




FALL SEMESTER 2021


Course Catalogue (Courses taught in English)





NOTES :


- The courses offer is subjected to the vote of the university authorities.
- The courses offered in Bachelor 3rd Year Business Administration, Master 2 Accounting and Finance (AF) and Master 2 International Audit Economics and Finance (IAEF) training will be taught face-to-face and remote.
- You need to be admitted by the professor before attending a Master 2 course, please provide the international relations service your transcripts of records in order to allow professors to check if you validated the prerequisites necessary to a good understanding of their course.
- Courses taught in English will open only if a sufficient number of students register. In the case one course taught in English is not organized, students who chose this course will have the possibility to attend it in French language or to choose another course.
- Learning Agreement: Any party can request changes to the study programme within two weeks after the start of each semester. These changes should be agreed by all parties as soon as possible, within two-weeks following.
- Attendance at each course is compulsory, after submission of the final Learning Agreement. Three justified absences from each course are accepted upon presentation of an official certificate within 3 days of the absence.


BACHELOR 1 st Year in MANAGEMENT		Course	Code	Teacher
		APPLIED ENGLISH FOR MANAGEMENT AND ECONOMICS	UE 1 B 2	TO BE CONFIRMED
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester: FALL
-	20	Continuous Assessment	3	
Course Learning Objectives: TO BE CONFIRMED				

BACHELOR 1 st Year in MANAGEMENT Specialization in Modern Languages		Course	Code	Teacher
		MAIN FUNCTION OF THE FIRM	UE 1 A 3 B	Ms MATHOT Mericia
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester:
30	15	Continuous Assessment	6	FALL
<p>Course Learning Objectives: A bulleted list is a good way to display these objectives as shown below:</p> <p>This class is designed to discover and understand the main concept and key-terms in business organization. Students will learn the main functions of the firm. They correspond to firms departments. Students will also know how these business departments are managed.</p> <p>In the end of the courses, students will be able to :</p> <ul style="list-style-type: none"> • Demonstrate knowledge of the key elements of the business organization and its environment, • Identify and comprehend the main functional areas of the business organization • Analyze, demonstrate and solve business situation within managerial knowledges. The question is how a business department works ? Theoretical approaches, managerial methods and tools would help students to work on real managerial situation (cases studies). • Identify the links between the functional areas in management, organizations, management practices and the business environment. <p>Course Structure: Lectures within on-going exercise to well understand the courses and cases studies to apply the courses during tutorials.</p> <p>Topic Outline: A bulleted list is a good way to display these topics as shown below:</p> <ul style="list-style-type: none"> • Introduction <p>Main definitions (firm, management, roles and characteristics of management) and key-principles of decision-making (decision making as central to main activities of planning, leading, organizing and controlling).</p> <ul style="list-style-type: none"> • Chapter 1: Direction : The question is : How to choose a strategy? Then, which strategy managers should choose? <p>Accordingly, to decision-making steps and the strategic level of the decision, Macro-environment of business will be learned: mission, purposes, policies and strategies (global and generic).</p> <p>Global strategies include international strategies.</p> <p>Tools : SWOT, BCG Matrix, Ansoff Matrix, Porter generic strategies, Porter 5 forces.</p> <ul style="list-style-type: none"> • Chapter 2: Marketing - Principles and objectives of marketing department. Orientations of marketing. Marketing process and research. Marketing planning. <p>Tools : 4P.</p> <ul style="list-style-type: none"> • Chapter 3: Production - System production classification - Objectives of production management - Production and productivity - Supply chain management and transportation modes. The question is also: centralization or outsourcing. <p>Tools : Pareto's method.</p> <ul style="list-style-type: none"> • Chapter 4: Human Resource - Key-principles. <p>Tools: understand and analysis how asset staff in line with the all choices made by the firm in its each departments.</p> <ul style="list-style-type: none"> • Chapter 5: Finance - Capitalization and actualization. <p>Tools : formulas.</p>				


BACHELOR 2 nd Year in MANAGEMENT Specialization in Modern Languages		Course	Code	Teacher
		MACROECONOMICS 2 : ECONOMIC POLICY	UE 3 A 3 b	Mr MINEA Alexandru
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester:
30	15	Continuous Assessment	4	FALL
<p>Course Learning Objectives:</p> <p>The goal of the course is to understand the effects of economic policy in closed and open economy</p> <p>Chapter 1 : The ISLM model</p> <p>Chapter 2 : The ISTR model</p> <p>Chapter 3: The Mundell-Fleming model</p>				


BACHELOR 2 nd Year in MANAGEMENT Specialization in Modern Languages		Course	Code	Teacher
		MICROECONOMICS 2 : PRODUCER AND CONSUMER BEHAVIOR	UE 3 A 4 b	Mr BRESSON Florent
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester:
30	15	Continuous Assessment	4	FALL
<p>Course Learning Objectives:</p> <p>The main objective of the course is to make students acquire the marginalist way of reasoning on which is build a significant part of the microeconomic theory. More generally, it is designed to help students for the analysis of economic decisions that can be observed in everyday life and to understand the crucial role of institutions and incentives in these behaviors. For this purpose, we will be thinking of individuals and firms as optimizing agents and will introduce many concepts like shadow prices, marginal costs and marginal rates of substitution that are included as basics in the economist's toolbox. Finally, the course will also be the opportunity to acquire some basic skills in building microeconomic models.</p> <ol style="list-style-type: none"> 1. Production technologies and profit maximization (1. The production function, 2. Optimal combination of inputs and profit maximization) 2. Cost theory (1. Cost minimization, 2. The cost function and conditional input demand functions, 3. Costs analysis) 3. The supply (1. The individual supply function, 2. The long-run aggregate supply function) 4. Preferences and constrained choice (1. Individual preferences, 2. The budget constraint and optimal choice) 5. The demand (1. Effects of income variations, 2. Effects of price variations, 3. Substitution and income effects) 6. The evaluation of gains (1. The producer surplus, 2. The gain of the consumer) 7. The normative aspects of the competitive equilibrium (1. Competition and well-being, 2. Normative considerations) 				


BACHELOR 2 nd Year in MANAGEMENT Specialization in Modern Languages		Course	Code	Teacher
		PROBABILITY 1	UE 3 A 5 b	Ms DURY Marie-Eliette
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester: FALL
30	15	Continuous Assessment	4	
Course Learning Objectives:				
Students will acquire methods to translate data; they will learn how to organize concrete situations in a random framework, more particularly through classical probabilistic events and discrete probabilistic models. They will become aware of the specific vocabulary in English				
Chapter I – Events and combinations :				
State of knowledge, 1/ sets and events, 2/ properties of a partition, 3/ independence of events				
Chapter II – Conditional Probability :				
1/ construction of a conditional probability, 2/ Bayes formula, 3/ link with the independence				
Chapter III – Discrete random variables :				
characterization of discrete r.v., Probability Mass Function (PMF) and Cumulative Distribution Function (CDF)				
1/ expected value or mean, 2/ variance and standard deviation, 3/ Discrete Probability laws				
Chapter IV – Discrete random vectors :				
1/ joint distribution, 2/ marginal laws, 3/ independence of random variables				

BACHELOR 2nd Year in MANAGEMENT Specialization in Modern Languages		Course APPLIED ENGLISH FOR MANAGEMENT AND ECONOMICS / Anglais appliqué à l'Economie et la Gestion	Code UE 3 B 1	Teacher TO BE CONFIRMED
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester:
-	20	Continuous Assessment	3	FALL
Course Learning Objectives: TO BE CONFIRMED				

BACHELOR 2 nd Year in MANAGEMENT Specialization in Modern Languages		Course	Code	Teacher
		INTERNATIONAL BUSINESS	UE 3 CG 2 b	Mr HEELS Geoffrey
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester:
20	-	Continuous Assessment	3	FALL
<p>Course Learning Objectives:</p> <p>On completion of this course, students should be able to:</p> <ol style="list-style-type: none"> 1. Develop thought processes and analytical skills essential to a global mindset. 2. Practice critical thinking by keeping current with global events and discussing their implications. 3. Understand the role of globalization in shaping the business environment and assess trends, challenges and opportunities created by the globalization of business practices. 4. Identify complexities introduced by globalization and integrate concepts learned in this class with those acquired in other courses. 5. Identify and evaluate major issues related to ethics and social responsibility in the international arena. Critically evaluate various components of a national environment: technological, cultural, economic, political, and legal systems, and their influence on business practices and strategies. 6. Examine trade and investment theories and patterns, and critically evaluate the role of governments and their impact on the international business environment. 7. Critically evaluate the role of trade and investment agreements and other forms of regional economic integration on local and national economies. 8. Apply the concepts learned and knowledge gained in the case of specific international organizations. 9. Develop written and oral communication skills as well as research and group skills. <p>Topic Outline:</p> <ol style="list-style-type: none"> 1. Introduction and Overview (Globalization of markets and production) 2. Country Differences (National Difference in Political Economy , Differences in Culture, Ethics in International Business) 3. The Global Trade and Investment Environment (International Trade Theory, The Political Economy of International Trade, Foreign Direct Investment, Regional Economic Integration) 4. The Global Monetary System (The Foreign Exchange Market, The International Monetary System, The Global Capital Market) 5. The Strategy of International Business (The Organization of International Business, Entry Strategy and Strategic Alliances) 				

BACHELOR 3 rd Year in MANAGEMENT Specialization in Accounting and Finance and Management		Course	Code	Teacher
		BUSINESS ENGLISH / Anglais des Affaires	UE 5 A 2 a	Ms JAGUT Emilie
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester:
-	20	Continuous Assessment	3	FALL
<p>Course Learning Objectives:</p> <p>Course prerequisite: Bilingual students specialized in Economics and Management who have very good listening and reading skills, and a good knowledge of English grammar.</p> <p>Student Learning Outcomes:</p> <p>Objective 1: Present the TOEIC so that students understand the way it works.</p> <p>Objective 3: Expand grammatical skills and vocabulary related to business and the workplace.</p> <p>Objective 2: Develop listening and reading skills.</p> <p>Objective 4: Get students ready to work in English in their field of expertise.</p> <p>Course Structure:</p> <p>10 TD classes (=tutorials), 1.30 minutes each i.e 9 classes + one exam = 15 hours of TOEIC preparation per group.</p> <p>Topic Outline:</p> <p>The topics covered are all related to the vocabulary that students need to master to take the TOEIC (i.e general and business English used in the workplace in a multicultural environment).</p>				

BACHELOR 3 rd Year in BUSINESS ADMINISTRATION		Course	Code	Teacher
		SOCIAL ISSUES AND TRENDS and ENGLISH CONVERSATION	UE 5 B 2 b	TO BE CONFIRMED
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester:
-	10 + 15	Continuous Assessment	3	FALL
<p>Course Learning Objectives:</p> <p>In the Social Issues and Trends TD, students will practice English conversation and study a variety of subjects related to American culture. The topics will be current social issues and trends, particularly those which reveal problematic ideologies in American society. Such subjects could include identities and representations of Native Americans, the Black Lives Matter Movement, or the American health care system, to name a few. The students will also do individual and group presentations on subjects of their choice.</p> <p>Course Structure:</p> <p>The course material will alternate between English conversation activities and exploration of current social issues.</p> <p>Topic Outline:</p> <p>The outline of the course is flexible, because the social issues and trends discussed depend largely on current events. Time is also taken up by the students' presentations, which may lead to changes in the overall schedule.</p> <p>Textbook & Course Materials: Course materials will be distributed in class when necessary.</p>				

BACHELOR 3 rd Year in BUSINESS ADMINISTRATION		Course	Code	Teacher
		SOCIAL ISSUES AND TRENDS	UE 5 A M 2 b	Ms DIDIER Michelle / Ms GIVELET Tonya
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester: FALL
20	-	Continuous Assessment	3	

Course Learning Objectives:

The course is intended to widen the scope of students by allowing them to get a better understanding of key periods in the English-speaking world.

This will show them how these past historical, cultural, and sociological events helped to shape the world we live in today, including in the fields of the economy, business and management.

Course Structure: There will be lectures (Cours Magistraux) and discussions given by three specialized instructors (of British, American and Australian origin, giving three different spoken accents) complemented by conversation classes given by a foreign language instructor from one of our partner universities...

Topic Outline

1/ The 1960’s in the USA: Culture and Counter -Culture (Jean Pierre PLA)


The 1960’s were a turning point in the social and economic culture of the United States (and the world), with tensions within the American life between mainstream and experimental trends from economic, political, cultural, racial and social and regional perspectives. This course should enable you to get a better understanding and less superficial approach to the understanding of this important period and of the beliefs of American society then and today. We will also consider an international perspective including Britain and France


2/Australia, the not so lucky country for some (Michelle Brooks-Didier)


For 50 000 years the indigenous Australians lived in harmony in the somewhat hostile conditions of Australia. The arrival of European settlers in 1788 would bring about many changes. This course explains their struggles to live and for recognition in a ‘white’ Australia.


3/ Protest music in the USA (Tonya Givelet)


The main objective of this course is to enlighten students regarding the black people's plight in the United States of America, starting with the first generation of slaves, to the main racial laws, black protests and leaders, and the key racial trends today, while discovering the influential black musicians and their music which has made America what it is today.


BACHELOR 3 rd Year in BUSINESS ADMINISTRATION		Course	Code	Teacher
		FUNDAMENTALS OF SALES	UE 5 A M 1 b	Ms LABORIE Sheila
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester:
20	10	Continuous Assessment	3	
Course Learning Objectives:				
On completion of the class, the student should:				
<ul style="list-style-type: none">• Be able to understand the difference between selling and negotiation• Be able to obtain an appointment with potential customers• Be able to understand the difference between selling and negotiation• Be able to ask the right questions• Be able to present the product/service in an appropriate manner• Be able to counter objections• Be able to identify when to conclude the sale and how to do it• Be able to follow-up the sale and develop the customer relationship				
Topic Outline:				
<ul style="list-style-type: none">• Making an appointment• Getting to know the customer• Preparing sales arguments• Handling objectives• How to conclude• After-sales				

BACHELOR 3 rd Year in BUSINESS ADMINISTRATION		Course	Code	Teacher
		STATISTICAL INFERENCE	UE 5 A M 3 b	Ms DURY Marie-Eliette
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester: FALL
20	10	Continuous Assessment	3	
Course Learning Objectives:				
<p>This course aims at providing the basic tools in statistical inference: point and interval estimation, basic one- and two-variable statistical tests, simple ANOVA. The course documents, exercise sheets, and the correction of the assessments are made available progressively on the ENT, under "pédagogie / Licence Droit – Economie – Gestion / L3 bilingue / Statistical inference / Documents and links".</p> <p>Chapter 1: Random samples and the distribution of statistical indicators (What is a random sample? Random distribution of a proportion, an arithmetic mean, a variance, Other useful continuous distributions (Student, chi-square and Fisher-Snédecor probability distributions)).</p> <p>Chapter 2: Point estimation (Point estimation of a parameter using OLS, Properties of a point estimate, Usual estimates for an expected value, a variance, a proportion.</p> <p>Chapter 3: Confidence intervals (Notion of confidence interval (CI), CI of an expected value, CI of a variance, CI of a proportion (normal approximation))</p> <p>Chapter 4: Usual tests on one parameter (Conformity test for a proportion, Conformity test for an expected value, Conformity test for a variance)</p> <p>Chapter 5: Usual tests for the equality of two parameters (Comparison of two expected values, or variances)</p> <p>Chapter 6: Contingency tables (Definitions : joint, marginal, conditional frequencies, Chi² tests for a one-dimensional and 2-dimensinal count table</p> <p>The course includes numerous examples, exercises, handouts</p> <p>Complements:</p> <ul style="list-style-type: none">- What to do when the conditions required for applying a chi-square test are not fulfilled ?- Comparing more than two means: one-dimension ANOVA (+ link with the regression course)(- time permitting: the notion of likelihood in statistics, and the maximum likelihood estimator of a proportion)				

BACHELOR 3 rd Year in BUSINESS ADMINISTRATION		Course	Code	Teacher
		MANAGERIAL ACCOUNTING	UE 5 A M 4 b	Ms MATHOT Mericia
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester:
20	10	Continuous Assessment	3	
Course Learning Objectives:				
<ul style="list-style-type: none">• Identification and Allocation of all costs in a manufacturing environment• Calculation of different costs and using them to make business decisions• Planning and Control – product costing and income determination• Understand Financial Statements of Manufacturing Industry				
Topic Outline:				
<ul style="list-style-type: none">• Management Accountant’s responsibilities within the corporate structure; and regulatory requirements.• Distinguish among all types of businesses: service, merchandising, and manufacturing• Understand the financial statements and reporting needs of different types of companies• Review of cost classifications and cost structures (direct versus variable costs)• Calculation and Allocation of costs including calculation of manufacturing overhead• Job costing / cost-volume-profit techniques• Prepare a Master budgeting				


BACHELOR 3 rd Year in BUSINESS ADMINISTRATION		Course	Code	Teacher
		CORPORATE STRATEGY	UE 5 A M 5 b	Ms CHARRIER Hélène
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester: FALL
20	10	Continuous Assessment	3	
Course Learning Objectives:				
The primary objectives of this course include:				
(1) Demonstrating competency of leading principles, perspectives and theories encompassed in the body of knowledge of Strategic Management				
(2) Exhibiting an ability to apply, analyze, synthesize and evaluate the leading principles, perspectives and theories encompassed in the body of knowledge of Strategic Management, and show competence particularly in using that knowledge to make practical and effective managerial decisions				
(3) Showing competence in both oral and written communication				
(4) Working effectively in teams and—where appropriate—understand and demonstrate effective management and leadership capabilities				
(5) Revealing an understanding of the ethical implications of decisions and actions				
The in-class exercises allow you to gain experience working with others as a member of a team. Finally, oral and written communication skills are enhanced via active class participation, class presentations.				
By the end of this course, you will learn important strategic management concepts, build strategic analysis skills, and develop a way of thinking about and applying these concepts and skills that will help you be more successful in resolving business problems and making business decisions, and gain experience working as a contributor on a team.				


BACHELOR 3 rd Year in BUSINESS ADMINISTRATION		Course	Code	Teacher
		BUSINESS GAME / Jeu d'Entreprise	UE 5 B 2 a	TO BE CONFIRMED
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester: FALL
-	20	Continuous Assessment	3	
Course Learning Objectives:				
<ul style="list-style-type: none">• Understanding the concepts of Business• Understanding the basic concepts about Marketing, Operations, HR and Finance• Interpretation of the Financial Statements and decision making				
Course Structure: This lecture is divided into 10 lectures (2 hours). It is Computer Based Online course. The class is divided into groups and these groups are advised to carry out operations of a business (Sales, Marketing, HR, and Finance) and make certain decisions to achieve higher results (Profits). Finally, the students will be evaluated on the basis of class participation and final report submission.				
Topic Outline: A bulleted list is a good way to display these topics as shown below:				
<ul style="list-style-type: none">• Strate logic Software• Performing Activities on the Software (Decision Making)				
Evaluating the results				


BACHELOR 3 rd Year in BUSINESS ADMINISTRATION		Course	Code	Teacher
		PROJECT MANAGEMENT	UE 5 C M 1 b	Mr MATHOT Franck
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester: FALL
20	-	Continuous Assessment	3	
Course Learning Objectives:				
<p>Project management is becoming a powerful and popular practice in business. This is an introductory course which introduces students to project management principles using the underlying process, technology, and practical insights. The course will provide a structured approach to managing projects. Participants will apply their knowledge in a hands-on group assignment, through teamwork, interpersonal work techniques are encouraged, and communication experiences established. Course prerequisites: General knowledge of the business environment</p> <p>Understand the properties of a project and how projects contribute to the strategic goals of the organization. Identify the factors and challenges for project success and effective project management. Identify project management components and understand how these components can be used to realize project success (risk management) and gain a competitive advantage.</p> <p>General Program:</p> <p>Week 1-2 : Introduction to project management – types of projects, project life cycles, project manager’s role and responsibilities Week 3-4 : Project management: an interactive approach: Review of Scope Management/ Statement of Work/Work breakdown structure (WBS), Cost estimation and budgeting Week 5-6 : Project monitoring and control/conflict negotiation/ Week 7-8 : Project closure and presentation of work to the stakeholders (presentation of group projects) Week 9 (2 hours) : In class final exam</p> <p>Pedagogical Methods:</p> <p>The module will involve short lectures (Power point slides), background reading, and practical exercises. Students are expected to read materials before coming to class.</p> <p>Course Assessment: Group Project 50% / Final written exam 50%</p> <p>Bibliography: Shtub, Rosenwein, Project Management: Process, Methodologies, and Economics, 3e, Pearson Education, 2017 / Vaidyanathan, Project Management: Process, Technology and Practice, Pearson Education, 2013 / Jeffrey K. Pinto, Project Management: Achieving Competitive Advantage, 5e, Pearson Education, 2019</p>				

BACHELOR 3 rd Year in BUSINESS ADMINISTRATION		Course	Code	Teacher	
		INTERNATIONAL BUSINESS COMMUNICATION	UE 5 C M 2 b	Mr PLA Jean-Pierre	
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:		Semester:
20	10	Continuous Assessment	3		FALL
<p>Course Learning Objectives:</p> <p>This course is intended to introduce students to concepts associated with international business communication. After the class, students will be able to :</p> <ul style="list-style-type: none"> • Make a clear distinction between communication, business communication and international business communication. • Understand the relevant and appropriate means of an efficient communication process. • Put into practice verbal and non-verbal communication. • Adapt their communication to different cultural contexts • Be aware of ethnocentrism and stereotypes. <p>Topic Outline</p> <ul style="list-style-type: none"> • Understanding communication, whether verbal or non-verbal • Communication in business and in an international context • Defining the most efficient communication strategies according to the specific situations • Specific topics will be developed according to the needs of the students 					

BACHELOR 3 rd Year in BUSINESS ADMINISTRATION		Course	Code	Teacher
		INTERNATIONAL BUSINESS EXPORT	UE 5 A 6 b	Mr LINGEMANN Christian
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester:
20	10	Continuous Assessment	3	
Course Learning Objectives:				
- Understand the environment in which IB takes place ; Analyze strength's and weaknesses of a company who wishes to export; Select and assess host countries; Understand modes of distribution and implementation				
Course Structure:				
Lecture based course with many practical case studies				
Topic Outline:				
- Introduction in IB ,Government intervention in IB and RTA's, International financial environment, International economic environment, Capability assessment 1+2, Market screening and preliminary country selection, Market entry and distribution.				

MASTER 1 st Year in ACCOUNTING CONTROL AUDIT (CCA)		Course	Code	Teacher
		PRINCIPLES OF FINANCIAL ACCOUNTING	UE 2 CF G 2	Ms MATHOT Mericia
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester: FALL
20	-	Continuous Assessment	1	
Course Learning Objectives:				
<p>This is an introductory course to the widely accepted accounting theory and practice in the U.S.A. and Canada. The Generally Accepted Accounting Principles (US GAAP) will be reviewed along with International Accounting Standards (IAS) and International Financial Reporting Standards (IFRS).</p> <p>This module will involve short lectures, substantial background reading, and practical exercises. Students will be required to complete exercises to ensure they have understood the materials covered.</p> <p>Overview of Accounting Principles Income Measurement (accrual basis) The Recording Process Shareholders' Equity</p> <ul style="list-style-type: none">- sole ownership- partnerships- corporation <p>Bibliography: Horngren, Sundem, Elliott, Philbrick, Introduction to Financial Accounting, 9th Edition, Prentice Hall, 2006 Kothari & Barone, Financial Accounting, An International Approach, Prentice Hall, 2006 Canadian Certified General Accountants' quarterly magazines; The Economist; Time Magazine Elliott and Elliott, Financial Accounting, Reporting and Analysis, 2nd edition, Prentice Hall, 2006</p>				

MASTER 2 nd Year in ACCOUNTING CONTROL AUDIT (CCA)		Course	Code	Teacher
		FINANCIAL AUDITING AND FRAUD	UE 3 CFG 2	Ms MATHOT Mericia
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester: FALL
15	-	Continuous Assessment	2	
Course Learning Objectives:				
<ul style="list-style-type: none">- To review the present external audit environment, including audit standards, legal liability and ethical framework;- To describe the conditions required to issue audit reports, and to report on financial statements and internal control under the requirements for international reporting;- To develop the framework within which audits are conducted, including the concepts of evidence, materiality, risk and audit planning, and internal controls;- To review how fraud occurs within an organization, including the nature and types of fraud; the auditor’s role with fraud; and the procedures for an efficient, systematic fraud investigation.				
<ul style="list-style-type: none">o Understand the auditor’s role with fraud, and his duty to the corporation;o Identify types of frauds that can occur in a work situation;o Alerts the warning signals where frauds may have occurred.				

MASTER 2 nd Year in FINANCE – Accounting and Finance (AF)		Course	Code	Teacher
		BUSINESS INTELLIGENCE	UE 3 AFG 1 a	Mr MATHOT Franck
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester: FALL
21	-	Continuous Assessment	3	

Course Learning Objectives:

- To acquire a knowledge of firms and their markets; and to expose students to Michael Porter’s competitive advantage, five forces theory.
- To understand how companies gain and maintain competitive advantages in their market place.
- To better understand the importance of “market insights” to help decision making by providing a better understanding of the evolutionary environment of the firm in its markets.

The course will be conducted with PowerPoint slides and will involve background reading, short lectures, and practical exercises. Emphasis will be placed on ensuring students’ comprehension of markets and external environment issues presented through discussions, exercises, video and case studies in class.

Companies and markets are more than ever subject to a rapid change of products and competitors.

This is especially the case of markets that go through constant changes (short product life cycles, globalization). The ability of a company to generate competitive advantages through one’s own "Competitive Intelligence" abilities has now become prerequisite for survival, since a management decision can only be as good as the information it is based upon.


The course is an introduction to the issues of companies and their markets; perceived as the external environment of the company. It focuses on the theory of the 5 forces developed by Michael Porter to understand how companies gain and maintain competitive advantages in their market place.

Topics include: market segmentation, distribution and consumers; the concepts of generic strategies, value chain, and attractiveness of a market and the principle of competitive advantage.

By the end of the course, students should understand the complexity and importance of why companies require information on current and future markets, competitors, customers, technologies, etc... to position itself optimally.

Bibliography:

- PORTER M (1985) COMPETITIVE ADVANTAGE. THE FREE PRESS, NEW YORK
- PORTER M (1998) COMPETITIVE STRATEGY. THE FREE PRESS, NEW YORK
- The 22 immutable laws of marketing, Al Ries & Jack Trout
- The Discipline of Market Leaders, Michael Treacy & Fred Wiersema
- The Mirage of Global Markets, David Arnold

MASTER 2 nd Year in FINANCE – Accounting and Finance (AF)		Course	Code	Teacher
		ORGANISATIONAL MANAGEMENT	UE 3 AFG 1 a	Mr VALIORGUE Bertrand
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester:
18	2	Continuous Assessment	3	FALL

Course Learning Objectives:

Key aspects of an organization (division of labor, power, coordination mechanisms...) : How to structure an organization? - The main components and effects of an organization's culture - Mechanisms of incentives, soft leadership in contemporary organizations - Faces of power - Decision making in organization - Innovative organizations and management - Learning and change management

Lecture 1 – Introduction: What is an organization? / Lecture 2 – Work / Lecture 3 – Structure / Lecture 4 – Culture / Lecture 5 – Incentives
Lecture 6 – Power and leadership / Lecture 7 – Decision Making / Lecture 8 – Innovation / Lecture 9 – Learning and change / Lecture 10 – Synthesis

Lecture 1 – Compulsory reading: Perrow, C., The Short and Glorious History of Organizational Theory, Organizational Dynamics, Summer 1973
Drucker, P., The Theory of Business, Harvard Business Review, September-October 1994, pp. 32-41

Lecture 2 – Compulsory reading: Taylor F., Hearings in 1912 before special investigating committee of house of representatives

Lecture 3 – Compulsory reading: Mintzberg, H., The Structuring of Organizations. From: H. Mintzberg, J. Lampel, J.B. Quinn & S. Ghoshal: The Strategy Process: Concepts, Contexts, Cases, Prentice-Hall. 2003, pp. 209-225

Lecture 4 – Compulsory reading: Mintzberg H., Rebuilding companies as communities, Harvard Business Review, July-August, 2009

Adler P., Hecksher C., Rusak L., Building a collaborative Enterprise, Harvard Business Review, July-August 2011

Lecture 5 – Compulsory reading: Motivating people, getting beyond the money, McKinsey Quarterly, 2007

Inner work life, Amabile, Kramer, Harvard Business Review, 2007

Lecture 6 – Compulsory reading: McClelland & Brunham, Power is the great motivator, Harvard Business Review, 2003

Pfeffer J., Power play, HBR, July-August 2010

Lecture 7 – Compulsory reading : Hammond J., Kenney, R., Raiffa H., The hidden traps in decision making, HBR, Sept-oct 1998

Buchanan, O'Connell, A brief history of decision marking

Lecture 8 – Compulsory reading : Reeves M., Deimler M., Adaptability: the new competitive advantage, HBR, July-August 2011


Stop the innovation war, HBR, 2010


Lecture 9 – Compulsory reading: Kotter J., Schelsinger A., Choosing strategies for change, HBR, July-August 2008


Kotter J., Leading change, HBR, 2007

Stephen P. Robbins (2013): *Organizational Behavior*, Fifteenth edition, Prentice Hall. / McShane, Von Glinow: *Organizational Behavior*, Sixth edition, McGrawHill.

Kets de Vries, M.F.R. (2001): *The Leadership Mystique*, London: Prentice Hall. / Mintzberg, H. (1989): *Mintzberg on Management*, New York: The Free Press. / Scott, W.R. (1992): *Organizations*, Englewood Cliffs, N.J.: Prentice Hall.

MASTER 2 nd Year in FINANCE – Accounting and Finance (AF)		Course	Code	Teacher
		STRATEGIC MANAGEMENT	UE 3 AFG 1 a	Mr VALIORGUE Bertrand
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester: FALL
18	2	Continuous Assessment	3	
Course Learning Objectives:				
<ul style="list-style-type: none">•Develop skills in the application of the tools and techniques necessary for strategic, management,•Understand the elements of a company’s mission statement,•Consider the principles for developing achievable and realistic objectives,•Be able to apply the five forces of competition model to an industry,•Map the Value Chain for a firm and an industry,•Undertake a PESTEL analysis,•Consider the various strategic options for companies in different industry and company, situations,•Craft strategies that fit,•Understand the principles of effective implementation of strategy,• Assess the value chain and resources of a firm				
<p>Lecture 1: Introduction to Strategic Management concepts / Content : A brief history of strategy, Definition of firm and strategy, the four main strategic schools, How to assess business statements / Lecture 2: Macro-environment analysis and scenarios / Content : PESTEL analysis, How to construct robust and valid scenarios of an industry, Life cycle of an industry / Lecture 3: Industry and strategic group analysis / Content : Five forces of M. Porter, Assessment of the profitability of an industry, Mapping your strategic position / Lecture 4 & 5: Competitive strategies – red and blue oceans / Content: How to create a sustainable competitive advantage?, The sources of success and failure for creating value, Introduction to Blue Ocean Strategy / Lecture 6: Setting aspirations – Mission, Vision and Values / Content: Personal aspirations, Organizational aspirations, Aspirations and strategy, Setting aspirations, Elements of a strategy statement / Lecture 7: Value chain and competitive resources / Content : Sources of performance, Concept of value chain, Different types of resources, Difference between resource and competence / Lecture 8: Competition at a global scale / Content : Understand how an industry goes global, International strategy and source of competitive advantage, Managing strategically across borders / Lecture 9: Corporate social responsibility and shared value / Content : Assess a strategy, Understand how to create and share value between stakeholders, What do we mean with corporate social responsibility and sustainable development?, Impacts of scattered value chains on CSR?</p> <p>Content: Lecture 1: Compulsory reading : Porter M. (1996), “What is strategy?”, Harvard Business Review, pp. 61-78 / Lecture 2: Compulsory reading : Frishammar J., (2006), “Organizational Environment Revisited: A Conceptual Review and Integration. International” Studies of Management & Organization, 36(3), pp. 22-49 / Lecture 3: Compulsory reading : Porter M., (2008), “The five competitive forces that shape strategy”, Harvard Business Review, Vol. 86, Iss. 1, pp. 58-77 / McGahan A., (2004), “How industries change”, Harvard Business Review, Oct / D’Aveni R., (2007), “Mapping your competitive position”, Harvard Business Review, Nov / Lecture 4 & 5: Compulsory reading : Gemawat P., Tivkin J., (2006), “Creating competitive advantage”, Harvard Business Review, February / Kim R., Mauborgne R., (2006); “Blue Ocean Strategy – analytical tools and framework”, Harvard Business Review / Lecture 6: Compulsory reading : Collis D., Rukstad M., (2008), Can You Say What Your Strategy Is?, Harvard Business Review, April / Collins J., Porras J., (1996), Building your company vision, Harvard Business Review, September-October / Lecture 7: Compulsory reading : Collis D., Montgomery C., (2008), “Competing on resources”, Harvard Business Review, July-August, pp. 140-150 / Grant R., (1991), “The resource based theory of competitive advantage: implications for strategy formulation”, California Management Review, Vol.33, Iss. 3 / Lecture 8: Compulsory reading : Porter M., (2008), “Competing Across Locations: Enhancing Competitive Advantage through a Global” Strategy, In Porter M., (Eds), On competition, Cambridge, Harvard Business School Press Ghemawat P., (2003), “Choosing the right global strategy”, Harvard Business Review, November / Lecture 9: Compulsory reading : Porter M. Kramer M., (2011), “Creating shared value”, Harvard Business Review / Devinney T. (2009), “Is the Socially Responsible Corporation a Myth? The Good, the Bad, and the Ugly of Corporate Social Responsibility” Academy of management perspective, Vol. 23, Iss. 2</p>				

MASTER 2 nd Year in FINANCE – Accounting and Finance (AF)		Course	Code	Teacher
		GOVERNANCE AND SOCIAL RESPONSIBILITY IN MICROFINANCE INSTITUTIONS	UE 3 AFG 2 a	Ms JAGUT Emilie
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester:
20	-	Continuous Assessment	3	FALL
<p>Course Learning Objectives:</p> <p>Introduce soon-to-be administrators and financial officers to the specificities of governance in microfinance institutions. Help students become proficient in technical microfinance and social performance vocabulary in one of the most widely used languages in the industry Raise awareness about social performance and triple bottom line Learn to use available data and resources in terms of organizations, research initiatives and rating agencies in the microfinance sector</p> <p>Course Structure:</p> <p>Notions of theory, appraisal reading of articles and case studies, analyzing social and financial performance reports, group presentations, watching interviews of microfinance experts, analyzing promotional videos of microfinance institutions, role-plays, teamwork and breakout groups, etc.</p> <p>Topic Outline:</p> <p>Defining corporate governance and the governance of microfinance institutions Apprehending the influence of legal statuses, financing structure and local regulations The role and responsibilities of the Board, the director's code of conduct, fiduciary responsibility The strategic decision-making process The importance of an adequate Management Information system and staff training Risks linked to governance Double mission and social performance management The main industry initiatives Evaluating governance.</p>				

MASTER 2 nd Year in FINANCE – Accounting and Finance (AF)		Course	Code	Teacher
		FINANCIAL ECONOMICS	UE 3 EFR 1 a	Mr GOMES Mathieu
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester: FALL
20	-	Continuous Assessment	3	

Course Learning Objectives:

Understand the main determinants of short-term and long-term economic growth.

Course prerequisite:

- Basic macroeconomics (aggregate demand–aggregate supply model, determinants of unemployment, impact of monetary and budgetary policies, etc.)

Course Structure: The course is structured around a lecture by the teacher followed by oral presentations made by groups of up to three students. Each group must present to the class a specific economic analysis. Each presentation is followed by a discussion with the teacher. At the end of each session, the teacher highlights some important theoretical notion or academic references.


1. Introduction
2. Aggregate output and income
3. Aggregate demand, aggregate supply, and equilibrium
4. Economic growth and sustainability
5. Practice problems


Bibliography:


Mankiw, G., 2015. Macroeconomics. Worth Publishers Inc.


Websites:


IMF website: www.imf.org


MASTER 2 nd Year in FINANCE – Accounting and Finance (AF)		Course	Code	Teacher
		FINANCIAL AUDITING AND COMPLIANCE	UE 3 EFR 1 a	Ms MATHOT Mericia
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester: FALL
21	-	Continuous Assessment	3	
Course Learning Objectives:				
<p>- To introduce the concepts and procedures of external audit which, when performed by an independent professional accountant, adds value to a set of financial statements prepared by a firm’s management. This includes compliance, review of internal controls, and identifying and assessing risks.</p> <p>To review the nature and types of fraud, risk factors for fraud, investigation techniques and forensics skills set.</p> <p>The course will be conducted with PowerPoint slides and will involve background reading, short lectures, practical exercises, and case study. Emphasis will be placed on ensuring students’ comprehension of audit practices and current audit issues through discussions, exercises, video and case studies in class.</p> <p>To review the present external audit environment, including audit standards, legal liability and ethical framework;</p> <p>§ To describe the conditions required to issue audit reports, and to report on financial statements and internal control under the requirements for international reporting;</p> <p>§ To develop the framework within which audits are conducted, including the concepts of evidence, materiality, risk and audit planning, and internal controls;</p> <p>§ To review how fraud occurs within an organization, including the nature and types of fraud; the auditor’s role with fraud; and the procedures for an efficient, systematic fraud investigation.</p> <ul style="list-style-type: none">o Understand the auditor’s role with fraud, and his duty to the corporation;o Identify types of frauds that can occur in a work situation;o Alerts the warning signals where frauds may have occurred				
Bibliography:				
Arens, Beasley, Elder, <u>Auditing and Assurance Services, 15e, Global Edition</u> , Prentice-Hall 2014.				
Bahram Soltani, <u>Auditing, An International Approach</u> , Prentice-Hall 2010.				
Beasley, Buckless, Glover, Prawitt, <u>Auditing Cases</u> , 3 rd edition, Prentice-Hall 2006.				
Michael C. Knapp, <u>Contemporary Auditing, Real Issues & Cases</u> , 5th edition, Thomson, 2012				

MASTER 2 nd Year in FINANCE – Accounting and Finance (AF)		Course	Code	Teacher
		FINANCIAL MARKET	UE 3 EFR 1 a	Mr MANKAI Selim
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester: FALL
21	-	Continuous Assessment	3	
Course Learning Objectives:				
<ul style="list-style-type: none">• The objective of the course is to provide students with a review to the financial markets. The course will cover specific aspects of financial markets in more detail. Emphasis will be put on their players and instruments, in order to provide a more detailed knowledge about risk/return characteristics and price determination.• It is expected that students will develop critical skills in assessing the relevance of the principles of market financial.				
Topic Outline:				
<ul style="list-style-type: none">• Topic 1: Overview of the financial system• Topic 2: Monetary market• Topic 3: Bonds markets• Topic 4: Banking loans and securization• Topic 5: Stock markets• Topic 6: Forex markets• Topic 7: Empirical applications				
Bibliography:				
K. Matthews, M. Giuliadori, F. S. Mishkin. The Economics of Money, Banking and Financial Markets: European edition, Pearson; Édition, 2013				
Z. Bodie, A. Kane, and A. J. Marcus, Investments (10th edition), McGraw-Hill (2013)				
P. Howells, K. Bain. Financial Markets and Institutions, Financial Times/ Prentice Hall, 2007				

MASTER 2 nd Year in FINANCE – Accounting and Finance (AF)		Course	Code	Teacher
		BUSINESS ENGLISH	UE 3 ML 1 a	Mr BARRETT Patrick
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester: FALL
10	10	Continuous Assessment	3	
Course Learning Objectives:				
General and Business English. We will work on the four skills in this class: listening comprehension and speaking; reading comprehension and writing.				
Topics (these can change):				
<ul style="list-style-type: none">- Water and roundtable- Multiculturalism and Business- The Ascent of Money (Documentary, Channel 4, UK), Economic History- Office Politics – Problem-solving activity- Psychometric exercises used in recruitment				
Assessment:				
<ul style="list-style-type: none">- Oral mark for roundtable on water- Written work on problem-solving				

MASTER 2 nd Year in FINANCE – Accounting and Finance (AF)		Course	Code	Teacher
		FINANCE AND VALUE	UE 4 EFR 1 a	Mr MANKAI Selim
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester: FALL
14	9	Continuous Assessment	3	
Course Learning Objectives:				
The main objective of the course is to provide the conceptual background for corporate financial analysis from the point of corporate value creation. The course develops theoretical framework for understanding and analyzing major financial problems of modern firm in the market environment. The course covers basic models of time value of money, portfolio mathematics, efficient market hypotheses and pricing models for primary financial assets.				
Course material will be delivered primarily through lectures, class discussion and textbook readings.				
<ul style="list-style-type: none">• Chapter 1: Value and Time• Chapter 2: Value and Risk• Chapter 3: Value and Information• Chapter 4: Value and Option				
Bibliography:				
John C. Hull, “Options, Futures, and Other Derivatives,” Eighth Edition				
Mathematics of Finance, Robert Brown and Petr Zima, Second Edition, Schaum's Outline, 2011				

MASTER 2 nd Year in FINANCE – International Audit Economics and Finance (IAEF)		Course	Code	Teacher
		BUSINESS ETHICS	UE 3 EFR 1 c	Mr VALIORGUE Bertrand
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester: FALL
21	-	Continuous Assessment	2	
Course Learning Objectives:				
Understand why corporate governance and sustainable issues are linked				
What is corporate governance issues? (structures, processes and tools)				
How to evaluate sustainable behaviors?				
What do shareholders do to promote CSR and sustainable issues?				
Students must have fundamentals regarding strategic issues (business and corporate). They also have to have basics on finance and sustainable issues.				
The course will be delivered in twelve lectures of two hours. Each lecture will encompass theoretical issues and practical cases. Students have to read preparatory readings before joining the class.				
A bulleted list is a good way to display these topics as shown below:				
Opening lecture: sustainable development and purpose of the firm				
Corporate governance (1): issues				
Corporate governance (2): structures				
Corporate governance (3): processes				
Board assessment				
What do shareholders do?				
Investors and proxy advisors				
Crony Capitalism				
Environmental, social and governance (ESG) metrics and their effect on organizational and market behavior				
B-corporations, raison d'être and CSR issues				
Contents:				
Nadler, D., Behan B., Nadler M., Lorsch J., (2005), Building Better Boards: A Blueprint for Effective Governance, Jossey-Bass				
Davis G., (2005); Managed by the Markets: How Finance Re-Shaped America, Oxford				
Zingales L., Rajan R., (2004); Saving Capitalism from the Capitalists , Princeton				
Sherwood M., Pollard J., Responsible Investing , 2018, Routledge				
Spitzeck H., Lins C., Talking sustainability in the boardroom, 2018, Routledge				

MASTER 2 nd Year in FINANCE – International Audit Economics and Finance (IAEF)		Course	Code	Teacher
		ECONOMIC POLICY AND EXCHANGE RATES	UE 3 EFR 2 c	Mr GOMES Mathieu
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester: FALL
21	-	Continuous Assessment	3	

Course prerequisite: Intermediate macroeconomics / Intermediate international economics

Student Learning Objectives:

- Understand the way foreign exchange markets are organized;
- Analyze the role played by exchange rates in open economies;
- Apprehend the determinants of exchange rates;
- Understand the choice in terms of exchanges rates systems.

The course is delivered as follows: lecture and discussions based on document review. Students are provided with press articles and economic reports which are used for discussions based on document review.

Chapter 1: Spot dealing in FX markets
Chapter 2: Price parity relationships
Chapter 3: Exchange rate systems
Chapter 4: Monetary union and optimum currency areas

Contents:

Bank for International Settlement (2016), *Triennial Central Bank Survey of foreign exchange and OTC derivatives markets in 2016*. URL: <https://www.bis.org/publ/rpfx16.htm>


Copeland, L. S. (2008). *Exchange rates and international finance*. Pearson Education.


European Central Bank (2007). *How Euro Became Our Money*. URL: http://www.ecb.europa.eu/pub/pdf/other/euro_became_our_moneyen.pdf


Frieden, J. A. (2014). *Currency politics: The political economy of exchange rate policy*. Princeton University Press.


International Monetary Fund (2014). *Annual Report on Exchange Arrangements and Exchange Restrictions*. URL: <https://www.imf.org/external/pubs/nft/2014/areaers/ar2014.pdf>


Reinhart, C., & Rogoff, K. (2004). The modern history of exchange rate arrangements: A reinterpretation. *Quarterly Journal of Economics*, 119(1), 1-48.


MASTER 2 nd Year in FINANCE – International Audit Economics and Finance (IAEF)		Course	Code	Teacher
		MACROECONOMICS	UE 3 EFG 1 c	TO BE CONFIRMED
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester: FALL
21	12	Final Exam	3	
Course Learning Objectives:				
The recent crisis increased the complexity of the effects of the fiscal and monetary policies worldwide. The aim of this course is to take a closer look at some of these complexities, focusing on some consequences of high indebtedness, including in terms of underdevelopment traps, and of modern monetary policies, in terms of institutional traps. The course consists of two parts: fiscal policies and monetary policies.				


MASTER 2 nd Year in FINANCE – International Audit Economics and Finance (IAEF)		Course	Code	Teacher
		MICROECONOMICS	UE 3 EFG 1 c	TO BE CONFIRMED
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester: FALL
21	12	Final Exam	3	
Course Learning Objectives:				
This course focuses on the microeconomics of financial decision making. The first part is dedicated to the theory of decision under risk and uncertainty with an application to portfolio choices. The second part is dedicated to agency theory and deals with moral hazard and adverse selection with applications to insurance markets and corporate finance.				


MASTER 2 nd Year in FINANCE – International Audit Economics and Finance (IAEF)		Course	Code	Teacher
		BEHAVIORAL FINANCE	UE 3 EFG 1 c	Ms STRAZNICKA Katerina
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester: FALL
21	-	Continuous Assessment	3	
Course Learning Objectives:				
<p>Behavioral finance is a new and exciting area that combines findings in psychology with the traditional financial theories. As a result, it proposes a new explanation of how financial markets work and how they are affected by investors' behavior.</p> <p>In this course we will discuss the new findings in behavioral finance that were published recently in top academic journals. The aim is to make participants alert of means that help to make better financial choices. Learn how to improve spending, saving, and investing decisions.</p>				
Course Organization:				
<p>Each student presents an issue treated in the behavioral finance literature that was recently published in academic journals.</p> <p>Students are asked to demonstrate how is the presented topic linked to everyday market episodes and to give their personal opinion whether the proposed findings can improve individual financial savings or market efficiency.</p> <p>After each presentation, the topic is discussed with class.</p>				


MASTER 2 nd Year in FINANCE – International Audit Economics and Finance (IAEF)		Course	Code	Teacher
		THEORY OF FINANCE	UE 3 EFG 1 c	Mr GOMES Mathieu
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester: FALL
21	-	Final Exam	3	
<p>Course Learning Objectives :</p> <p>Students must be familiar with basic statistics and econometrics.</p> <p>Student Learning Outcomes:</p> <p>Students should be able to:</p> <ul style="list-style-type: none">• Define market efficiency and its different forms• Understand modern portfolio theory and how efficient portfolios are built• Understand and make use of the main asset pricing models• Value stocks under different frameworks• Explain which biases affect investors’ decisions <p>Topic Outline:</p> <p>The course is organized around five chapters:</p> <ul style="list-style-type: none">• Market efficiency• Portfolio construction• Asset pricing• Stock valuation• Behavioral finance				


MASTER 2 nd Year in FINANCE – International Audit Economics and Finance (IAEF)		Course	Code	Teacher
		AUDIT	UE 3 EFG 2 c	Mr BELLANGER Stéphane
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester: FALL
18	2	Continuous assessment	3	
Course Learning Objectives:				
PART 1				
1. International auditing overview				
2. The audit market				
3. Ethics for professional accountants				
4. An auditor's services				
5. Client acceptance				
PART 2				
6. Understanding the entity, risk assessment and materiality				
7. Internal control and control risk				
8. Control risk, audit planning and test of controls				
9. Analytical procedures				
10. Substantive testing and evidence				
PART 3				
11. Completing the audit				
12. Audit reports and communication				
13. Overview of a group audit				
14. Corporate governance				

MASTER 2 nd Year in FINANCE – International Audit Economics and Finance (IAEF)		Course	Code	Teacher
		INTERNATIONAL ACCOUNTING	UE 3 EFG 2 c	Ms MATHOT Mericia
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester: FALL
20	-	Continuous Assessment	3	
Course Learning Objectives:				
<p>This course familiarizes students with the concepts and standards underlying financial accounting systems. It emphasizes the construction of financial accounting statements as well as their interpretation and measurement. It explores the tools and techniques of financial statement analysis, emphasizing ratio and cash flow measurements of operating, financing, and investing performance. Course prerequisites: Intermediate accounting skills and knowledge</p> <p>Student Learning Outcomes: • Understand and apply the accounting concepts and principles to business situations. • Review the Differences in Accounting Systems Internationally</p> <p>Construct and evaluate business operations and cashflows through the financial statements.</p>				
General Program:				
International Accounting Principles Overview:				
1. Understand and apply the accounting concepts and principles to business situations. / 2. Review the Differences in Accounting Systems Internationally / 3. Evaluate business operations through the financial statements.				
Measuring Business Income: The Adjustment Process				
1. Accrual versus Cash-Basis Accounting and Categories of Adjusting Entries. / 2. Construct financial statements and evaluate a company’s debt-paying ability.				
Understanding and constructing the Cash Flows Statement:				
1. Identify the purpose of the statement and distinguish among operating, investing, an financing cash flows / 2. Prepare the statement of cash flows by the indirect method				
In class midterm				
Stockholders’ Equity				
1. Review the Corporate Structure, Paid-in Capital, Classes of Stocks / 2. Understand Stock Issuance, treasury stock, Dividend Distribution / 3. Reporting of Stockholders’ equity in the financial statements				
Analysing and interpreting financial statements:				
1. Perform horizontal and vertical analysis				
Use Benchmarking and Ratio Analysis to make business decisions				
Pedagogical Methods:				
The module will involve short lectures (Power point slides), background reading, and practical exercises. Students are expected to read materials before coming to class.				
Course Assessment: Midterm exam 50% / Final exam 50%				


MASTER 2 nd Year in FINANCE – International Audit Economics and Finance (IAEF)		Course	Code	Teacher
		ACCOUNTING AND FINANCIAL REPORTING UNDER IFRS	UE 3 EFG 2 c	Ms MONTOYA-SUPIOT Marcela
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester:
20	-	Continuous Assessment	3	FALL
<p>Course Learning Objectives:</p> <p>This course main goal is to present the infrastructure and institutional elements of IFRS, to provide an overview of the conceptual framework, the principal accounting topics on financial statement elements and presentation.</p> <p>The student should understand the international dimensions of accounting and financial reporting. Through readings, activities, research and class discussion students should be able to develop skills to identify and deal with financial reporting issues.</p> <p>Topic Outline: Motivation for studying IFRS</p> <p>The growing importance of multinational companies and the increasing demand for market integration resulted in increasing demand for accounting harmonization. The differences in accounting treatments were identified as the major sources of lack of comparability, carrying disadvantages especially for listed companies. By advocating decision-usefulness and comparability, this set of standards gained worldwide recognition and acceptance in several countries. As a result, an understanding of IFRS is required.</p>				

MASTER 2 nd Year in FINANCE – International Audit Economics and Finance (IAEF)		Course	Code	Teacher
		GOVERNANCE AND RESPONSIBILITY	UE 3 EFG 2 c	Mr WILLIAMS Benjamin
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester: FALL
20	-	Final exam	3	
Course Learning Objectives:				
Understanding of Governance, Board of Directors, Board Committees, Decision making, Responsibilities of the Directors and Committees, Ethical Requirements. With the help of practical cases.				
PowerPoint slides for the chapters. Case studies, and presentation of practical cases based on Governance failure and the responsibilities of the directors and owners of the companies.				

MASTER 2 nd Year in FINANCE – International Audit Economics and Finance (IAEF)		Course	Code	Teacher
		STATISTICS	UE 3 EFG 1 c	TO BE CONFIRMED
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester: FALL
15	10	Final exam	2	
Course Learning Objectives:				
The course is a reminder of basic statistical notions, especially estimation (point estimators, confidence intervals) and hypotheses testing, and how to apply the methods to different types of data. Examples on real economic or financial data are analyzed throughout the course.				

MASTER 2 nd Year in FINANCE – International Audit Economics and Finance (IAEF)		Course	Code	Teacher
		ECONOMETRICS	UE 3 EFG 1 c	TO BE CONFIRMED
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester: FALL
21	15	Final exam	3	
Course Learning Objectives:				
The course presents the role of econometrics in economics. The course develops least squares estimators. Topics include: Role of econometrics; Ordinary Least Squares Estimator; Stochastic hypotheses; Heteroskedasticity; Autocorrelation; Endogeneity; Normality and hypotheses testing/ Parameter stability /Dummy variables/ functional form Panel data econometrics I: basic models Panel data econometrics II: Dynamic models				

MASTER 2 nd Year Direction Commerciale et International Business (DCIB)		Course	Code	Teacher
		SALES TEAMS MANAGEMENT	UE 1 1.1 Dir. Co.	Mr FOURNIER Christophe
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester: FALL
21	-	TO BE CONFIRMED	3	
Course Learning Objectives:				
GENERAL VIEW OF THE PROGRAMME: WHAT IS SALES MANAGEMENT, THE POSITIONS IN THE COMPANY/SALESFORCE, LINKS WITH STRATEGY. Students following this class should have knowledge of the fundamentals of sales management.				
Learning Goals:				
<ul style="list-style-type: none">- Know the content and the hierarchical and functional positioning of the business- Know the skills necessary to exercise commercial responsibility- Understand what constitutes business performance				
<ul style="list-style-type: none">- Online and offline resources; online quiz; lectures; case studies; group works				
Strategic approach of Sales Management : conditions of sales leadership				
Case study methodology: how to use data and knowledge to propose effective solutions				
Leadership in sales management : from individual to collective leadership				
Action plans: how to implement actions and generate resultats				
Manager’s influence : sociostyles and leadership				
Course Materials:				
A. Zoltners, Building a Winning Sales Force , amacom, 2009				
C. Fournier, Management de la force de vente , Dunod, 2016				

MASTER 2 nd Year Direction Commerciale et International Business (DCIB)		Course	Code	Teacher
		INTERNATIONAL COMMERCE STRATEGY	UE 3 3.1 Commerce	Ms GAUFRETEAU Véronique
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester: FALL
21	-	TO BE CONFIRMED	3	

Course Learning Objectives:

Students following this class should have knowledge of the fundamentals of marketing and distribution in general.

Today, business is acknowledged to be international and there is a general expectation that this will continue for the foreseeable future. International commerce may be defined simply as business transactions that take place across national borders. This broad definition includes the very small firm that exports (or imports) a small quantity to only one or several countries, as well as the very large global firm with integrated operations and strategic alliances around the world.

International Commerce Strategy is for anyone who expects to be a manager, in particular in the current international context.

This course is designed for students who want:

To become high level professionals in international business

Group exercises; Readings; Lectures.

Different international commerce strategies according to the business lines and size of the companies – Examples

Strategy 1st step : internal and external diagnosis of the company – SWOT – Strength and weaknesses

Market selection : how to select - Criteria – Advantages and Disadvantages


Distribution and implantation : how to approach and do business with the selected markets

Contents:

Participative case studies based on professional experience

International Commerce Editions Breal

Pratique du Commerce International - Foucher 26^{ème} Edition

MASTER 2 nd Year Direction Commerciale et International Business (DCIB)		Course	Code	Teacher
		INTERNATIONAL TRADE INSTRUMENTS	UE 3 3.2 Trade	Mr HEELS Geoffrey
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester: FALL
21	-	TO BE CONFIRMED	3	
Course Learning Objectives:				
This class aims to provide knowledge and skills concerning the operational tools necessary for a business working in an international environment.				
Students following this class should have knowledge of the fundamentals of marketing and international business development.				
Classroom sessions with numerous applications, examples and exercises				
Incoterms				
Export pricing and payments				
Tenders and guarantees				
Compensation				
Bibliography given in class and documents available online				

MASTER 2 nd Year Direction Commerciale et International Business (DCIB)		Course	Code	Teacher
		INTERNATIONAL MARKETING	UE 3 3.3 Marketing	Mr FLEURY Pierre
Number of Hours Lectures:	Number of Hours Tutorials:	Type of Exam:	ECTS Number:	 Semester:
18	-	TO BE CONFIRMED	3	
Course Learning Objectives: TO BE CONFIRMED				



ÉCOLE D'ÉCONOMIE

Université Clermont Auvergne

**THE SCHOOL OF ECONOMICS at
UCA
University of Clermont Auvergne**

**ENGLISH TAUGHT COURSES
CATALOGUE**

University of Clermont Auvergne

Founded in 1519, it hosts 35,000 students enrolled in a wide range of fields. The School of Economics offers students a broad vision of economic development and a good command of analytical tools. It is supported by the CERDI (Center for Study and Research on International Development).



UNDERGRADUATE

At UCA, the bachelor's degree is obtained in three years of studies.

COURSE	YEAR	SEMESTER	HOURS	ECTS
Main functions of the firm	1	1	45	6
Applied English for Management and Economics	1	1 or 2	20	3
Business English	1	1	35	
Macroeconomics: aggregate functions and macroeconomic equilibrium	1	2	45	4
Macroeconomics 2: economic policy	2	1	45	4
Microeconomics 2: Producer and consumer behaviour	2	1	45	4
Probability 1	2	1	45	4
Applied English for management and economics	2	1	20	3
International business	2	1	20	3
Business English	2	1	20	3
Macroeconomics 3: advanced macroeconomics	2	2		5
Microeconomics 3: general equilibrium and welfare economics, industrial economics	2	2		5
Probability 2	2	2	45	5
Business English	2	2	30	4
Banking and financial markets	2	2	20	3
Economic growth	3	1	40	5

COURSE	YEAR	SEMESTER	HOURS	ECTS
Analysis of the economic situation	3	2	20	2
Statistical inference and complements	3	1	30	6
Social issues and trends	3	1	20	4
International trade	3	1 AND 2	20	4
Microfinance and social performance	3	2	20	3
Fundamentals of sales	3	1	30	3
Managerial accounting	3	1	30	3
Corporate strategy	3	1	30	3
Business game	3	1	20	3
Project management	3	1	20	3
International business communication	3	1	30	3
International business export	3	1	30	3
Business English	3	2	20	3
Computing and digital uses+ Doing business in different cultures	3	2	45	3
Customer relationship management	3	2	28	3
Financial accounting	3	2	30	3
Financial mathematics	3	2	30	3
Tools of international trade and logistics	3	2	28	3
Professional personal project	3	2	20	3
International marketing	3	2	20	3

POSTGRADUATE

At UCA, the master's degree is obtained in two years of studies.

COURSE	YEAR	SEMESTER	HOURS	ECTS
International economics 1	1	1	12	2
International economics 2	1	1	15	2
Economic policy and exchange rate	1	1	21	3
Sustainable development economics 1	1	1	12	2
Macroeconomics	1	1	33	6
Microeconomics	1	1	33	6
Statistical inference	1	1	25	4
Econometrics	1	1 or 2	36	5
Financing development 1	1	2	12	2
Microfinance	1	2	9	2
Development policy 1	1	2	12	2
Development policy 2	1	2	12	2
Poverty and inequality	1	2	10	2
Long run development	1	2	15	2
Topics on development and growth	1	2	12	2
Development microeconomics	1	2	33	3
Enabling development policy	1	2	12	2
Economic valuation of the environment	1	2	12	2
Sustainable development economics 2	1	2	20	3

COURSE	YEAR	SEMESTER	HOURS	ECTS
Topics on Central Asian economies	1	2	8	1
Statistical modelling for categorical outcomes	1	2	25	3
Survey techniques	1	2	20	2
Questionnaire design	1	2	10	1
Development macroeconomics	2	1	18	3
Trade policies and economic growth	2	1	18	3
Poverty and development	2	1	18	3
Financing development 2	2	1	21	3
Principles of natural resource economics	2	1	21	2
Sustainable development economics 3	2	1	10	1,5
Environmental economics	2	1	11	2
Climate change economics	2	1	12	1,5
Global health economics	2	1	12	2
Economic policy evaluation	2	1	21	3
Macroeconomic modelling	2	1	15	2
Macroeconometrics	2	1	18	3
Geomatics	2	1	12	1

COURSES DESCRIPTION

COURSE	CONTENT
Main functions of the firm	<p>This class is designed to discover and understand the main concept and key-terms in business organization. Students will learn the main functions of the firm. They correspond to firms departments. Students will also know how these business departments are managed.</p> <p>In the end of the courses, students will be able to :</p> <ul style="list-style-type: none"> • Demonstrate knowledge of the key elements of the business organization and its environment, • Identify and comprehend the main functional areas of the business organization • Analyze, demonstrate and solve business situation within managerial knowledges. The question is how a business department works ? Theoretical approaches, managerial methods and tools would help students to work on real managerial situation (cases studies). • Identify the links between the functional areas in management, organizations, management practices and the business environment. <p>Course Structure: Lectures within on-going exercise to well understand the courses and cases studies to apply the courses during tutorials.</p>
Applied English for Management and Economics	
Business English	
Macroeconomics 1: aggregate functions and macroeconomic equilibrium	<p>Two main macroeconomic functions are studied: the consumption function (Chapter 1) and the investment function (chapter 2) which are core elements of aggregate demand. Those functions pertain to the real economy. The last two chapters pave the road towards macroeconomic equilibrium modelling. Chapter 3 introduces to financial markets while paying attention to the money demand and money supply. This chapter provides basic concepts that are necessary to the understanding of monetary policy. Chapter 4 is dedicated to the study of macroeconomic equilibrium taking the lenses of Keynes. It is therefore an introduction to short-term macroeconomics and provides the (Keynesian) rationale of fiscal policy. Chapter 3 and chapter 4 are necessary to understand more elaborated macroeconomic modelling such as the IS-LM (or Aggregate Supply –Aggregate Demand) framework which will be extensively studied during Semester 3 and 4.</p>

Macroeconomics 2: economic policy	<p>The goal of the course is to understand the effects of economic policy in closed and open economy</p> <p>Chapter 1 : The ISLM model</p> <p>Chapter 2 : The ISTR model</p> <p>Chapter 3: The Mundell-Fleming model</p>
Microeconomics 2: Producer and consumer behaviour	<p>The main objective of the course is to make students acquire the marginalist way of reasoning on which is build a significant part of the microeconomic theory. More generally, it is designed to help students for the analysis of economic decisions that can be observed in everyday life and to understand the crucial role of institutions and incentives in these behaviors. For this purpose, we will be thinking of individuals and firms as optimizing agents and will introduce many concepts like shadow prices, marginal costs and marginal rates of substitution that are included as basics in the economist's toolbox. Finally, the course will also be the opportunity to acquire some basic skills in building microeconomic models.</p> <ol style="list-style-type: none"> 1. Production technologies and profit maximization (1. The production function, 2. Optimal combination of inputs and profit maximization) 2. Cost theory (1. Cost minimization, 2. The cost function and conditional input demand functions, 3. Costs analysis) 3. The supply (1. The individual supply function, 2. The long-run aggregate supply function) 4. Preferences and constrained choice (1. Individual preferences, 2. The budget constraint and optimal choice) 5. The demand (1. Effects of income variations, 2. Effects of price variations, 3. Substitution and income effects) 6. The evaluation of gains (1. The producer surplus, 2. The gain of the consumer) 7. The normative aspects of the competitive equilibrium (1. Competition and well-being, 2. Normative considerations)
International business	<p>Topic Outline:</p> <ol style="list-style-type: none"> 1. Introduction and Overview (Globalization of markets and production) 2. Country Differences (National Difference in Political Economy , Differences in Culture, Ethics in International Business) 3. The Global Trade and Investment Environment (International Trade Theory, The Political Economy of International Trade, Foreign Direct Investment, Regional Economic Integration) 4. The Global Monetary System (The Foreign Exchange Market, The International Monetary System, The Global Capital Market) 5. The Strategy of International Business (The Organization of International Business, Entry Strategy and Strategic Alliances)

COURSE	CONTENT
Probability 1	<p>Students will acquire methods to translate data; they will learn how to organize concrete situations in a random framework, more particularly through classical probabilistic events and discrete probabilistic models. They will become aware of the specific vocabulary in English</p> <p>Chapter I –Events and combinations :</p> <p>State of knowledge, 1/ sets and events, 2/ properties of a partition, 3/ independence of events</p> <p>Chapter II –Conditional Probability :</p> <p>1/ construction of a conditional probability, 2/ Bayes formula, 3/ link with the independence</p> <p>Chapter III –Discrete random variables :</p> <p>characterization of discrete r.v., Probability Mass Function (PMF) and Cumulative Distribution Function (CDF) 1/</p> <p>expected value or mean, 2/ variance and standard deviation, 3/ Discrete Probability laws</p> <p>Chapter IV –Discrete random vectors :</p> <p>1/ joint distribution, 2/ marginal laws, 3/ independence of random variables</p>
Applied English for management and economics	
Business English	<p>Objective 1: Present the Toeic so that students understand the way it works.</p> <p>Objective 3: Expand grammatical skills and vocabulary related to business and the workplace.</p> <p>Objective 2: Develop listening and reading skills.</p> <p>Objective 4: Get students ready to work in English in their field of expertise.</p>
Macroeconomics 3: advanced macroeconomics	<p>Chapter 1 : The labour market</p> <p>Chapter 2 : The Phillips Curve</p> <p>Chapter 3: The Aggregated Supply-Aggregated Demand model</p>
Microeconomics 3: general equilibrium and welfare economics, industrial economics	

COURSE	CONTENT
Probability 2	<p>ChapterV –Continuousprobabilitylaws 1/ Cumulative distribution function(CDF), 2/ ProbabilityDensityfunction, 3/ Gaussianlaw, 4/ Statisticaltables</p> <p>ChapterVI –Limittheorems 1/ Theoremsand method, 2/ Approximation of a binomial lawby a Poisson law(2 cases), 3/ Approximation of a binomial lawby a Normal law</p> <p>ChapterVII –Eigenvaluesand diagonalization 1/ Characteristicpolynomial and Eigenvalues, 2/ First application: Invertible n-by-n square matrix,, 3/ Eigenspacesand eigenvectors, 4/ Main application: Diagonal matrix and change of basis matrix</p> <p>ChapterVIII –Sequences 1/ numericalsequences, 2/ recursivequences</p>
Business English	
Banking and financial markets	<ul style="list-style-type: none"> • Chapter 1: Overview of the financial system • Chapter 2: Business of banking • Chapter 3: Central banking and financial regulation • Chapter 4: Management of banking • Chapter 5: Introduction to financial markets • Chapter 6: Financial crisis
Economic growth	<p>The objective of the course is to present recent developments in the theory of economic growth. It provides the tools to understand and analyze the determinants of growth. The course is made of two parts. P. Combes Motel teaches the introduction and the first part, while Damien Cubizol teaches the second part. The introduction pays tribute to some prominent authors that provided key ideas and concepts to contemporary growth theories. The introduction also discusses the Keynesian approach to economic growth, shaped by the Great Depression. In contrast, the neoclassical theory gained momentum in the context of the rapid growth that began in the 1950s. The first part focuses on neoclassical growth theories (Solow-Swan model, Optimal Growth). Damien Cubizol exposes the limits of such neoclassical models, which open on the theories of endogenous growth. The content of the course will be normative, give stylized facts, and derive the empirical implications from the theories.</p>
Analysis of the economic situation	
International trade	

COURSE	CONTENT
Statistical inference and complements	<p>Chapter 1: Random samples and the distribution of statistical indicators (What is a random sample? Random distribution of a proportion, an arithmetic mean, a variance, Other useful continuous distributions (Student, chi-square and Fisher-Snedecor probability distributions)).</p> <p>Chapter 2: Point estimation (Point estimation of a parameter using OLS, Properties of a point estimate, Usual estimates for an expected value, a variance, a proportion.</p> <p>Chapter 3: Confidence intervals (Notion of confidence interval (CI), CI of an expected value, CI of a variance, CI of a proportion (normal approximation))</p> <p>Chapter 4: Usual tests on one parameter (Conformity test for a proportion, Conformity test for an expected value, Conformity test for a variance)</p> <p>Chapter 5: Usual tests for the equality of two parameters (Comparison of two expected values, or variances)</p> <p>Chapter 6: Contingency tables (Definitions : joint, marginal, conditional frequencies, χ^2 tests for a one-dimensional and 2-dimensional count table)</p> <p>The course includes numerous examples, exercises, handouts</p> <p>Complements:</p> <ul style="list-style-type: none"> -What to do when the conditions required for applying a chi-square test are not fulfilled ? -Comparing more than two means: one-dimension ANOVA (+ link with the regression course) (-time permitting: the notion of likelihood in statistics, and the maximum likelihood estimator of a proportion)
Social issues and trends	<p>The course is intended to widen the scope of students by allowing them to get a better understanding of key periods in the English-speaking world.</p> <p>This will show them how these past historical, cultural, and sociological events helped to shape the world we live in today, including in the fields of the economy, business and management.</p> <p>Course Structure: There will be lectures (Cours Magistraux) and discussions given by three specialized instructors (of British, American and Australian origin, giving three different spoken accents) complemented by conversation classes given by a foreign language instructor from one of our partner universities...</p>
Microfinance and social performance	<ul style="list-style-type: none"> • Incoterms • Packing • Carriage of goods • Insurance • Customs • The forwarding agent • Export pricing • Means and techniques of international payments

COURSE	CONTENT
Fundamentals of sales	<ul style="list-style-type: none"> • Making an appointment • Getting to know the customer • Preparing sales arguments • Handling objectives • How to conclude • After-sales
Managerial accounting	<ul style="list-style-type: none"> • Management Accountant's responsibilities within the corporate structure; and regulatory requirements. • Distinguish among all types of businesses: service, merchandising, and manufacturing • Understand the financial statements and reporting needs of different types of companies • Review of cost classifications and cost structures (direct versus variable costs) • Calculation and Allocation of costs including calculation of manufacturing overhead • Job costing / cost-volume-profit techniques • Prepare a Master budgeting
Corporate strategy	<p>The primary objectives of this course include:</p> <ol style="list-style-type: none"> (1) Demonstrating competency of leading principles, perspectives and theories encompassed in the body of knowledge of Strategic Management (2) Exhibiting an ability to apply, analyze, synthesize and evaluate the leading principles, perspectives and theories encompassed in the body of knowledge of Strategic Management, and show competence particularly in using that knowledge to make practical and effective managerial decisions (3) Showing competence in both oral and written communication (4) Working effectively in teams and—where appropriate—understand and demonstrate effective management and leadership capabilities (5) Revealing an understanding of the ethical implications of decisions and actions <p>The in-class exercises allow you to gain experience working with others as a member of a team. Finally, oral and written communication skills are enhanced via active class participation, class presentations. By the end of this course, you will learn important strategic management concepts, build strategic analysis skills, and develop a way of thinking about and applying these concepts and skills that will help you be more successful in resolving business problems and making business decisions, and gain experience working as a contributor on a team.</p>

COURSE	CONTENT
Business game	<ul style="list-style-type: none"> • Stratelogic Software • Performing Activities on the Software (Decision Making) Evaluating the results
Project management	<p>Project management is becoming a powerful and popular practice in business. This is an introductory course which introduces students to project management principles using the underlying process, technology, and practical insights. The course will provide a structured approach to managing projects. Participants will apply their knowledge in a hands-on group assignment, through teamwork, interpersonal work techniques are encouraged, and communication experiences established. Course prerequisites: General knowledge of the business environment</p> <p>Understand the properties of a project and how projects contribute to the strategic goals of the organization.</p> <p>Identify the factors and challenges for project success and effective project management.</p> <p>Identify project management components and understand how these components can be used to realize project success (risk management) and gain a competitive advantage.</p> <p>General Program:</p> <p>Week 1-2 : Introduction to project management –types of projects, project life cycles, project manager’s role and responsibilities</p> <p>Week 3-4 : Project management: an interactive approach: Review of Scope Management/ Statement of Work/Work breakdown structure (WBS), Cost estimation and budgeting</p> <p>Week 5-6 : Project monitoring and control/conflict negotiation/</p> <p>Week 7-8 : Project closure and presentation of work to the stakeholders (presentation of group projects)</p> <p>Week 9 (2 hours) : In class final exam</p>
International business communication	<ul style="list-style-type: none"> • Understanding communication, whether verbal or non-verbal • Communication in business and in an international context • Defining the most efficient communication strategies according to the specific situations • Specific topics will be developed according to the needs of the students
International business export	<p>Introduction in IB ,Government intervention in IB and RTA's, International financial environment, International economic environment, Capability assessment 1+2, Market screening and preliminary country selection, Market entry and distribution.</p>

COURSE	CONTENT
Business English	
Computing and digital uses	<p>This course is for anyone who wants to work with Excel on a regular basis, for self-taught learners with well-developed basic skills, who want to fill gaps in their knowledge and for anyone wanting to consolidate their knowledge of Excel.</p> <p>In this Advanced excel program titled as "Computer training", students will learn the usage of Subtotals, pivot tables, and pivot Charts. Apart from this, we will learn advanced excel and statistical functions. This Advanced Microsoft Excel training class is designed for students to gain the skills necessary to use pivot tables, audit and analyze worksheet data, utilize data tools, collaborate with others, and create and manage macros.</p> <p>At the course end, we will also dedicate some time in learning basics of visual basic which will definitely help students in future.</p>
Doing business in different cultures	<p>The course will be conducted with presentations, short lectures on theories, case studies and role plays, debates, and video and film analyses. Students will be required to participate actively and share personal experiences as well.</p> <p>Topic Outline:</p> <ul style="list-style-type: none"> •Determinants of culture in regard to Management •Impact of culture on negotiations and communication (Business culture in Asia) •International Mergers and acquisitions •Culture and Corporate Strategy
Customer relationship management	<p>COURSE 1. Introduction –Extended definition of the CRM. New rules in a digitalized world. COURSE 2. Key components of the CRM. Analyzing a CRM approach from both points of view (seller vs. client). COURSE 3. Implementing a relational strategy. CRM and offer personalization. COURSE 4. Importance of social media in a CRM approach. Socialization, reputation, branding and business under social media impact. COURSE 5. Client information, basis of the CRM. Client data, from collect to utilization. COURSE 6. Building a CRM approach. Implementing a CRM approach. A multichannel and multilanguageunderstanding. COURSE 7. Channels of a CRM approach. Managing the relationship through direct calls, call center, video and picture. COURSE 8. Websites and CRM. Viral Web viral and Web content. The renewal of direct marketing. COURSE 9. Evaluating a CRM approach. Performance indicators and CRM improvement. COURSE 10. Synthesis of the course. Principal points through examples.</p>

COURSE	CONTENT
Financial accounting	<p>Introduction to Finance and Financial Management</p> <ul style="list-style-type: none"> • Finance and the Goals of the Firm-Agency Problems • The Legal Forms of Business-Finance and the Multinational Corporation Understanding Financial Statements • Measuring the company's profits and book value-Computing a company's taxes • Financial Statements and International Finance Evaluating a Firm's Financial Performance • Stockholders' Report-Financial Ratio Analysis Time Value of Money • Compound Interest and Future Value • Present Value • Annuities
Financial mathematics	<ul style="list-style-type: none"> • Chapter 1: Simple interest and simple discount • Chapter 2: Compound interest and Compound discount • Chapter 3: Annuities • Chapter 4: Investment decision • Chapter 5: Loan repayment • Chapter 6: Bond
Tools of international trade and logistics	<ul style="list-style-type: none"> • Demonstrate an understanding of the incoterms and their importance in international trade • Understand the role of packing and the use of different load units in international trade • Choose an appropriate transport solution and evaluate the advantages and disadvantages of the different options • Show knowledge of the different insurance guarantees, policies and procedures for an insurance claim • Understand the role of customs, regimes, declarations and procedures • Appreciate the functions of the forwarding agent, how to choose a forwarding agent and work together • Calculate an export price and the cost price of imported products • Understand the different means and techniques of payment in international trade and use them effectively and appropriately
Professional personal project	<ul style="list-style-type: none"> • Efficient job/placement search • A clear and well-conceived CV/Resumé • An efficient Cover Letter • A successful job/placement interview • The magic circle: Job offer-CV-Cover Letter-Interview • Understanding the workings of a cover letter
International marketing	<ul style="list-style-type: none"> - Review the basic principles and choices for company marketing and communication. - Understand and develop marketing and communication strategy for international development. - Identify and use key elements in a marketing and communication plan. - Develop and design concepts for specific international situations and to identified targets.

COURSE	CONTENT
International economics 1	This course will consider trade policies from the development perspective. It will discuss the welfare effects of some trade policy instruments, and examine development issues at the WTO (the multilateral arrangement for trade policies) as well as the current debate on development at the WTO.
International economics 2	<p>1- A first topic deals with the role played by the exchange rate in open macroeconomic settings and, in particular, the impact of exchange rate variations on competitiveness and macroeconomic adjustment in the case of developing countries</p> <p>2- A second topic deals with the impact of exchange rate variations on financial and macroeconomic stability. It also addresses the case of financial crises coming along with exchange rate crises.</p> <p>3 - A third topic pertains to international monetary integration experiences that characterise different groups of developing countries worldwide. Benefits and costs of forming (international) monetary unions are addressed as well as some specific challenges that arise for the developing countries in this respect.</p>
Economic policy and exchange rate	<p>1: Introduction</p> <p>2: The foreign exchange market</p> <p>3: Currency exchange rate calculations</p> <p>4: Exchange rate regimes</p> <p>5: Exchange rates, international trade, and capital flows</p>
Sustainable development economics 1	<p>Sustainable development indexes</p> <p>End of Sustainable development indexes and 1h work group</p> <p>Carbon markets</p> <p>End of carbon markets and carbon taxes</p> <p>Circular economy and exercise</p> <p>Other innovations for sustainable development: green finance, redd + system, community engagement.</p>
Macroeconomics	<p>The recent crisis increased the complexity of the effects of the fiscal and monetary policies worldwide. The course consists of two parts:</p> <p>I. Fiscal policies and underdevelopment traps</p> <p>a) persistent deficits around the world: causes and mechanisms</p> <p>b) fiscal policy as a potential engine of underdevelopment traps</p> <p>II. Monetary policies and the quality of institutions</p> <p>a) monetary policy as a potential determinant of the quality of institutions</p> <p>b) monetary policies for better institutional quality: an econometric evaluation</p>

COURSE	CONTENT
Microeconomics	<p>This course focuses on the microeconomics of financial decision making. The first part is dedicated to the theory of decision under risk and uncertainty with an application to portfolio choices. The second part is dedicated to strategic interactions and game theory. The third part is dedicated to agency theory and deals with moral hazard and adverse selection with applications to insurance markets and corporate finance.</p>
Statistical inference	<p>Chapter 1: general notions in statistics + reminder in probabilities Types of data, graphs and tables Usual univariate probability distributions: Gaussian, chi-square, student, etc.</p> <p>Chapter 2: studying one qualitative variable Indices and graphs Point and interval estimation of a proportion Conformity test for a proportion Chi-square test for comparing a theoretical and an observed distribution</p> <p>Chapter 3: studying one quantitative variable Indices and graphs (Study of inequalities, if there is enough time) Point and interval estimation of a mean Point and interval estimation of a variance Conformity test for a mean Conformity test for a variance</p> <p>Chapter 4: studying two qualitative variables Tests on contingency tables</p> <p>Chapter 5: studying one qualitative and one quantitative variables Graphs Comparison tests for two means Comparison test for two variances</p> <p>Analysis of variance</p>
Econometrics	<p>Role of econometrics Ordinary Least Squares Estimator Stochastic hypotheses Heteroskedasticity Autocorrelation Endogeneity and instrumental variables methods Normality and hypothesis testing/ Parameter stability Dummy variables/ functional form Panel data econometrics I: basic models Panel data econometrics II: Dynamic models</p>

COURSE	CONTENT
Financing development 1	<p>Main financing available</p> <p>Importance of each financing</p> <p>Role and importance of the State</p> <p>Main tax and non tax revenues</p> <p>Origin and importance of tax transition</p> <p>VAT as a tool to achieve tax transition</p> <p>Tax incentives/tax expenditures</p>
Microfinance	<p>The course aims to provide students with materials to understand :</p> <ul style="list-style-type: none"> i) the fundamentals of microfinance (the economic and financial reasons for its emergence and development by distinguishing different categories of countries); ii) the modes of operations, in connection with the asymmetric theories of information on the credit market; iii) practical methods of impact analysis of community development programs with a focus on the case of microcredit; iv) how to capture the informal sector (which is the provider of service requests to the microfinance industry): <ul style="list-style-type: none"> a) we start with a presentation of methods for assessing the importance of the informal sector in economies (by reference to GDP, employment ...), b) then a characterization of Informal Production Units (IPUs), the typology explained allows both to establish the links with the specificity of the demand addressed to microfinance but also to discuss formalization conditions and public policies and strategies in this area. v) we end the course with a study of the growth phases of microfinance institutions (MFI's) and the risks associated with this industry.
Development policy 1	<p>Class 1 - 3: Development policies in China and comparison with other countries</p> <p>Class 3 - 6: Policy brief on a specific country; analysis of development policies and recommendations.</p>
Development policy 2	<p>Decentralisation: clarifying the concept & issues of political economy. Theoretical approaches: local fiscal choice, (second generation) fiscal federalism, democracy theory, New Public Management, multi-level governance</p> <p>Fiscal decentralisation and local taxation; democracy & violent conflict; distribution & social development; growth & economic development; managing natural resources; Sustainability, climate change and urban development</p>

COURSE	CONTENT
Poverty and inequality	theories of justice, methodological aspects of poverty and inequality measurement, global aspects of poverty and inequality, effects of inequality on socio-economic outcomes and growth, macroeconomic linkages between economic growth and poverty, gender inequalities, inequality and poverty in rich countries, development policy targeting poverty.
Long run development	a broad theoretical overview of different hypothesis related to differences in long-run development, empirical evidence for and against the geography hypothesis, empirical evidence for and against the culture hypothesis, empirical evidence for and against the institutions hypothesis.
Topics on development and growth	In this class we will study the main facts and theories about growth and the development of nations. Our focus will be on the main causes for cross-country income and productivity differences. In the first part of the course (Sections 1 and 2), we will cover in detail the main facts of economic growth and development. In the remaining of the course we will study some of the main explanations for the huge income differences between countries, such as sector composition, institutions and misallocation. The bibliography is indicative.
Development microeconomics	Agricultural production The pervasive role of uncertainty Land contracts Principal-agent theory applied to land contracts Labor Credit Insurance Household economics Inter-household transfers and consumption smoothing Left behind, but not immobile
Enabling development policy	The course aims at (1) be able to critically engage with the key policy debates in international development cooperation (2) be able to identify constraints that may impede implementation of pro-development policies, (3) apply political economy theories and concept to real cases of development policy (4).reflect upon the different nature of collective action problems underlying many obstacles for development (coordination, disagreement, defection, distribution) and the potential and limitations of insitutional/technicals solution for these

COURSE	CONTENT
Economic valuation of the environment	<p>The aim of the course is to discover the non-market valuation techniques, especially stated preference approaches which are becoming more and more popular. The two main stated preference approaches are the contingent valuation and choice experiment. The course will be empirically oriented and the student will learn:</p> <ul style="list-style-type: none"> - how to design a stated preference survey - how to limit the different biases (e.g., hypothetical bias) - how to run models and estimate welfare estimates in STATA - how to interpret results.
Sustainable development economics 2	<p>Introduction. On Anthropization</p> <ol style="list-style-type: none"> 1 Complements on population 2 Energy Resources 3 The Carbon Budget 4 The Natural Wealth of Nations
Topics on Central Asian economies	<p>The main aim of the course is analyze the poverty and environmental issues in Central Asian (C.A.) countries within the framework of theories and studies on poverty reduction and environmental problems. Students will study poverty cases about Central Asian countries and by analyzing with their theoretical background, they will try to find out the reasons of poverty in this region. In addition, they will study the effectiveness of European Union's strategy for Central Asia to reduce poverty and environmental remediation.</p>
Survey techniques	<p>The 1st step of this lecture is to provide the necessary and solid basis for the survey techniques based on the constitution and properties of the Mother Population, Samples and confidence intervals, focusing the analysis on the adequacy with the real data sets. The 2nd step is to determine how to well- design and structure questionnaire surveys. Finally, the 3rd step focuses on the difficulties and shortcomings of this survey.</p>
Development macroeconomics	<p>Chapter 1. The long term determinants of development Chapter 2. Fiscal policy in developing countries Chapter 3. The macroeconomic management of shocks</p>
Trade policies and economic growth	<p>This course will first provide a broad theoretical overview of trade policies and their welfare effects. Second, it will consider the institutional arrangements for trade policies (regional trade agreements and the World Trade Organization), and present the state of the current debates on trade and development at the World Trade Organization.</p>

COURSE	CONTENT
Statistical modelling for categorical outcomes	<ol style="list-style-type: none"> 1. Generalized linear models <ul style="list-style-type: none"> - Reminder of statistical modelling in the linear case: taking into account qualitative regressors, interactions... - Introduction of a link function and its consequences - maximum likelihood methodology and its consequences 2. Log-linear (= Poisson) models <ul style="list-style-type: none"> - Type of data and example, irrelevance of the linear model - Log-linear model, likelihood, estimating method 3. Logit regression <ul style="list-style-type: none"> - Type of data and example, irrelevance of the linear model - the logit model, likelihood and MLEs - Goodness-of-fit test for the Logit model - Interpreting the MLEs and related quantities (odds ratio, etc.) - taking interactions into account - predictive properties of the Logit model, specificity, sensitivity, ROC curve - comparison with the Probit regression 4. Multinomial or ordered Logit /Probit regression 5. Properties of models and model selection processes 6. (depending on the available time) introduction to duration / survival models
Questionnaire design	<p>Introduction - Garbage in, garbage out - the importance of data quality</p> <p>Part 1 – Designing a data collection plan</p> <p>Learning objectives:</p> <p>Designing field and remote data collection plans (in-person, phone and SMS surveys)</p> <p>Learning how to mitigate risks of remote data collection (sample bias, responses bias, etc.)</p> <p>Understanding research ethics and data security protocols</p> <p>Part 2 – Conducting high quality surveys</p> <p>Learning objectives:</p> <p>Introduction to data collection platforms</p> <p>Implementing quality control procedures and data quality monitoring</p> <p>Part 3 – Developing a budget for a survey</p> <p>Learning objectives:</p> <p>Developing a budget for in-person and remote surveys</p>
Poverty and development	<p>Monetary poverty measurement</p> <p>Multidimensional poverty measurement</p> <p>Growth pro-poorness evaluation</p>

COURSE	CONTENT
Financing development 2	<p>Part 1: Domestic Revenue Mobilization (Rota graziosi)</p> <p>Introduction to domestic Revenue Mobilization</p> <p>Direct taxation</p> <p>Indirect taxation</p> <p>Natural resources taxation & fragile states</p> <p>Part 2 : Beyond Taxation : internal and exetrnal Financing (Guérineau)</p> <p>Internal financing without taxes: Internal Public borrowing</p> <p>Introduction to external financing: Benefits and costs of external financing / BoP analysis</p> <p>External financing for Development: ODA / Other Official Flows / Private Aid</p>
Principles of natural resource economics	<p>Chapter I. Introduction</p> <p>Chapter II.Exhaustible resources (ER)</p> <p>Chapter III.Renewable Resources (RR)</p>
Sustainable development economics 3	<p>Introduction</p> <p>Water resources 1</p> <p>Water resources 2</p> <p>Food resources</p> <p>Trade and the Environment</p>
Environmental economics	<p>A1: Understand and analyse the functioning of markets and actors</p> <p>A2: Identify development and public policy issues and evaluate programme implementation</p> <p>A5 : Have a detailed understanding of economic policies in developed and developing countries</p> <p>B3 : Modeling stakeholder behaviour</p> <p>C3: Formulate and popularise economic knowledge</p> <p>C4: Be able to produce an executive summary for decision-makers</p> <p>D3: Mobilise appropriate economic knowledge and analytical tools</p> <p>E1: Apply economic theory to the analysis of environmental and natural resource management issues</p> <p>E4: Carry out a critical analysis of national and local environmental policies</p> <p>E5: Synthesise academic research applied to sustainable development issues</p> <p>E2 : Use appropriate theoretical tools to analyse development issues and make a diagnostic</p> <p>E3 : Design and promote development policies at national, regional and international levels</p> <p>E4 : Work in an international and multi-cultural environment and in multi-disciplinary teams and communicate to an exper</p> <p>E5 : Lead a team in a development program or project</p>

COURSE	CONTENT
Climate change economics	<p>The course will start with an overview of the science of climate change, including the scientific evidence illustrating the causes of, and the externalities associated with, our warming atmosphere. We will also touch on aspects around economic modeling of externalities.</p> <p>After considering the impact of climate change, we will take a look at the fundamental choices that humanity can make in response to climate change, including mitigation and adaptation. We will also consider policies such as taxes and different forms of emissions trading to drive a lower carbon future.</p> <p>Energy is entwined with climate change and represents a problematic conundrum. We require economic growth to attain many of the Sustainable Development Goals (decent work and economic growth, clean water, zero hunger, etc.), but at the same time, energy is one of the largest sources of CO2 emissions.</p> <p>In addition to the above themes, we will also be making use of causal loop diagrams to illustrate complex systems.</p>
Global health economics	<ul style="list-style-type: none"> • What is global health? • The global burden of disease • The links between health and development • Health behaviour and health decisions • Communicable diseases • Nutrition, child and maternal health • Non-communicable diseases • Health systems
Economic policy evaluation	<p>The problem of causality, introduction to program evaluation methods, randomized experiments and possible applications.</p> <p>Program Evaluation methods: Parametric and Nonparametric Difference-in-Difference approach and their applications.</p> <p>Program Evaluation methods: Parametric Regression Adjustment, Propensity Score Matching, Nonparametric Matching and Inverse Probability Weighting methods and their applications.</p> <p>Program Evaluation methods: Regression Discontinuity Design and applications ; Synthetic Control Model and applications ; Quantile Treatments: conditional and unconditional quantile treatment effects with either exogenous or endogenous treatment variable or applications ; Evaluation of policies consisting of multiple programmes and applications.</p> <p>Counterfactual causal inference applied to longitudinal studies with direct and indirect effects and time varying treatments, confounders and concomitants.</p>

COURSE	CONTENT
Macroeconomic modelling	<p>Introduction on the DSGE models (live)</p> <p>Basic notions and Key steps to implement a DSGE model (offline)</p> <p>Introduction to Octave and Dynare (offline)</p> <p>Questions and Answers (Q&A) sessions (live)</p> <p>Implementation of basic DSGE model: Real Business Cycle (RBC) model (live)</p> <p>Extension of the RBC model and homework (live)</p> <p>Questions and Answers (Q&A) sessions on RBC model (live)</p>
Macroeconometrics	<p>Introduction on various forms of data transformations</p> <p>Different types of stationarity; unit roots; spurious regressions; unit root tests; course and exercises</p> <p>Cointegration and (vector) error correction models - course and exercises</p> <p>Panel data analysis: fixed/random effects, bias in dynamic panel data, GMM and PMG estimators; if time: bayesian panel VAR.</p>
Geomatics	<ul style="list-style-type: none"> • mapping: graphic semiology, layout, etc. • data manipulation : import, selections, editing, etc. • map projections management: georeferencing, transformation, etc. • spatial analysis: extraction and creation of new information from the data in order to answer to a given problem.