationship between individual behavior and larger societal structures.

Learning Resources:

Nijole V. Benokraitis SOC 2 cengage learning, 2012

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Critical thinking

<table>
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<tbody>
<tr>
<td>Course Title</td>
<td>Critical Thinking</td>
</tr>
<tr>
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<td>English</td>
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<tr>
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Course Description:

The key challenge in today’s globalized world is to separate fact from fancy. Remaining critical and sceptical 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:


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Business Law

Course Code | P1LTX007
Course Title | Business Law
Language of Instruction | English
Level | Undergraduate
Track | PSB IP BBA Elective
Mode | In person
Semester | Fall Semester
Number of ECTS | 6
Schedule | 10 sessions of 3 hours each, and a 3 hours final exam
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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:


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French Beginner

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<td>Course Title</td>
<td>French beginner</td>
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<tr>
<td>Language of Instruction</td>
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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:

Get basic knowledge in French language.

Learning Resources:

Not provided

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French Intermediate

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<td>French Intermediate</td>
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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:

Not provided

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