

Spring 21

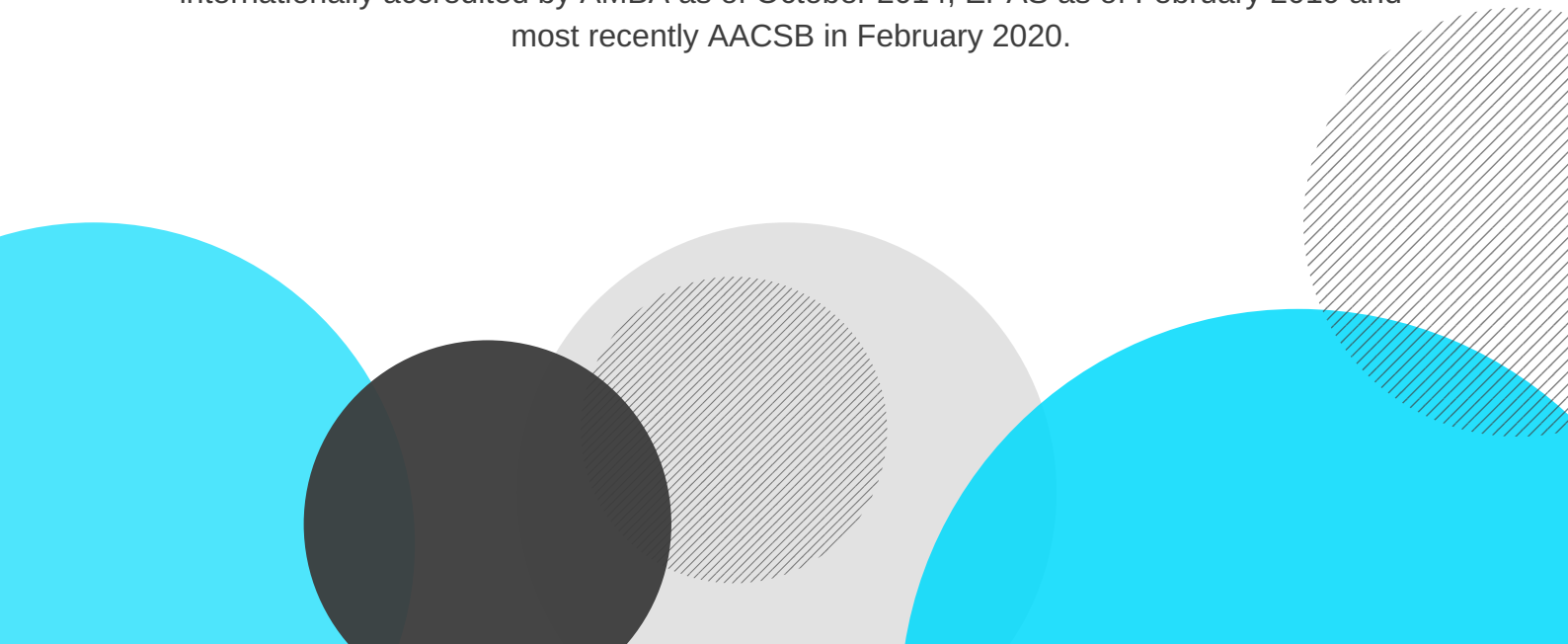
PSB Exchange - Study Abroad - Free Mover

English Course Catalogue

Founded in 1974, Paris School of Business 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 (Master in Management program), and post-Graduate (MSc, MA, MBA, Executive DBA), Exchange & Study Abroad Program as well as Short Programs (Winter/Summer).

Cited as one of the top post-baccalaureate schools in France, its Grande École Program offers a 5-year course leading to an official Master level degree which is also internationally accredited by AMBA as of October 2014, EPAS as of February 2019 and most recently AACSB in February 2020.





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

- PSB MIM (Master in Management) - Undergraduate & Postgraduate
- PSB BBA (Bachelor in Business Administration) - Undergraduate

Students can select between 6 to 30 ECTS per semester within one single track (1 course minimum and 5 maximum). **Please take into account that courses/tracks from PSB MIM and PSB BBA cannot be mixed.**

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

Please refer to the Spring 21 French Course Catalogue if you wish to study in French.

Starting and ending dates will vary according to the track:

Track	Courses	Exam start from	Final day at PSB
PSB MIM - Year 1	From January 11 th to April 8 th 2021	April 12 th 2021	April 15 th 2021
PSB MIM – Year 2	From January 11 th to April 9 th 2021	April 12 th 2021	April 15 th 2021
PSB MIM – Year 4	January 6 th to April 2 nd 2021	April 6 th , 2021	April 9 th , 2021
PSB IP BBA – All years	From January 25 th to April 17 th 2021	April 19 th 2021	April 24 th 2021

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



PSB MASTER IN MANAGEMENT PROGRAM – UNDER & POSTGRADUATE

Paris School of Business' 5-year Master in Management Program consists of three years of undergraduate level studies and two years of postgraduate level studies. Exchange students can select from four different tracks and undertake from 6 to 30 ECTS per semester (1 course minimum and 5 maximum).

IMPORTANT: In this program courses of different tracks **cannot be mixed**.

FIRST YEAR (UNDERGRADUATE)

Course Code	Track	Module	ECTS
P1MNT005	PSB MIM 1 IT	Principles Of Management	6
P1MKG009	PSB MIM 1 IT	Marketing Mix	6
P1ECO005	PSB MIM 1 IT	Principles of Economics	6
P1ACA009	PSB MIM 1 IT	Accounting	6
P1IBE005	PSB MIM 1 IT	International Business	6

SECOND YEAR (UNDERGRADUATE)

Course Code	Track	Module	ECTS
P2FIN069	PSB MIM 2 IT	Financial Accounting	6
P2LTX008	PSB MIM 2 IT	Advanced Business Law	6
P2INT008	PSB MIM 2 IT	Globalization and Conflict	6
P2FIN007	PSB MIM 2 IT	Principles of Corporate Finance	6
P2MNT121	PSB MIM 2 IT	Organizational Behavior	6

FOURTH YEAR (POSTGRADUATE): THESE TRACKS ARE TAUGHT IN BOTH ENGLISH AND FRENCH

Paris School of Business offers courses at postgraduate level in different tracks:

- Entrepreneuriat et Business Development
- Business Consulting

Please take into account that these tracks are taught in both English and French, so students must have minimum a B2 level in both languages in order to be able to follow these courses.

For the extensive list, please contact Melissa LÓPEZ CASTAÑEDA >
m.lopezcastaneda@psbedu.paris



PSB INTERNATIONAL BBA PROGRAM – ONLY UNDERGRADUATE

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 International Management, International Marketing, Luxury, Finance with the option to complete a Certificate of Business or remain global by undertaking between 6 to 30 ECTS per semester.

IMPORTANT: In this program courses of different tracks **can be mixed**.

FIRST YEAR

Course Code	Track	Module	ECTS
B1ECO009	PSB IP BBA	Principles of Economics	6
B1MNT048	PSB IP BBA	Business Ethics & Corporate Social Responsibility	6
B1ITS004	PSB IP BBA	Introduction to Programming	6
B1MKG044	PSB IP BBA	Principles of Marketing	6

SECOND YEAR

Course Code	Track	Module	ECTS
B2QAM020	PSB IP BBA	Business Data Analysis Management: Business Data Analytics + Financial Mathematics	6
B2MNTXXX	PSB IP BBA	Organizational Behavior	6
B2FIN024	PSB IP BBA	Principles of Corporate Finance	6
B2MNT049	PSB IP BBA	Strategic Management	6

IMPORTANT: SOME OF THESE MODULES ARE COMPOSED OF TWO COURSES. ALL COURSES HAVE TO BE VALIDATED TO GET THE FULL CREDITS AND CANNOT BE TAKEN SEPARATELY.

THIRD YEAR: STUDENTS GET TO SPECIALIZE

Students undertaking and passing three core courses from the following list and two additional courses from the PSB IP BBA program can get the PSB Certificate of Business in Finance & Accounting.

Course Code	Track FIN/ACC	Module	ECTS
B3FIN006	PSB IP BBA FIN/ACC	International Finance	6
B3FIN009	PSB IP BBA FIN/ACC	Financial Reporting & Regulation	6
B3FIN027	PSB IP BBA FIN/ACC	Portfolio Management	6
B3FIN026	PSB IP BBA FIN/ACC	Financing New Ventures	6

Students undertaking and passing the three following core courses and two additional courses from the PSB IP BBA program you can get the PSB Certificate of Business in International Marketing.

Course Code	Track MKG	Module	ECTS
B3MKG008	PSB IP BBA MKG	Marketing Research	6
B3MKG019	PSB IP BBA MKG	Content Marketing	6
B3MKG009	PSB IP BBA MKG	Marketing of Services	6

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



Students undertaking and passing three following core courses from the following list and two additional courses from the PSB IP BBA program can get the PSB Certificate of Business in International Management.

Course Code	Track MNT	Module	ECTS
B3MNT132	PSB IP BBA MNT	Business Consulting	6
B3MNT024	PSB IP BBA MNT	International Strategic Management	6
B3MNT025	PSB IP BBA MNT	Management of Change & Innovation	6
B3MNT133	PSB IP BBA MNT	Sales Techniques & Negotiation	6

Students undertaking and passing three following core courses from the following list and two additional courses from the PSB IP BBA program can get the PSB Certificate of Business in Luxury Brand Management.

Course Code	Track LUX	Module	ECTS
B3MKG027	PSB IP BBA LUX	CRM in the Luxury Industry	6
B3MKG022	PSB IP BBA LUX	Luxury Brand Management	6
B3MKG055	PSB IP BBA LUX	Luxury Retail	6
B3MKG021	PSB IP BBA LUX	Sales Techniques for Luxury Brands	6

ELECTIVES

Course Code	Track	Module	ECTS
B2LNG002	PSB IP BBA	French - Beginner	6
B2LNG003	PSB IP BBA	French - Intermediate	6
B2LPS038	PSB IP BBA	Career Development	6
B2LPS061	PSB IP BBA	Learning Expedition	6
B2LPS065	PSB IP BBA	Business Skills	6
B2MNT135	PSB IP BBA	Innovation Management	6
B2HUM004	PSB IP BBA	Positive Communication and Thinking	6
B2XXXXXX	PSB IP BBA	Posture and communication of a manager-leader	6
B2XXXXXX	PSB IP BBA	Lean management	6
B2XXXXXX	PSB IP BBA	Business Intelligence	6

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



MIM IP FIRST YEAR



PRINCIPLES OF MANAGEMENT

Course Code	P1MNT005
Language of Instruction	English
Level	Undergraduate
Track	BBA Year 1
Semester	Spring Semester
Number of ECTS	6
Schedule	8 sessions of 3 hours each, a 1.5-hour midterm and a 2-hour 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 focus of the course is threefold. First, the course introduces management as a business activity, discusses the development of its principles and links managerial practices with organizational and cultural contexts. Second, the four main functions of management are explained: organizing, planning, controlling and leading. Third, students develop understanding about such issues in modern management, as globalization, diversity and ethics and learn to consider those in decision-making. During the sessions students practice communication and enhance their consensus seeking skills through exercises, discussions, case studies, videos and team work.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

- Identify key modern management practices, processes and functions
- Discuss real life situations presented through case studies and brainstorming exercises.
- Explain the current issues in management: globalization, diversity and ethics.

LEARNING RESOURCES:

Schermerhorn, J.R., (2017) "Exploring Management", 6th edition, JohnWiley&Sons, US
Lussier, R.N. (2019) "Management Fundamentals", 8e, SAGE Publishing
Smith, M., (2011) "Fundamentals of Management", 2nd edition, McGraw-Hill Education, Clasgow (available of Cyberlibris)
Robbins, S.P., DeCenzo, A.D., Coulter, M. (2017), "Fundamentals of Management", 10th edition, Pearson, Global Edition

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MARKETING MIX

Course Code	P4FIN020
Language of Instruction	English
Level	Undergraduate
Track	PSB PGE M1 IFI
Mode	In person
Semester	Spring Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, and a 3-hour 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:

On successful completion of this module, students should be able to: Differentiate the overall function and operations of financial markets Value shares and bonds Explain the workings of the foreign exchange market and devise a basic hedge Arrange the use of futures contracts to establish speculative, hedging and arbitrage strategies Explain options and the possibilities they offer.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Students will demonstrate they have additional expertise based on thorough specific knowledge and practices related to a specialized area such as auditing, marketing, finance, digital business, etc. Students will demonstrate problem solving skills for business decision making, supported by appropriate analytical and quantitative

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. Trading and Exchanges: Market microstructure for practitioners (2003), Harris, L., Oxford University Press, 2003.
Haugen, R. A., & Jorion, P. (1996). The January effect: Still there after all these years. Financial Analysts Journal, 52(1), 27-31 Gelderman, C.J, and Van Weele, A.J. (2002), "Strategic Direction through purchasing portfolio management: A case study", Journal of Supply Chain, Vol. 38 No.2, pp. 30-37. Kraljic, P., (1983). "Purchasing must become supply management", Harvard Business Review, 61, 109-117.

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PRINCIPLES OF ECONOMICS

Course Code	P1ECO005
Language of Instruction	English
Level	Undergraduate
Track	MIM Year 1
Semester	Spring Semester
Number of ECTS	6
Schedule	9 sessions of 3 hours each, a 1.5-hour mid-term exam and a 2-hour 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 the course is to provide students with the fundamentals of economics. From opportunity cost concept to laws of supply and demand from game theory to international trade.

The course is a mix of teaching and practicing, where students are asked to present and demonstrate their understanding of the coming course topic. This topic is then discussed in class with relevant audiovisual materials including recent news and events happening in the global economy. Furthermore, students are also introduced broader economic theories from consumer, market forces, governments, societal and ethical perspectives. Some concepts are illustrated by research methods using simple spreadsheet tools such as Excel.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

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

- Describe the market balance rules in the different types of systems.
- Distinguish between economic theories relating to investment, comparative advantage and market dynamics.
- Compute economic calculations based on these laws.

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.

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ACCOUNTING

Course Code	P1ACA009
Language of Instruction	English
Level	Undergraduate
Track	MIM Year 1
Semester	Spring Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, a 1.5-hour mid-term exam and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

Initially students will revise basic accounting. Then they will cover receivables, cash, depreciation, Long term Liabilities, equity, cash flow and finish with financial analysis.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

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

- understand accounting
- demonstrate and reproduce double entry bookkeeping
- interpret financial statements.
- define and describe specific accounting terms, and name accounts
- class items and calculate each transaction.

LEARNING RESOURCES:

Financial and Managerial accounting, Horngren, Pearson, 6th edition, 2018
Walgreen Case Study.

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INTERNATIONAL BUSINESS

Course Code	P1IBE005
Language of Instruction	English
Level	Undergraduate
Track	MIM Year 1
Semester	Spring Semester
Number of ECTS	6
Schedule	10 sessions of 3 hours each, a 1.5-hour mid-term exam and a 2 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:

An interactive and cross knowledge based class taking advantage of the diversity of countries

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

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

- Describe how multinational companies devise strategies to expand and operate globally.
- Select tools and methods to fulfill roles in such international environments as manager's team coordinators and prepare to participate to industrial sales marketing strategies worldwide or in several territories
- Identify and select several key countries and study their economic environment trade and FDI

LEARNING RESOURCES:

Title: International Business: The Challenges of Globalization, 8th Edition

John J. Wild, University of Wisconsin

Kenneth L. Wild

©2016 | Pearson

Secondary books:

Title: International business - Saylor Foundation 2007 ebooks

<http://www.saylor.org/book>

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MIM IP

SECOND YEAR



FINANCIAL ACCOUNTING

Course Code	P2FIN069
Language of Instruction	English
Level	Undergraduate
Track	MIM Year 2
Semester	Spring Semester
Number of ECTS	6
Schedule	9 sessions of 3 hours each, a 1.5-hour midterm and a 2-hour 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 offers a framework for reading and analyzing financial statements for different analytical purposes. It presents a variety of tools and techniques for analysis and interpretation of financial statements. It helps students to learn to think critically when analyzing financial data and to make different decisions.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Understand the importance of financial statements to investors
Use accounting information to construct financial ratios
Understand the relationship between operating profitability (ROCE) and owner's profitability (ROE), as well as the impact of financial leverage on profitability.
Assess a firm's activity, profitability, liquidity, and solvency.

LEARNING RESOURCES:

Understanding Financial Statements, 11th Edition. Fraser and Ormiston. Pearson

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ADVANCED BUSINESS LAW

Course Code	P2LTX008
Language of Instruction	English
Level	Undergraduate
Track	PSB PGE B2 IT
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 bring students advanced practical legal concepts and procedures in the Business Law environment, focused on the International environment

The objectives lead to the analysis of legal situations 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, in application of the challenges that are posed to current companies. The students are expected to apply the legal implications to the business environment and evaluate options and effective business solutions with taking into consideration different legal environments.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

On successful completion of this module, students should be able to: - Critically analyze and perform a comparative analysis of European or American legal approaches to the regulation of business enterprises operating in corporate form and distinguish the most adequate options or solutions for a particular business endeavor. - Relate the general understanding of corporate and business law and key issues. - Discuss the corporate law framework, including the ability to assess, explain and evaluate how business legal structure influences corporate management. - Select 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, 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, 2004

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GLOBALIZATION AND CONFLICT

Course Code	P2INT008
Language of Instruction	English
Level	Undergraduate
Track	PSB PGE B2 IT
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 seeks to introduce students to a large range of methods and techniques within the field of crisis management. A number of 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 policies and act in the place of decision makers, providing students the opportunity to develop the necessary critical thinking skills to resolve the most complex contemporary security questions.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

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. The course is based on interaction between the students and the instructor. 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.

LEARNING RESOURCES:

- ALLAN, Pierre and KELLER, Alexis, *What is a Just Peace?*, Oxford University Press, 2006.
- ART, Robert J. and Jervis, Robert, *International Politics: Enduring Concepts and Contemporary Issues*, 11th edition, Addison-Wesley Educational Publishers Inc., 2012.
- BAYLIS, John, Smith, Steve and Owens, Patricia, *The Globalization of World Politics: An Introduction to International Relations*, Oxford University Press, 2010.
- BURTON, John, and DUKES, Frank, *Conflict: Readings in Management & Resolution*, New York: St. Martin's Press, 1990.
- BURTON, John, *Conflict: Human Needs Theory*, New York: St. Martin's Press, 1990.
- CROCKER, Chester A., HAMPSON, Fen Osler and AALL, Pamela, *Taming Intractable Conflicts: Mediation in the Hardest Cases*, United States Institute of Peace, Washington D.C., 2004.
- DAYTON, Bruce W. and KRIESBERG, Louis, *Conflict Transformation and Peacebuilding: Moving from Violence to Sustainable Peace*, Routledge, 2009.
- DEVIN, Guillaume and SMOUTS, Marie-Claude, *Les Organisations Internationales*. Armand Colin, 2011.
- FAGET, Jacques, "Les métamorphoses du travail de paix. La médiation dans les conflits politiques violents", *Revue Française de Science Politique*, Vol. 58, No.2, avril 2008, pp. 309-333.
- FISCHER, Martina and ROPERS, Norbert, *Transforming Ethnopolitical Conflict. The Berghof Handbook*. Wiesbaden: VS Verlag, 2004.
- FISHER, Roger and URY, William, *Getting to Yes: Negotiating Agreement Without Giving In*, Penguin Books Ltd., New York, 1991.

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PRINCIPLES OF CORPORATE FINANCE

Course Code	P2FIN007
Language of Instruction	English
Level	Undergraduate
Track	PSB PGE B2 IT
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

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ORGANIZATIONAL BEHAVIOUR

Course Code	P2MNT131
Language of Instruction	English
Level	Undergraduate
Track	PSB PGE B2 IT
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 faced by individuals in international corporations with respect to Interpersonal relationships, communication, diversity, individual decision making, motivating self and workforce, group behavior and leadership, corporate culture, and change and stress management.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

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

- Review strategies employed by individuals in international corporations to deal effectively with diversity
- Recognize the impact of one's individual decisions upon the team and workforce
- Deal with changing and challenging psychological and emotional issues they will witness in the workplace.

LEARNING RESOURCES:

Robins, S., Judge, T. Organizational Behavior, 15th global edition, Pearson, Stroh, L. K., Northcraft, G. B., & Neale, M. A. (2001). Organizational behavior: A management challenge. Psychology Press. (available on cyberlibris)

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BBA IP

FIRST YEAR



PRINCIPLES OF ECONOMICS

Course Code	B1ECO009
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Level 100
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 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.

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BUSINESS ETHICS & CORPORATE SOCIAL RESPONSABILITY

Course Code	B1MNT048
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Level 100
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 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

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INTRODUCTION TO PROGRAMMING

Course Code	B1ITS004
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Level 100
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:

Enabling the VBA Editor, and creating, executing and debugging VBA code

VBA syntax, VBA variable rules, and variable scope

IF...THEN...ELSE decision making

Getting user input, buttons, and form controls

FOR...NEXT loops, and DO...WHILE loops

Recording macros

Projects: The Guessing Game, Hangman, and Tic-Tac-Toe

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

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

Understand, maintain, and create VBA code

Apply the VBA programming concepts learnt to any other programming language

Create macros and VBA code to automate repetitive Excel tasks

Provide logical and efficient program solutions to business opportunities

Be comfortable interacting with technical staff, and better understand the program challenges that they face

LEARNING RESOURCES:

Excel 2016 Power Programming with VBA" by Michael Alexander and Dick Kusleika (Wiley)

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PRINCIPLES OF MARKETING

Course Code	B1MKG044
Language of Instruction	English
Level	Undergraduate
Track	BBA Year 1
Semester	Spring Semester
Number of ECTS	6
Schedule	Sales Techniques: 4 sessions of 3 hours each and a 2-hour final exam PSB expects students enrolling in a course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 10 hours per week for each course throughout the semester. These 10 hours include class attendance, reading and revision, and the preparation of items for assessment.
Campus	Campus Cluster Paris Innovation
Timetable & Room	Timetable & Room will be available on your extranet a week prior to the start of your class.

COURSE DESCRIPTION:

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

On the level of knowledge, after completion of this course, students will

- gain an understanding of the importance of marketing in management science;
- enhance their “marketing sense” by learning the variety of interesting concepts in marketing;
- be able to use basic marketing vocabulary to analyse marketing phenomenon.

On the level of skill, this course will help to

- improve students' presentation skill
- learn how to build successful working team

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

- Discuss about marketing in today's global environment,
- Study the marketing concept, segmentation, targeting, positioning, the marketing mix (product, place, promotion and price) etc,
- Classify ideas to build a marketing diagnostic and to develop a marketing strategy.

LEARNING RESOURCES:

David Jobber (2009), Principles and Practice of Marketing. 6th edition, McGraw-Hill UK.

Marilyn A. Stone, John Desmond (2006), Fundamentals of Marketing, Taylor & Francis.

Paul Hague, Nick Hague, Carol-Ann Morgan (2013), Market Research in Practice: How to Get Greater Insight From Your Market, Kogan Page.

Philip Kotler, Gary Armstrong, Lloyd Harris and Nigel F. Piercy (2013), Principles of Marketing European Edition, 6/E, Pearson.

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BBA IP

SECOND YEAR



BUSINESS DATA ANALYSIS MANAGEMENT

Course Code	B2QAM020
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Level 200
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:

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

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

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

LEARNING RESOURCES:

Introductory statistics for business and economics by Wonnacott and Wonnacott

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

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

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ORGANIZATIONAL BEHAVIOR

Course Code	B2MNT131
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Level 200
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 faced by individuals in international corporations with respect to Interpersonal relationships, communication, diversity, individual decision making, motivating self and workforce, group behavior and leadership, corporate culture, and change and stress management.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The main objectives of the course are:

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

LEARNING RESOURCES:

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

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PRINCIPLES OF CORPORATE FINANCE

Course Code	B2FIN024
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Level 200
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 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

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STRATEGIC MANAGEMENT

Course Code	B2MNT049
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Level 200
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 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.

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BBA IP THIRD YEAR

STUDENTS GET TO SPECIALIZE



FINANCE & ACCOUNTING TRACK



INTERNATIONAL FINANCE

Course Code	B3FIN006
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 FIN & ACC
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 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

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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
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)

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PORTFOLIO MANAGEMENT

Course Code	B3FIN027
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 FIN & ACC
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:

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

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FINANCING NEW VENTURES

Course Code	B3FIN026
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 FIN & ACC
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 cover topics such as understanding financial statements, measuring cash flow, valuing a company, raising capital debt or equity and other source of funding.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

The objective of the course is to give students important methods to keeping financial control of your business.

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

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INTERNATIONAL MARKETING TRACK



MARKETING RESEARCH

Course Code	B3MKG008
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 FIN & ACC
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 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

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CONTENT MARKETING

Course Code	B3MKG019
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 MKG
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 first step will cover the reason why it is now so important for companies to put in place a content strategy, and what could happen if they don't.

The second step of this course will guide the students on how to implement a content strategy starting from what the company wants to achieve. We will then approach all the necessary steps in order to put in place a content strategy.

In a third part, we will finish with the indicators that will help the companies, along the way, to focus on the objectives of their content strategy and take necessary actions to improve it.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

This module provides a General overview on content strategy. It allows to grasp the subject and develop one's own opinion on it. This subject is very important as it helps companies to position themselves on the Market taking into account their differentiation. By doing exercises the students will experience the challenge and what is at stake.

LEARNING RESOURCES:

<https://blog.hubspot.com/marketing/content-marketing-plan>

<https://www.snapapp.com/blog/54-content-marketing-stats-guide-your-2018-strategy>

<https://www.usability.gov/what-and-why/content-strategy.html>

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MARKETING OF SERVICES

Course Code	B3MKG009
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 MKG
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 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>

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INTERNATIONAL MANAGEMENT TRACK



BUSINESS CONSULTING

Course Code	B3MNT132
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 MNT
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 intends to help students better understand their business environment, and to introduce the practice, and the problems that consultants face. The course will shed light on the complex roles that consultants and consulting firms play in enhancing the effectiveness of their clients. Through a clear understanding of international business consulting, this course will focus on strategy and management and details the job of an international consultant and how to succeed in Business consulting.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

On successful completion of this course, students should be able to: Describe the consulting business industry
Prepare a consulting proposal for a client
Illustrate the process of preparing and following client relationships
Summarize the steps to start a consulting business.

LEARNING RESOURCES:

Wickham, L., Wilcock, J. (2016). Management consulting delivering an effective project. Pearson
Weiss, A. (2011). The Consulting bible: everything you need to know to create and expand a seven-figure consulting practice. Fombrun C.J., Nevins M.D. (2004). Advice business: the essential tools and models for management consulting. Pearson
Weinberg G.M., Satir V. (1986). The Secrets of Consulting: A Guide to Giving and Getting Advice Successfully. Dorset House

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INTERNATIONAL STRATEGIC MANAGEMENT

Course Code	B3MNT024
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 MNT
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 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.

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MANAGEMENT OF CHANGE AND INNOVATION

Course Code	B3MNT025
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 MNT
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 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.

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SALES TECHNIQUES AND NEGOTIATION

Course Code	3MNT133
Language of Instruction	English
Level	Undergraduate
Track	BBA IP Year 3
Semester	Spring Semester
Number of ECTS	6
Schedule	Sales Techniques: 10 sessions of 1.5 hours each and a 1-hour final exam Negotiation: 6 sessions of 1.5 hours each, 2 sessions of 3 hours each 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:

Sales techniques:

The course is an introductory course for business majors who have not previously had experience in selling. With heavy use of role playing students will make sales pitches, sales

Negotiations:

-The students will learn basic concepts of negotiation, including the importance of the resistance value (bottom line, walk-away point), Best Alternative to a Negotiated Agreement (BATNA) and Zone Of Possible Agreement (ZOPA).

-There will be a review of the UN Convention for Contracts on the International Sale of Goods (CISG) as a basis for the elements of a sales contract.

-There will be negotiation exercises between small teams of students where they apply the precepts of preparation, negotiation and follow-up.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Sales techniques:

- Define the different sales profiles and positions
- Illustrate the process of prospecting and setting the appointment
- Prepare a sales presentation
- Prepare a sales forecast

Negotiation:

- Prepare a negotiation, with objectives, opening offers, and resistance values.
- Be aware of alternatives and the other party's positions
- Carry out a distributive and/or an integrative negotiation
- Seek win-win solutions
- Conclude an agreement that will have a long duration

LEARNING RESOURCES:

Sales Techniques

Harris M D, (2014), Insight Selling: How to sell value & differentiate your product with Insight Scenarios, Sales & Marketing Press



Schultz, M. John Doerr, J., (2014), *Insight Selling: Surprising Research on What Sales Winners Do Differently*, John Wiley & Sons

Rackham, N., (1988), *Spin Selling*, McGraw-Hill Inc.

Dixon, M., Brent Adamson, B., (2013), *The Challenger Sale: Taking Control of the Customer Conversation*, Portfolio Penguin

Thomas, J., 2006, *Value\$elling: Driving Up Sales One Conversation at a Time*, Vva Publishing
Negotiations

Fisher, Roger; Ury, William; & Patton, Bruce: *Getting to Yes: Negotiation Agreement Without Giving In*.
Second edition. New York:

Penguin Books, 1991. This book is part of the Harvard Negotiation Project at Harvard University. It has been translated into many languages.

Ce livre a été traduit en multiples langues.

Lempreur, Alain & Colson, Aurélien: *The First Move: A Negotiator's Companion*. Chichester, UK: John Wiley & Sons, Ltd., 2010. The

authors are professors at the ESSEC Business School, and Dr. Colson is the Director of the ESSEC Institute for Research and Education on

Negotiation ("IRENE", meaning peace in Greek). (English version / version anglaise de *Méthode de Négociation*.)

Lempreur, Alain & Colson, Aurélien : *Méthode de Négociation*. 2e édition. Paris: Dunod, 2010. Les auteurs sont professeurs à ESSEC

Business School, et Dr. Colson est Directeur de l'Institut de recherche et d'enseignement sur la négociation (IRENÉ, qui signifie paix en

grec). (Version originale en français de *The First Move : A Negotiator's Companion*)

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LUXURY BRAND MANAGEMENT TRACK



CRM IN THE LUXURY INDUSTRY

Course Code	B3MKG027
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 Luxe
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 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

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LUXURY BRAND MANAGEMENT

Course Code	B3MKG022
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 Luxe
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:

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.

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LUXURY RETAIL

Course Code	B3MKG055
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 Luxe
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 is an introduction to the Luxury Retail. After identifying the key elements of Luxury, the course will highlight the evolution of the point of sale to the actual revolution of luxury customer experience due to ambient technologies and focussing on the changes in consumer demand. It seeks to boost students' creativity and points out the importance of the customer relationship management;

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

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

- To have a comprehensive overview of the Global Luxury Retail Markets with a focus on French luxury market.
- To understand the main challenges of luxury retail
- To analyze and diagnose different types of retail concepts
- To identify the last strategic distribution trends for the Luxury Retail Markets

LEARNING RESOURCES:

Mac Neil, P., Riello, G., « Luxury: a rich history » (2016) - ISBN: 9780199663248

Blanckaert C., Som A., "The road to Luxury: The evolution, markets, and strategies of Luxury Brand Management" John Wiley (2015)

Chevalier, M., Gutsatz, M., « Luxe et retail » - (2016) Ed. Dunod

Kapferer, J.N., Bastien, V. « The Luxury strategy: break the rules of Marketing to build a luxury brand »

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SALES TECHNIQUES FOR LUXURY BRANDS

Course Code	B3MKG021
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA L300 Luxe
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:

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

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ELECTIVES



INNOVATION MANAGEMENT

Course Code	B2MNT135
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Electives L100 - 200
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 an innovation seminar. It is practice oriented. Its content will prepare the students to an innovation challenge that will be held in the last session. It covers the innovation process from data collection to review of results. Students will learn how to use the full set of innovation factors such as technology, customer experience, serendipity, emotion, frugality and business modelling (we focus innovation on business). As far as methodologies are concerned, the course will be largely based on Design Thinking, Lean Startup and Blue Ocean Strategy. Students will know what piece of each of these methodologies to use in the innovation process in a complementary manner. All presentations of theoretical approaches are followed by the corresponding practice on company cases in team work.

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

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

- Establish user needs and formulate a problem statement for innovation on this basis
- Animate a process of ideation based on team creativity and rational selection of idea
- Explain the value of fast prototyping and iteration
- Evaluate a business model
- Present a project in a pedagogical and lively way

LEARNING RESOURCES:

Peter Swann, The Economics of Innovation: An Introduction, Edward Edgar Publishing
Johnson, Whittington and Scholes (2011) Exploring Strategy. 9th edition, Pearson Education

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FRENCH - BEGINNER

Course Code	B2LNG002
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Electives L100 - 200
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:

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

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

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

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

LEARNING RESOURCES:

To be provided.

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FRENCH - INTERMEDIATE

Course Code	B2LNG003
Language of Instruction	English
Level	Undergraduate
Track	PSB BBA Electives L100 - 200
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:

Course for students with basic knowledges of French.

This course shows the different skills of learning French at an intermediate level:

- 1) Oral comprehension*(Radio extracts and adapted activities)
- 2) Written comprehension*
- 3) Written production*
- 4) Oral production* (presentation of a famous person, give one's opinion, interact on an event)
- 5) Cultural knowledge about Paris

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

COURSE OBJECTIVES & EXPECTED LEARNING OUTCOMES:

Be able to express yourself in French language.

LEARNING RESOURCES:

To be provided.

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