



Syllabi

Fall Semester – 2025

ESCE Paris

The information provided is accurate at the time of publication of this catalog.
For any additional information, you can contact international@esce.fr

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- International Trade Practices and Techniques 2

- Pratiques et Techniques du Commerce International 2

Core Course	✓	Specialization Course		Language Course		
ESCE Department		International Business				
PGE Cycle		Undergraduate				
Year of Study		Y2				
Course title in French		Pratiques et Techniques du Commerce International 2				
Language of Instruction		English / French				
ECTS [1 ECTS: 25h of workload]		1				
Face to Face courses hours		12				
Coaching / online hours		-				
Individual study time		13				
Pedagogical activities		-				
Semester		FALL				
Course Coordinator		Isabelle BASSANI PIERRE ; Isabelle.bassani-pierre@esce.fr				
General Course Description		<ul style="list-style-type: none">- Understand the method of calculating an export sales price using the Incoterms (ICC 2020 version)- Study the documentary chain of international sales- Design an offer- Identify different solutions to mitigate the risk of non-payment				
Recommended Prerequisites		- 1 st year International Business Practices and Techniques course				
Intended Learning Outcomes		<ol style="list-style-type: none">1. Define the need to act on environmental, social and societal issues, taking into account their systemic dimension2. Analyze the different elements allowing to elaborate an international offer considering the environmental and societal factors				
Assessment Method		<ul style="list-style-type: none">- Case study- MCQ- File				
Assessment Criteria		<ul style="list-style-type: none">- Students are evaluated on their ability to make an international offer considering the risk of non-payment.- Students demonstrate the relevance of their calculations in the selling price according to the choice of the Incoterm and the means of transport.				
CA = Continuous Assessment / FE = Final Exam						
Type*	Targeted Competency	Group or Individual	Title	Week	Duration	% Weight in final grade
CA	2	Individual	Quiz	3	5'	20%
CA	2	Group	File	4	30'	20%
FE	2	Individual	Final exam	-	2h	60%

- International & Sustainable Trade

Core Course	✓	Specialization Course		Language Course		
ESCE Department		International Business				
PGE Cycle		Undergraduate				
Year of Study		Y2				
Language of Instruction		English				
ECTS <i>[1 ECTS: 25h of workload]</i>		3				
Face to Face courses hours		18				
Coaching / online hours		-				
Individual study time		57				
Pedagogical activities		-				
Semester		FALL				
Course Coordinator		TBD				
General Course Description		- Understanding the impacts of transportation on the environment. Understanding the political and managerial tools to implement more sustainable transportation.				
Recommended Prerequisites		- International Business Practices and Techniques 2 course is recommended				
Intended Learning Outcomes		1. Analyzing the impacts of our production in terms of energy, food, or waste 2. Present precise and convincing arguments to a class regarding the feasible solutions an entrepreneur can implement to reduce their environmental impacts				
Assessment Method		- In-class exercises, oral presentations, final exam				
Assessment Criteria		- The candidate is assessed on their ability to write a structured and reasoned report on a topic of their choice. - The candidate is also evaluated on their capacity to present the key points of their work publicly, within a limited time, and in an original format of their choice (video or TEDx-style presentation)				
CA = Continuous Assessment / FE = Final Exam						
Type*	Targeted Competency	Group or Individual	Title	Week	Duration	% Weight in final grade
CA	2	Group	Survey and Report	9	-	20%
CA	2	Group	Oral presentation	-	-	20%
FE	2	Individual	Final exam	-	1h30	60%

- Geopolitics

- Géopolitique

Core Course	✓	Specialization Course		Language Course		
ESCE Department		International Business				
PGE Cycle		Undergraduate				
Year of Study		Y2				
Course title in French		Géopolitique				
Language of Instruction		English/French				
ECTS [1 ECTS: 25h of workload]		1				
Face to Face courses hours		12				
Coaching / online hours		-				
Individual study time		13				
Pedagogical activities		-				
Semester		FALL				
Course Coordinator		Fabrice Ravel ; fabrice.ravel@esce.fr				
General Course Description		- A development of the understanding of International Relations initiated in the first year to understand the influence of several key aspects in Geopolitics				
Recommended Prerequisites		- Course of Geopolitics 1A				
Intended Learning Outcomes		1. Take a step back from an operational situation and place it in a global context to better anticipate geopolitical consequences 2. Rethinking classic business models to place them in an geopolitical perspective				
Assessment Method		Quiz and Final Exam				
Assessment Criteria		- The student is able to understand and master geopolitics bases - Students will be able to change perspective and put himself in the other's vision				
CA = Continuous Assessment / FE = Final Exam						
Type*	Targeted Competency	Group or Individual	Title	Week	Duration	% Weight in final grade
CA	1	Individual	MCQ		30'	40%
FE	1 & 2	Individual	MCQ and questions		1h30	60%

- Capstone 2A : International Business Environment

- Capstone 2A : l'Environnement du Management International

Core Course	✓	Specialization Course		Language Course		
ESCE Department		International Business				
PGE Cycle		Undergraduate				
Year of Study		Y2				
Course title in French		Capstone 2A : l'Environnement du Management International				
Language of Instruction		English / French				
ECTS [1 ECTS: 25h of workload]		3				
Face to Face courses hours		18				
Coaching / online hours		-				
Individual study time		37				
Pedagogical activities		20				
Semester		FALL				
Course Coordinator		Dora Triki, Ph.D. ; Dora.triki@esce.fr Hajar Bouazza ; hbouazza@esce.fr				
General Course Description		<ul style="list-style-type: none">- This course aims to raise students' awareness of the opportunities and challenges faced by businesses in a changing international environment. Students should understand the various risks associated with international markets as well as the challenges of emerging countries. This course also highlights the importance of ethical and social issues in international business				
Recommended Prerequisites		-				
Intended Learning Outcomes		<ol style="list-style-type: none">1. Understanding business Identify managerial issues taking into account the implications of emerging countries2. Methodology & Analytical skills Evaluate the risks and challenges of emerging countries				
Assessment Method		Case study, inividual exercises, group project				
Assessment Criteria		<ul style="list-style-type: none">- Students understand the differences between local and international management, the motives for companies to enter emerging markets, and identify key stakeholders- Students understand why emerging markets are attractive and are able to evaluate their potential				
CA = Continuous Assessment / FE = Final Exam						
Type*	Targeted Competency	Group or Individual	Title	Week	Duration	% Weight in final grade
CA		Individual	Quiz		30'	15%
CA		Group	Group Project			25%
FE		Individual	Final Exam		60'	60%

- Quantitative Methods for Business 2

- Méthodes Quantitatives de Gestion 2

Core Course	✓	Specialization Course		Language Course		
ESCE Department		Finance, Economics and Law				
PGE Cycle		Undergraduate				
Year of Study		Y2				
Course title in French		Méthodes Quantitatives de Gestion 2				
Language of Instruction		English/French				
ECTS [1 ECTS: 25h]		2				
Face to Face courses hours		18				
Coaching / online hours		-				
Individual study time		32				
Pedagogical activities		-				
Semester		FALL				
Course Coordinator		Dhoha TRABELSI ; Dhoha.trabelsi@esce.fr				
General Course Description		<ul style="list-style-type: none">- The first part of this course describes the concepts and logic behind the time value of money and introduces the formulas and their application to long-term financial transactions. The second part deals with statistical inference and covers estimation, hypothesis testing and linear fitting.				
Recommended Prerequisites		Quantitative Methods for Business 1				
Intended Learning Outcomes		<ol style="list-style-type: none">1. Apply appropriate mathematical and statistical tools to make an investment or management decision.2. Communicate clearly and appropriately to the target audience/speak in a language adapted to the interlocutors.				
Assessment Method		<ul style="list-style-type: none">- Exercises, quizzes, and problems.				
Assessment Criteria		<ul style="list-style-type: none">- Perform calculations related to annuities (future/present value of an annuity).- Calculate constant annual repayment and establish an amortization table for an undivided loan.- Calculate the overall effective rate of a loan.- Estimate the value of a parameter (mean, proportion) in a population.- Perform and interpret a hypothesis test on the value of a parameter in different contexts.- Fit and interpret a linear regression model- Learn how to effectively convey ideas for problem-solving in various contexts				
CA = Continuous Assessment / FE = Final Exam						
Type*	Targeted Competency	Group or Individual	Title	Week	Duration	% Weight in final grade
CA	1 & 2	Individual	Test 1	4	40'	20%
CA	1 & 2	Individual	Test 2	8	40'	20%
FE	1 & 2	Individual	Final Exam	Exam period	1h30	60%

- Fundamentals of Controlling and Financial Analysis

- Eléments d'Analyse Financière et de Contrôle

Core Course	✓	Specialization Course		Language Course		
ESCE Department		Finance, Economics and Law				
PGE Cycle		Undergraduate				
Year of Study		Y2				
Course title in French		Eléments d’Analyse Financière et de Contrôle				
Language of Instruction		English / French				
ECTS [1 ECTS: 25h of workload]		2				
Face to Face courses hours		18				
Coaching / online hours		-				
Individual study time		32				
Pedagogical activities		-				
Semester		FALL				
Course Coordinator		Arnaud Constant ; arnaud.constant@esce.fr				
General Course Description		- The course also offers students a basic introduction to financial and profitability analysis of the firm, based on part performance. It provides an understanding of the impact of financial decisions on the financial equilibrium of the firm.				
Recommended Prerequisites		- Basic knowledge and understanding of accounting documents (balance sheet, profit and loss statements) & basic accounting principles (Financial Accounting 1A)				
Intended Learning Outcomes		1. Being able to use financial statements (balance sheet and income statement) in order to analyse the situation of a firm from the point of view of its profitability and its financial health. 2. Identify appropriate key performance indicators.				
Assessment Method		- Case studies and exercices				
Assessment Criteria		- Calculate the main intermediary totals of the income statement - Calculate the operating cashflows - Build a functional balance sheet and calculate the main financial ratios - Interpret the results of the above exercises. - The student is able to identify key performance indicators				
CA = Continuous Assessment / FE = Final Exam						
Type*	Targeted Competency	Group or Individual	Title	Week	Duration	% Weight in final grade
CA	1	Individual	Test 1	4	30’	20%
CA	1	Individual	Test 2	8	30’	20%
FE	1	Individual	Final Exam	Exam period	1h30	60%

- Management 2: Project Management

- Management 2: Management de Projet

Core Course	✓	Specialization Course		Language Course		
ESCE Department		Management and Corporate Social Responsibility				
PGE Cycle		Undergraduate				
Year of Study		Y2				
Course title in French		Management 2: Management de Projet				
Language of Instruction		English				
ECTS [1 ECTS: 25h of workload]		2				
Face to Face courses hours		18				
Coaching / online hours		-				
Individual study time		32				
Pedagogical activities		-				
Semester		FALL				
Course Coordinator		Dr. Athanasios Tsirikas ; athanasios.tsirikas@esce.fr				
General Course Description		<ul style="list-style-type: none">- The course in Project Management aims to help individuals and researchers to deepen their knowledge in one of the most important and modern scientific fields. More specifically, its purpose is to provide the necessary resources to individuals wishing to upgrade their professional prospects, by cultivating skills related to the modern methods of designing, monitoring, selection, evaluation methodology and project budgeting. Topics such as the bureaucratic practices of project management, the management principles and the tools used in projects' execution, the management of human resources and the formulation of an effective policy control, are included in the course, so that learners are able to use effectively the entire range of tools, techniques and methods that make up the main body of knowledge in project management.				
Recommended Prerequisites		Management principles				
Intended Learning Outcomes		<ol style="list-style-type: none">1. Understanding the project requirements and Project Management Principles2. Work collaboratively with all stakeholders in the ecosystem, at every stage of the value chain				
Assessment Method		<ul style="list-style-type: none">- Case studies, MCQs, Business Scenarios				
Assessment Criteria		<ul style="list-style-type: none">- The students will be able to understand the different project management principles and understand the tools for managing projects- Students will learn to act both individually and collectively towards sustainability				
CA = Continuous Assessment / FE = Final Exam						
Type*	Targeted Competency	Group or Individual	Title	Week	Duration	% Weight in final grade
CA	1	Group	In-class assignments		1h30	30%
FE	1	Individual	Final Exam		1h30	70%

- Business Law

- Droit de l' Entreprise

Core Course	✓	Specialization Course		Language Course	
ESCE Department		Finance, Economics and Law			
PGE Cycle		Undergraduate			
Year of Study		Y2			
Course title in French		Droit de l' Entreprise			
Language of Instruction		English / French			
ECTS [1 ECTS: 25h]		2			
Face to Face courses hours		18			
Coaching / online hours		-			
Individual study time		36			
Pedagogical activities		9			
Semester		FALL			
Course Coordinator		Gaëlle Deharo ; Gaelle.deharo-dalbignat@esce.fr			
General Course Description		<ul style="list-style-type: none"> - The purpose of this course is to understand what it means to “do business”. Through this broad objective, students will understand Business through the broad concepts they are used to using, without really understanding what lies behind them: company, corporation, manager, international development... At the end of this course, students will be able to identify the different legal relationships, understand who “speaks” / acts and how different responsibilities are attributed. 			
Recommended Prerequisites		<ul style="list-style-type: none"> - Introduction to contract Law 			
Intended Learning Outcomes		<ol style="list-style-type: none"> 1. Mastering the relationships that compose Business in order to interact with various responsibilities, including CSR 2. Use legal reasoning to optimize the legal framework of the Business 			
Assessment Method		<ul style="list-style-type: none"> - Case study 			
Assessment Criteria		<ul style="list-style-type: none"> - The student will be able to set up appropriate legal relations in order to comply with social / sustainable/ environmental / ethical requirements beyond economics. - The student will be able to search the various / a specific legal orders to identify social, ethical, environmental issues 			

CA = Continuous Assessment / FE = Final Exam						
Type*	Targeted Competency	Group or Individual	Title	Week	Duration	% Weight in final grade
CA	1	Group	Case Study and Court Simulation		1h30	25%
CA	1	Group	Oral Presentation		1h30	25%
FE	2	Individual	Case Study		1h30	50%

- Marketing 2: from Mass Marketing to Responsible Consumption

- Marketing 2 : du Mass-Marketing à la Consommation Responsable

Core Course	✓	Specialization Course		Language Course		
ESCE Department		Marketing, Entrepreneurship and Business Development				
PGE Cycle		Undergraduate				
Year of Study		Y2				
Course title in French		Marketing 2 : du Mass-Marketing à la Consommation Responsable				
Language of Instruction		English / French				
ECTS [1 ECTS: 25h of workload]		2				
Face to Face courses hours		18				
Coaching / online hours		-				
Individual study time		32				
Pedagogical activities		-				
Semester		FALL				
Course Coordinator		Norchene Ben Dahmane Mouelhi ; nbendahmane@esce.fr				
General Course Description		<ul style="list-style-type: none">- This course will provide an overview of marketing with a historical & societal perspective. It covers the evolution of the consumer society, the emergence of sustainable development, the current consumption trends as well as the new distribution formats.- This course will present the various marketing functions as well among organizations.				
Recommended Prerequisites		<ul style="list-style-type: none">- Principles of the Marketing Approach / 1A				
Intended Learning Outcomes		<ol style="list-style-type: none">1. Acquire a complete historical and societal understanding of marketing and consumption2. Formulate diagnostic analyses				
Assessment Method		<ul style="list-style-type: none">- Team Presentations, Case Study, Analysis of Consumption trend & creation of a moodboard				
Assessment Criteria		<ul style="list-style-type: none">- Be able to make linkages between history, society and the evolution of consumption and demonstrate a good understanding of the birth and the evolution of a marketing and consumption trend- Understand the impacts of these evolutions on the Marketing Mix				
CA = Continuous Assessment / FE = Final Exam						
Type*	Targeted Competency	Group or Individual	Title	Week	Duration	% Weight in final grade
CA	1	Group	Team Presentation	2,3,4	10’	15%
CA	1	Group	Moodboard Presentations	6	10’	15%
CA	1	Individual	Quiz	5	30’	10%
FE	2	Individual	Final Exam		1h30	60%

- Sensory Marketing

Core Course	✓	Specialization Course		Language Course	
ESCE Department		Marketing, Entrepreneurship and Business Development			
PGE Cycle		Undergraduate			
Year of Study		Y2			
Language of Instruction		English			
ECTS [1 ECTS: 25h of workload]		3			
Face to Face courses hours		18			
Coaching / online hours		-			
Individual study time		57			
Pedagogical activities		-			
Semester		FALL			
Course Coordinator		Dr. Erhard LICK; Erhard.lick@esce.fr			
General Course Description		<ul style="list-style-type: none"> - This course gives an overview of the strategies marketers may pursue in different industries to address their customers' five senses (tactile, auditory, visual, olfactory, and gustatory) and, hence, to create a multi-sensory brand experience (focusing on service environments and products). 			
Recommended Prerequisites		<ul style="list-style-type: none"> - Principles of Marketing 			
Intended Learning Outcomes		<ol style="list-style-type: none"> 1. Students know the theoretical concepts of sensory marketing (Gestalt principle, Proust phenomenon, crossmodal correspondences, etc.) as well as the foundations of developing a sensory marketing strategy. 2. Student teams choose two brands from the same retail industry (fashion, food & beverages, transport, banking, health, sports, etc.). These two brands should represent opposites in terms of their brand positioning. They conduct an audit of the sensory marketing strategies these two brands have applied and make suggestions for their improvement. 			
Assessment Method		<ul style="list-style-type: none"> - Quiz - Final Exam - Team projects 			
Assessment Criteria		<ul style="list-style-type: none"> - Students understand the theoretical concepts of sensory marketing. They know how to apply these concepts in practice. - Students should be able to identify and contrast the sensory cues (from the five senses) and strategies which marketers have applied. - Students critically assess these strategies in terms of the underlying theory. For example, they identify any potential crossmodal correspondences and sensory overloads. Students show possible enrichments of the strategies under investigation. 			

CA = Continuous Assessment / FE = Final Exam						
Type*	Targeted Competency	Group or Individual	Title	Week	Duration	% Weight in final grade
CA	1	Individual	Quiz	5	20'	10%
CA	2	Group	Team Presentation	9	15'	30%
FE	1	Individual	Written Exam	Exam period	1h30	60%

- Management 1: The Art of Management

Core Course	✓	Specialization Course		Language Course		
ESCE Department		Management and Corporate Social Responsibility				
PGE Cycle		Undergraduate				
Year of Study		Y1				
Language of Instruction		English				
ECTS [1 ECTS: 25h of workload]		4				
Face to Face courses hours		24				
Coaching / online hours		-				
Individual study time		76				
Pedagogical activities		-				
Semester		FALL				
Course Coordinator		Dr. Nadia TEBOURBI; nadia.tebourbi@esce.fr				
General Course Description		<ul style="list-style-type: none">- Through this course, students will identify the major issues of the new relationship between managers and their employees in the face of the decompartmentalization of time and workspace. The roles of the post-crisis manager will be explained on the social level, health crisis, teleworking, strategic learning, distance communication, time management, transformation of skills.				
Recommended Prerequisites		none				
Intended Learning Outcomes		<ol style="list-style-type: none">1. Define the major challenges of the new situation in the relationship between managers and their employees in the face of the decompartmentalization of time and workspace.2. Identify systemic and structural obstacles to equity and inclusion				
Assessment Method		<ul style="list-style-type: none">- Quiz, Case Study				
Assessment Criteria		<ul style="list-style-type: none">- Students must be able to name the main attitudes towards work and predict reactions to job dissatisfaction.- Students must be able to distinguish the characteristics of the work that are sources of motivation.				
CA = Continuous Assessment / FE = Final Exam						
Type*	Targeted Competency	Group or Individual	Title	Week	Duration	% Weight in final grade
CA	1	Individual	Quiz		30'	20 %
CA	2	Group	Case Study		2 h	20 %
FE	1&2	Individual	Final Exam		1h30	60 %

- Marketing Communication & Brand Management

Core Course	Specialization Course	✓	Language Course
ESCE Department	Marketing, Entrepreneurship and Business Development		
Specialization Module	International Digital Marketing		
PGE Cycle	Graduate		
Year of Study	Y4		
Language of Instruction	English		
ECTS [1 ECTS: 25h of workload]	5		
Face to Face courses hours	30		
Coaching / online hours	-		
Individual study time	95		
Pedagogical activities	-		
Semester	FALL		
Course Coordinator	Angela Bargenda ; angela.bargenda@esce.fr Mary de Gendre ; mary.de-gendre@esce.fr		
General Course Description	<ul style="list-style-type: none"> - The course prepares students for positions in the fields of marketing communication and product management. It combines integrated marketing communication, marketing semiotics, and strategic brand management to build solid professional skills. Students learn to perform semiotic marketing analyses, analyze consumer perception, and construct and manage sustainable positioning and brand identity initiatives. 		
Recommended Prerequisites	<ul style="list-style-type: none"> - Knowledge of fundamental marketing concepts 		
Intended Learning Outcomes	<ol style="list-style-type: none"> 1. Build communication aligned with values and issues 2. Formulate diagnostic analyses of identified issues as they pertain to regional contexts 		
Assessment Method	<ul style="list-style-type: none"> - Case study - Perform a brand audit 		
Assessment Criteria	<ul style="list-style-type: none"> - The student is able to apply fundamental marketing concepts efficiently to an integrated marketing communications campaign. The student identifies the target public and stakeholders and crafts a campaign based on responsible criteria and aligned with societal values and issues. - The student is able to determine sources of customer-based brand equity, evaluate the gap between desired and perceived brand positions and formulate recommendations to build, grow and sustain strong brands within a sustainable context. 		

CA = Continuous Assessment / FE = Final Exam						
Type*	Targeted Competency	Group or Individual	Title	Week	Duration	% Weight in final grade
CA	1	Group	Group Case study IMC campaign	11 and 13	15'	20%
CA	2	Group	Group Brand Audit Evaluation and presentation	14 and 15	10'	20%
FE	1 & 2	Individual	Final exam	Exam period	1h30	60%

- Relationship Marketing

Core Course		Specialization Course	✓	Language Course		
ESCE Department		Marketing, Entrepreneurship and Business Development				
Specialization Module		International Digital Marketing				
PGE Cycle		Graduate				
Year of Study		Y4				
Language of Instruction		English				
ECTS [1 ECTS: 25h of workload]		5				
Face to Face courses hours		30				
Coaching / online hours		-				
Individual study time		95				
Pedagogical activities		-				
Semester		FALL				
Course Coordinator		Dr Mehdi El Abed, melabed@esce.fr Dr Anthony Chung; achung@esce.fr				
General Course Description		<ul style="list-style-type: none">- New technologies are transforming the customer/companies' relationships and are changing the way of doing business. During this course, students are expected to get an understanding of the current trends, opportunities and challenges of the customer relationship management in a “hyper-connected” context. They will also learn about practical methods for successful CRM implementation strategy in order to have a clear view on how to create a sublimated and a personalized customer experience. Emphasis is given on both conceptual knowledge and hands-on learning.				
Recommended Prerequisites		-				
Intended Learning Outcomes		<ol style="list-style-type: none">1. Being able to search, find, and analyse marketing information to conduct a market study focused on consumer behavior and business analysis.2. Implement strategic plans for the development of inclusion initiatives and practices				
Assessment Method		- Case study, oral presentation and written report				
Assessment Criteria		<ul style="list-style-type: none">- The student is able to understand and develop CRM strategies for customer acquisition, loyalty, and development.- The student is able to present a report containing descriptive statistics, bivariate and multivariate analyses, build a predictive conceptual model on customer relationships, identify major trends, formulate managerial recommendations, suggest a detailed action plan, compare strategies within two competing companies, and integrate sustainable practices into the recommendations and action plan.				
CA = Continuous Assessment / FE = Final Exam						
Type*	Targeted Competency	Group or Individual	Title	Week	Duration	% Weight in final grade
CA	1 & 2	Individual	Final exam	Week of exams	2h	60%
CA	2	Individual	Case study	Session 5	1h	20%
FE	1 & 2	Individual	CRM project	Session 15	15'	20%

- Digital Marketing

Core Course		Specialization Course	✓	Language Course		
ESCE Department		Marketing, Entrepreneurship and Business Development				
Specialization Module		International Digital Marketing				
PGE Cycle		Graduate				
Year of Study		Y4				
Language of Instruction		English				
ECTS [1 ECTS: 25h of workload]		5				
Face to Face courses hours		30				
Coaching / online hours		-				
Individual study time		95				
Pedagogical activities		-				
Semester		FALL				
Course Coordinator		Dr. Won KIM; wkim@esce.fr				
General Course Description		<ul style="list-style-type: none">- Students will work with a real start-up client by selecting their top three choices from over 100 start-ups of the Pépinière 27 Incubator in Paris. They will organize themselves in agile teams, conduct a media audit, determine a digital marketing need and provide a solution. The objective of the class is to put digital marketing theories into practice.				
Recommended Prerequisites		<ul style="list-style-type: none">- Business Strategy, Marketing Fundamentals				
Intended Learning Outcomes		<ol style="list-style-type: none">1. Conduct a media audit of a real client. Identify opportunities for SDGs2. Create a SMART presentation				
Assessment Method		<ul style="list-style-type: none">- In-class exercise- In-class presentation				
Assessment Criteria		<ul style="list-style-type: none">- Students are able to approach a real client and assess their digital marketing needs by conducting a basic audit- Students are capable of creating a SMART solution and creating a 10-minute presentation which includes a 3-minute video				
CA = Continuous Assessment / FE = Final Exam						
Type*	Targeted Competency	Group or Individual	Title	Week	Duration	% Weight in final grade
CA	1&2	Group	Final Presentation			20%
CA	1	Individual	Quiz			10%
CA	1&2	Individual	Peer Review			10%
FE	1	Individual	Final Exam	Exam Week	2h	60%

- Social Media Marketing

Core Course		Specialization Course	✓	Language Course	
ESCE Department	Marketing, Entrepreneurship and Business Development				
Specialization Module	International Digital Marketing				
PGE Cycle	Graduate				
Year of Study	Y4				
Language of Instruction	English				
ECTS [1 ECTS: 25h of workload]	5				
Face to Face courses hours	30				
Coaching / online hours	-				
Individual study time	95				
Pedagogical activities	-				
Semester	FALL				
Course Coordinator	Dr. Won KIM; wkim@esce.fr				
General Course Description	<ul style="list-style-type: none"> - The course provides a deep dive into Social Media Advertising and Influencer Marketing, with a strong focus on strategy. The goal is to enable the students to think full-funnel and develop a strong “toolbox” to elaborate a media plan on SMA, implement it and optimize it to achieve their business goals efficiently. The course will also seek to give students a comprehensive understanding of social media trends and how these impact current and future advertising and influencer tactics 				
Recommended Prerequisites	<ul style="list-style-type: none"> - Business Strategy, Marketing Fundamentals 				
Intended Learning Outcomes	<ol style="list-style-type: none"> 1. Analyze social Advertising Report and conduct top-down or bottom-up analysis 2. Create a SMART presentation 				
Assessment Method	In-class and at home exercises In-class presentation				
Assessment Criteria	<ul style="list-style-type: none"> - Students are able to develop analytical reflexes when facing Social Advertising reports / data sets, decide between top-down or bottom-up analyses and drive insights from data reports. - Students are able to craft a robust Social Advertising Media plan to answer a specific business challenge, from budget to channel & content strategy 				

CA = Continuous Assessment / FE = Final Exam						
Type*	Targeted Competency	Group or Individual	Title	Week	Duration	% Weight in final grade
CA		Group	Weekly group projects			20%
CA		Group	Final Presentation			20%
FE		Individual	Final Exam			60%

- Advanced Corporate Finance

Core Course		Specialization Course	✓	Language Course		
ESCE Department		Finance, Economics and Law				
Specialization Module		Finance, Investment and Banking: Corporate Finance				
Language of Instruction		English				
ECTS [1 ECTS: 25h of workload]		5				
Face to Face courses hours		30				
Coaching / online hours		-				
Individual study time		95				
Pedagogical activities		-				
Semester		FALL				
Course Coordinator		Dhoha TRABELSI ; dhoha.trabelsi@esce.fr				
General Course Description		<ul style="list-style-type: none">- This course explores both the theoretical foundations and practical implementations of corporate financing decisions, centering on debt and equity capital. Participants will examine the myriad factors influencing financing decisions, gaining insights into the diverse range of options accessible to corporations. Through comprehensive assessment, participants will analyze how leveraging affects a company's risk exposure and potential returns, providing a nuanced understanding essential for strategic financial management. Moreover, Students will unravel the complexities of corporate distribution policies, discerning the strategic considerations inherent in determining dividend payouts and share repurchases.				
Recommended Prerequisites		<ul style="list-style-type: none">- Basics of corporate finance, statistics, and mathematics for business				
Intended Learning Outcomes		<ol style="list-style-type: none">1. Assess the implications of capital structure and payout policies on overall financial performance2. Implement environmental and social management systems (ISO standards)				
Assessment Method		<ul style="list-style-type: none">- Quizzes, exercises, case studies.				
Assessment Criteria		<ul style="list-style-type: none">- Understand the significance of the Debt-to-Equity ratio in assessing firm risk.- Calculate the cost of capital of a company considering both debt and equity financing.- Evaluate the impact of taxes and on the cost of capital.- Compare and analyze payout policies and their implications for shareholder value and stock price.- Integrate sustainability considerations into financial decision-making processes.				
CA = Continuous Assessment / FE = Final Exam						
Type*	Targeted Competency	Group or Individual	Title	Week	Duration	% Weight in final grade
CA	1 & 2	Individual	Test 1			20%
CA	1 & 2	Individual	Test 2			20%
FE	1 & 2	Individual	Final Exam			60%

- Financial Institutions

Core Course	Specialization Course	✓	Language Course
ESCE Department	Finance, Economics and Law		
Specialization Module	Finance, Investment and Banking: Corporate Finance		
PGE Cycle	Graduate		
Year of Study	Y4		
Language of Instruction	English		
ECTS [1 ECTS: 25h of workload]	5		
Face to Face courses hours	30		
Coaching / online hours	-		
Individual study time	95		
Pedagogical activities	-		
Semester	FALL		
Course Coordinator	Alexandre Sokic ; Alexandre.sokic@esce.fr		
General Course Description	<ul style="list-style-type: none"> - This course provides a comprehensive overview of the modern two-tier monetary system, detailing banking operations, management, and regulation. It emphasizes the role of commercial banks in the money supply process and covers the essential principles of central banking and monetary policy. Additionally, it addresses regulatory and supervisory issues in finance and banking, including Basel requirements, recent regulatory reforms, and risk and compliance management. 		
Recommended Prerequisites	<ul style="list-style-type: none"> - International Finance - Accounting - Financial analysis 		
Intended Learning Outcomes	<ol style="list-style-type: none"> 1. Analyze the common operations of commercial banks within their regulatory environment 2. Identify and know how to build relevant indicators in connection with the SDGs 		
Assessment Method	<ul style="list-style-type: none"> - case studies, exercises 		
Assessment Criteria	<ul style="list-style-type: none"> - Analyze essential banking operations taking into account the regulatory environment - Analyze the money supply process involving commercial banks and the central bank - Determine how banks are able to fund sustainable projects 		

CA = Continuous Assessment / FE = Final Exam						
Type*	Targeted Competency	Group or Individual	Title	Week	Duration	% Weight in final grade
CA	1 & 2	Individual	Test 1		30'	10%
CA	1 & 2	Individual	Test 2		30'	10%
CA	1 & 2	Individual	Test 3		45'	10%
CA	1 & 2	Individual	Test 4		45'	10%
FE	1 & 2	Individual	Final Exam		TBD	60%

- Corporate Risk Management

Core Course		Specialization Course	✓	Language Course		
ESCE Department	Finance, Economics and Law					
Specialization Module	Finance, Investment and Banking: Corporate Finance					
PGE Cycle	Graduate					
Year of Study	Y4					
Language of Instruction	English					
ECTS [1 ECTS: 25h of workload]	5					
Face to Face courses hours	30					
Coaching / online hours	-					
Individual study time	95					
Pedagogical activities	-					
Semester	FALL					
Course Coordinator	<ul style="list-style-type: none">- Linda Salahaldin; Linda.salahaldin@esce.fr- Alexandre Sokic; Alexandre.sokic@esce.fr					
General Course Description	<ul style="list-style-type: none">- Derivatives have been designed as a risk management solution to address the increasing volatility in market commodities and assets prices. Forwards, futures, swaps and options allow businesses and investors different hedging strategies. We explore valuing derivatives through no-arbitrage principles and risk-neutral probability. Firms can adjust investment decisions based on market changes, sometimes justifying negative-NPV investments due to strategic flexibility. This approach to managing uncertainty is explained using the theory of real options.					
Recommended Prerequisites	<ul style="list-style-type: none">- International Finance, Accounting, Financial analysis					
Intended Learning Outcomes	<ol style="list-style-type: none">1. Analyze and price financial derivatives for hedging portfolio risks and evaluate investment opportunities using real options.2. Present succinctly the local strategies for mitigation and adaptation to climate change / for the preservation and restoration of biodiversity					
Assessment Method	<ul style="list-style-type: none">- case studies and practical exercises					
Assessment Criteria	<ul style="list-style-type: none">- Design the steps of a relevant hedging strategy using derivatives- Evaluate the impacts of the hedging strategy.- Set up a replicating portfolio & link it to pricing- Apply risk-neutral valuation- Evaluate R&D projects- Using derivatives to hedge against risks related to climate change					
CA = Continuous Assessment / FE = Final Exam						
Type*	Targeted Competency	Group or Individual	Title	Week	Duration	% Weight in final grade
CA	1	Individual	Test 1		30'	9 %
CA	1	Individual	Test 2		30'	8 %
CA	1	Individual	Test 3		30'	8 %
CA	1	Individual	Test 4		45'	15 %
FE	1 & 2	Individual	Final Exam		TBD	60%

- Methodology for Corporate Finance

Core Course		Specialization Course	✓	Language Course		
ESCE Department		Finance, Economics and Law				
Specialization Module		Finance, Investment and Banking: Corporate Finance				
PGE Cycle		Graduate				
Year of Study		Y4				
Language of Instruction		English				
ECTS [1 ECTS: 25h of workload]		5				
Face to Face courses hours		30				
Coaching / online hours		-				
Individual study time		70				
Pedagogical activities		25				
Semester		FALL				
Course Coordinator		David Veganzones; dveganzones@esce.fr				
General Course Description		This course aims to learn Advanced Microsoft Excel, which enables students to make informed decision based on advanced function and data analysis and visualization.				
Recommended Prerequisites		- Basic knowledge of the Excel program				
Intended Learning Outcomes		1. Create Excel applications for financial analysis and performance 2. Build relevant indicators linked to the ODD				
Assessment Method		- Practical exercises				
Assessment Criteria		- Manage workbooks - Edit worksheets using advanced features - Enhance lists using pivot tables and charts - Implement advanced functions in Excel for analysis and efficient workflow				
CA = Continuous Assessment / FE = Final Exam						
Type*	Targeted Competency	Group or Individual	Title	Week	Duration	% Weight in final grade
CA	1	Individual	Project 1			15 %
CA	1	Individual	Project 2			20 %
CA	1	Individual or Group	Project 3			30 %
CA	1	Individual	Project 4			15 %
FE	1 & 2	Individual	Final Exam			20%

- International Operations and Negotiation Management

Core Course	Specialization Course	✓	Language Course
ESCE Department	International Business		
Specialization Module	International Business Development		
PGE Cycle	Graduate		
Year of Study	Y4		
Language of Instruction	English		
ECTS [1 ECTS: 25h of workload]	5		
Face to Face courses hours	30		
Coaching / online hours	-		
Individual study time	95		
Pedagogical activities	-		
Semester	FALL		
Course Coordinator	Bernd Philipp; bernd.philipp@esce.fr (Operations) Kubilay Ozkan; kslozkan@esce.fr (Negotiation)		
General Course Description	<ul style="list-style-type: none"> - Operations are considered as a transformation process, turning inputs (resources, capital, labor, energy, and information) into outputs (goods, services) of greater value. Students learn to identify operations as technical core or “hub” of the company or any other organization, exchanging with its other functional areas. This course prepares students to analyze processes, ensure quality and create value. It covers a very typical domain of Operations Management, namely Packaging Logistics, with a strong emphasis on sustainability/ circular economy alignment within international business contexts. - There is interdependence among people, and we, being humans and/or managers, have to manage challenges stemming from interdependence effectively. In this context, this course will help you: i) learn fundamental approaches to negotiation, ii) develop your negotiation skills, and iii) be confident in negotiations. 		
Recommended Prerequisites	<ul style="list-style-type: none"> - SCM fundamentals - Basics elements of business strategy Intercultural Management 		
Intended Learning Outcomes	<ol style="list-style-type: none"> 1. Explain and discuss the fundamentals of negotiation 2. Develop your negotiation skills. 3. Analyze extant and design new packaging systems meeting various sustainable performance requirements. 		
Assessment Method	- Midterm, Final Exam ; Term Project		
Assessment Criteria	<ul style="list-style-type: none"> - Students discuss the fundamental approaches to negotiation and adopt the right approach. - Students recognize, distinguish and situate the main characteristics of the international packaging supply chain (packaging functions, types, system elements and processes as well as related business actors). - Students Innovate and increase the overall sustainable performance of international packaging systems through cost reductions, functional improvements and design enhancements. 		

CA = Continuous Assessment / FE = Final Exam					
Type*	Targeted Competency	Group or Individual	Title	Duration	% Weight in final grade
CA	2	Individual	MCQ	30'	15 %
CA	2	Group	Oral Presentation	12'	20 %
CA	1 & 2	Individual	Personnal Development Plan	-	30 %
CA	1 & 2	Group	Term project	-	15 %
FE	1 & 2	Individual	Final Exam	1h30	20%

- Advanced Data Management and Analysis

Core Course		Specialization Course	✓	Language Course	
ESCE Department	International Business				
Specialization Module	International Business Development				
PGE Cycle	Graduate				
Year of Study	Y4				
Language of Instruction	English				
ECTS [1 ECTS: 25h of workload]	5				
Face to Face courses hours	30				
Coaching / online hours	-				
Individual study time	70				
Pedagogical activities	25				
Semester	FALL				
Course Coordinator	Adib Bensalem; Adib.bensalem@esce.fr				
General Course Description	<ul style="list-style-type: none">- The Advanced Data Management and Analysis course delves into the challenges and opportunities posed by digitizing business operations. It covers three key areas: emerging technologies such as blockchain, AI, and IoT; advanced Excel VBA for decision-making; and Power BI for data visualization.- This course aims to equip students with practical skills to analyze and manage data effectively using these tools, enhancing their capability to implement data-driven solutions in a business context.				
Recommended Prerequisites	<ul style="list-style-type: none">- Access to a Windows PC with Microsoft Excel installed (preferably the latest version). Students are encouraged to use Windows PCs as the course heavily relies on features like VBA and Power BI, which may have limited functionality on Mac.- Basic Knowledge of Excel: Familiarity with basic Excel functions, formulas, and data manipulation techniques.				
Intended Learning Outcomes	<ol style="list-style-type: none">1. Understand the principles of blockchain technology and artificial intelligence (AI), and their applications in digital supply chains2. Implement data management techniques for sustainability-focused market analysis, utilizing advanced data analysis tools such as Excel (with a focus on VBA)3. Create visually compelling data visualizations and interactive reports using Power BI, demonstrating proficiency in data visualization and analysis				
Assessment Method	<ul style="list-style-type: none">- Quiz, case-study, group project, practical activity				
Assessment Criteria	<ul style="list-style-type: none">- The student is able to explain the fundamentals of blockchain technology and AI, and evaluate their potential applications and limitations within digital supply chains- The student is able to perform effective monitoring and data analysis on sustainability topics using advanced data tools, such as machine learning algorithms or data visualization software, with a particular emphasis on Excel and VBA- The student is able to design a Power BI report that is user-friendly, clear, complete, and accurate.				
CA = Continuous Assessment / FE = Final Exam					
Type*	Targeted Competency	Group or Individual	Title	Duration	% Weight in final grade
CA	1	Individual	Quiz	5'	Self assessment
CA	2	Individual	Assignments	30'	Self assessment
CA	2	Group	Excel and VBA project	2 h	20 %
CA	3	Group	POWER Bi project	2 h	20 %
FE	1 & 2 & 3	Individual	Final Exam	2 h	60%

- Global Market Analysis & International Strategy Development

Core Course		Specialization Course	✓	Language Course	
ESCE Department		International Business			
Specialization Module		International Business Development			
PGE Cycle		Graduate			
Year of Study		Y4			
Language of Instruction		English			
ECTS [1 ECTS: 25h of workload]		5			
Face to Face courses hours		30			
Coaching / online hours		-			
Individual study time		95			
Pedagogical activities		-			
Semester		FALL			
Course Coordinator		Dora Triki, Ph.D. ; dora.triki@esce.fr Alfredo Valentino, Ph.D ; avalentino@esce.fr			
General Course Description		<ul style="list-style-type: none">- This course focuses on the methodologies and tools used for selecting and entering international markets. Students will learn to analyze market potential, evaluate risks, and understand the strategic implications of entering different markets. Key topics include market research, entry strategies, and the consideration of cultural, political, and economic factors.			
Recommended Prerequisites		<ul style="list-style-type: none">- There are no formal requirements to attend this course. However, some knowledge of international business (Capstone 3), corporate strategy, and marketing will be helpful.			
Intended Learning Outcomes		<ol style="list-style-type: none">1. Expertise and diagnosis2. Implement strategic plans for the development of inclusion initiatives and practices			
Assessment Method		<ul style="list-style-type: none">- In-class case studies- In-class individual assessment- Exam- Business Simulation			
Assessment Criteria		<ul style="list-style-type: none">- Understand global market opportunities- Define market drivers in international market selection- Collect primary and secondary data about international market selection drivers- Interpret collected data- Select a market- Perform specialized internal analysis- Apply strategic techniques to select the most suitable export modes			
CA = Continuous Assessment / FE = Final Exam					
Type*	Targeted Competency	Group or Individual	Title	Duration	% Weight in final grade
CA	1 & 2	Individual	Business simulation		20 %
CA	1 & 2	Group	Project		40 %
FE	1 & 2	Individual	Final Exam		40 %

- International Digital Sales and Marketing

Core Course		Specialization Course	✓	Language Course	
ESCE Department		International Business			
Specialization Module		International Business Development			
PGE Cycle		Graduate			
Year of Study		Y4			
Language of Instruction		English			
ECTS [1 ECTS: 25h of workload]		5			
Face to Face courses hours		30			
Coaching / online hours		-			
Individual study time		95			
Pedagogical activities		-			
Semester		FALL			
Course Coordinator		Kubilay S. L. Ozkan ; kslozkan@esce.fr			
General Course Description		<ul style="list-style-type: none">- In this course, students will focus on segmentation, target marketing, and positioning in an international context, as well as the components of international marketing plan: product, pricing, distribution, and promotion. Fundamentals of e-commerce and digital marketing are integral parts of this course.			
Recommended Prerequisites		<ul style="list-style-type: none">- Marketing, International Market Selection, and Entry Modes			
Intended Learning Outcomes		<ol style="list-style-type: none">1. Explain and discuss the essentials of international marketing and fundamentals of e-commerce and digital marketing2. Practice segmentation targeting & positioning ; some aspects of crafting a marketing plan, how to increase social media engagement			
Assessment Method		<ul style="list-style-type: none">- Article Examples,- Case Studies (In-class Exercise),- Midterm- Term Projects 1 & 2- Final exam			
Assessment Criteria		<ul style="list-style-type: none">- Explain how international marketing differs from domestic marketing and what are the essentials of international marketing- The Students are able to: i) explain how international marketing differs from domestic marketing and what are the essentials of international marketing, ii) recognize and discuss the steps of the planning process, iii) recognize the segmentation variables and explain factors affecting market segmentation, iv) explain international marketing mix, and v) recognize and explain fundamentals of e-commerce and digital marketing-planning digital marketing campaigns.			
CA = Continuous Assessment / FE = Final Exam					
Type*	Targeted Competency	Group or Individual	Title	Duration	% Weight in final grade
CA	1 & 2	Individual	Articles examples		10 %
CA	1	Individual	Midterm exam		10 %
CA	1 & 2	Group	TermProject		40 %
FE	1 & 2	Individual	Final Exam		40 %

- Financial Markets

Core Course		Specialization Course	✓	Language Course	
ESCE Department		Finance, Economics and Law			
Specialization Module		Finance, Investment and Banking: Financial Markets			
PGE Cycle		Graduate			
Year of Study		Y4			
Language of Instruction		English			
ECTS [1 ECTS: 25h of workload]		5			
Face to Face courses hours		30			
Coaching / online hours		-			
Individual study time		95			
Pedagogical activities		-			
Semester		FALL			
Course Coordinator		Linda Salahaldin ; Linda.salahaldin@esce.fr			
General Course Description		<div>- This course aims to introduce theoretical and practical financial decisions of individual investors.<ul style="list-style-type: none">• What are the different classes of securities• How to calculate stock returns and bond interest rates• How to evaluate the risk of an asset and the risk of a portfolio• How to allocate risky assets in a joint portfolio• How to derive the optimum mix of a risk-free and a risky portfolio</div>			
Recommended Prerequisites		<div>- Basic course in finance, basic course in statistics.</div>			
Intended Learning Outcomes		<div><div>1.</div>Construct a portfolio consisting of stocks, bonds, and a risk-free asset</div> <div><div>2.</div>Identify socially and environmentally responsible investments and evaluate their performance</div>			
Assessment Method		<div>- Case studies and practical exercises</div>			
Assessment Criteria		<div><div>- Classify the different financial assets according to the risk of the issuer and the time horizon</div><div>- Calculate risk and return of stock margin trading and short sales</div><div>- Calculate the rate of return and the risk of a single asset</div><div>- Calculate the interest rate for different fixed-income securities</div><div>- Derive the optimum combination of risk and return of different assets in a portfolio</div><div>- Identify ESG investment opportunities.</div><div>- Include “green” assets in the portfolio.</div></div>			
CA = Continuous Assessment / FE = Final Exam					
Type*	Targeted Competency	Group or Individual	Title	Duration	% Weight in final grade
CA	1	Individual	Test	45’	20 %
CA	2	Group	Term Project	-	40 %
FE	1 & 2	Individual	Final Exam	TBD	40 %

- Banking

Core Course		Specialization Course	✓	Language Course	
ESCE Department		Finance, Economics and Law			
Specialization Module		Finance, Investment and Banking: Financial Markets			
PGE Cycle		Graduate			
Year of Study		Y4			
Language of Instruction		English			
ECTS <i>[1 ECTS: 25h of workload]</i>		5			
Face to Face courses hours		30			
Coaching / online hours		-			
Individual study time		95			
Pedagogical activities		-			
Semester		FALL			
Course Coordinator		Alexandre Sokic; Alexandre.sokic@esce.fr Linda Salahaldin; Linda.salahaldin@esce.fr			
General Course Description		<ul style="list-style-type: none">- This course provides a comprehensive overview of the modern two-tier monetary system, detailing banking operations, management, and regulation. It emphasizes the role of commercial banks in the money supply process and covers the essential principles of central banking and monetary policy. Additionally, it addresses regulatory and supervisory issues in finance and banking, including Basel requirements, recent regulatory reforms, and risk and compliance management.			
Recommended Prerequisites		<ul style="list-style-type: none">- International Finance- Accounting- Financial analysis			
Intended Learning Outcomes		<ol style="list-style-type: none">1. Analyze the common operations of commercial banks within their regulatory environment2. Identify and know how to build relevant indicators in connection with the SDGs			
Assessment Method		<ul style="list-style-type: none">- case studies, exercises			
Assessment Criteria		<ul style="list-style-type: none">- Analyze essential banking operations taking into account the regulatory environment- Analyze the money supply process involving commercial banks and the central bank- Determine how banks are able to fund sustainable projects			
CA = Continuous Assessment / FE = Final Exam					
Type*	Targeted Competency	Group or Individual	Title	Duration	% Weight in final grade
CA	1	Individual	Test 1	30'	10 %
CA	1	Individual	Test 2	30'	10 %
CA	1	Individual	Test 3	45'	10 %
CA	1	Individual	Test 4	45'	10 %
FE	1 & 2	Individual	Final Exam	TBD	60 %

- Financing Decisions

Core Course		Specialization Course	✓	Language Course	
ESCE Department	Finance, Economics and Law				
Specialization Module	Finance, Investment and Banking: Financial Markets				
PGE Cycle	Graduate				
Year of Study	Y4				
Language of Instruction	English				
ECTS [1 ECTS: 25h of workload]	5				
Face to Face courses hours	30				
Coaching / online hours	-				
Individual study time	95				
Pedagogical activities	-				
Semester	FALL				
Course Coordinator	- Dhoha TRABELSI ; dhoha.trabelsi@esce.fr - Kirsten Ralf ; kirsten.ralf@esce.fr				
General Course Description	- This course introduces the theoretical and practical aspects of financial decision-making, focusing on access to debt and equity financing. <ul style="list-style-type: none"> • Financing possibilities and determinants: Explore the various options for raising capital, including debt and equity, and the factors that influence these decisions. • Effects of leverage on risk and return: Understand how leverage impacts a company's risk profile and potential returns. • Payout policy and determinants: Examine the strategies and factors that determine a company's payout policy, including dividends and share repurchases. • Explore the possibilities of raising funds for sustainable projects. 				
Recommended Prerequisites	- Basics of finance, statistics, and mathematics for business.				
Intended Learning Outcomes	1. Assess the implications of capital structure and payout policies on overall financial performance 2. Implement environmental and social management systems (ISO standards) 3. Analyze the common operations of commercial banks within their regulatory environment				
Assessment Method	- Case studies, exercises, tests				
Assessment Criteria	- Understand the significance of the Debt-to-Equity ratio in assessing firm risk. - Calculate the cost of capital of a company considering both debt and equity financing. - Evaluate the impact of taxes and on the cost of capital. - Understand the mechanism of raising capital. - Compare and analyze payout policies and their implications for shareholder value and stock price - Determine how companies are able to raise funds to finance a sustainable project				

CA = Continuous Assessment / FE = Final Exam					
Type*	Targeted Competency	Group or Individual	Title	Duration	% Weight in final grade
CA	1	Individual	Test	45'	20 %
CA	2	Group	Project	30'	20%
FE	1 & 2	Individual	Final Exam	TBD	60 %

- Methodology for Financial Markets

Core Course		Specialization Course	✓	Language Course	
ESCE Department		Finance, Economics and Law			
Specialization Module		Finance, Investment and Banking: Financial Markets			
PGE Cycle		Graduate			
Year of Study		Y4			
Language of Instruction		English			
ECTS [1 ECTS: 25h of workload]		5			
Face to Face courses hours		30			
Coaching / online hours		-			
Individual study time		70			
Pedagogical activities		25			
Semester		FALL			
Course Coordinator		David Véganzones ; dveganzones@esce.fr Alexandre Sokic; alexandre.sokic@esce.fr			
General Course Description		- This course aims to learn Advanced Microsoft Excel and Bloomberg platform, which enables students to make informed decision based on advanced function and data analysis and visualization			
Recommended Prerequisites		- Basic knowledge of the EXCEL program			
Intended Learning Outcomes		1. Learn the use of Excel and Bloomberg platform to analyze financial data and to derive a financial strategy. 2. Build relevant indicators linked to the ODD			
Assessment Method		- Practical exercises			
Assessment Criteria		- Manage workbooks - Enhance lists using pivot tables and charts - Implement advanced functions in Excel for analysis and efficient workflow			
CA = Continuous Assessment / FE = Final Exam					
Type*	Targeted Competency	Group or Individual	Title	Duration	% Weight in final grade
CA	1	Individual	Project 1		15 %
CA	1	Individual	Project 2		20 %
CA	2	Individual or Group	Project 3		30 %
CA	2	Individual	Project 4		15 %
CA	1&2	Individual	Test		20 %

- Relationship Marketing

Core Course		Specialization Course	✓	Language Course	
ESCE Department	Marketing, Entrepreneurship and Business Development				
Specialization Module	Communication, Luxury and Prestige Marketing				
PGE Cycle	Graduate				
Year of Study	Y4				
Language of Instruction	English				
ECTS [1 ECTS: 25h of workload]	5				
Face to Face courses hours	30				
Coaching / online hours	-				
Individual study time	95				
Pedagogical activities	-				
Semester	FALL				
Course Coordinator	Dr Mehdi El Abed ; melabed@esce.fr Dr Anthony Chung; achung@esce.fr				
General Course Description	<ul style="list-style-type: none">- Driven by the Internet of Things, new technologies are transforming the customer/companies' relationships and are changing the way of doing business. During this course, students are expected to get an understanding of the current trends, opportunities and challenges of the customer relationship management in a “hyper-connected” context. They will also learn about practical methods for successful CRM implementation strategy in order to have a clear view on how to create a sublimated and a personalized customer experience.- Effective CRM strategies help companies align business process with customer centric strategies using people, technology, and knowledge. Companies strive to use CRM to optimize the identification, acquisition, growth and retention of desired customers to gain competitive advantage and maximize profit. Anyone interested in working with customers and CRM technology and would like to be responsible for the development of any major aspect of CRM will find this course beneficial. Emphasis is given on both conceptual knowledge and hands-on learning.				
Recommended Prerequisites	-				
Intended Learning Outcomes	<ol style="list-style-type: none">1. Being able to search, find, and analyse marketing information to conduct a market study focused on consumer behaviour and business analysis.2. Implement strategic plans for the development of inclusion initiatives and practices				
Assessment Method	- Case study, oral presentation and written report, online certificate				
Assessment Criteria	<ul style="list-style-type: none">- The student is able to understand and develop CRM strategies for customer acquisition, loyalty, and development.- The student is able to present a report containing descriptive statistics, bivariate and multivariate analyses, build a predictive conceptual model on customer relationships, identify major trends, formulate managerial recommendations, suggest a detailed action plan, compare strategies within two competing companies, and integrate sustainable practices into the recommendations and action plan.- The student is able to:<ul style="list-style-type: none">o Apply CRM tools and methodologies that aid consumer-level analytics.o Assess the effectiveness of various CRM strategies and techniques				
CA = Continuous Assessment / FE = Final Exam					
Type*	Targeted Competency	Group or Individual	Title	Duration	% Weight in final grade
CA	1	Individual	Case study	1h	15 %
CA	1 & 2	Group	CRM project	15’	20 %
FE	1 & 2	Individual	Final Exam	2 h	30 %

- Marketing Communication and Brand Management

Core Course		Specialization Course	✓	Language Course	
ESCE Department		Marketing, Entrepreneurship and Business Development			
Specialization Module		Communication, Luxury and Prestige Marketing			
PGE Cycle		Graduate			
Year of Study		Y4			
Language of Instruction		English			
ECTS [1 ECTS: 25h of workload]		5			
Face to Face courses hours		30			
Coaching / online hours		-			
Individual study time		95			
Pedagogical activities		-			
Semester		FALL			
Course Coordinator		Angela Bargenda ; angela.bargenda@esce.fr Mary de Gendre ; mary.de-gendre@esce.fr			
General Course Description		<ul style="list-style-type: none">- The course prepares students for positions in the fields of marketing communication and product management. It combines integrated marketing communication, marketing semiotics, and strategic brand management to build solid professional skills. Students learn to perform semiotic marketing analyses, analyze consumer perception, and construct and manage sustainable positioning and brand identity initiatives.			
Recommended Prerequisites		<ul style="list-style-type: none">- Knowledge of fundamental marketing concepts.			
Intended Learning Outcomes		<ol style="list-style-type: none">1. Build communication aligned with values and issues2. Formulate diagnostic analyses of identified issues as they pertain to regional contexts			
Assessment Method		<ul style="list-style-type: none">- Case Study- Perform a brand audit			
Assessment Criteria		<ul style="list-style-type: none">- The student is able to apply fundamental marketing concepts efficiently to an integrated marketing communications campaign. The student identifies the target public and stakeholders and crafts a campaign based on responsible criteria and aligned with societal values and issues.- The student is able to determine sources of customer-based brand equity, evaluate the gap between desired and perceived brand positions and formulate recommendations to build, grow and sustain strong.			
CA = Continuous Assessment / FE = Final Exam					
Type*	Targeted Competency	Group or Individual	Title	Duration	% Weight in final grade
CA	1	Group	Case study	15'	20 %
CA	2	Group	Brand audit	10'	20 %
FE	1 & 2	Individual	Final Exam	1h30	60 %

- Universe of Luxury

Core Course		Specialization Course	✓	Language Course	
ESCE Department		Marketing, Entrepreneurship and Business Development			
Specialization Module		Communication, Luxury and Prestige Marketing			
PGE Cycle		Graduate			
Year of Study		Y4			
Language of Instruction		English			
ECTS [1 ECTS: 25h of workload]		5			
Face to Face courses hours		30			
Coaching / online hours		-			
Individual study time		95			
Pedagogical activities		-			
Semester		FALL			
Course Coordinator		Angela Bargenda ; angela.bargenda@esce.fr			
General Course Description		<ul style="list-style-type: none">- The course introduces students to major developments and strategic challenges in international luxury and prestige markets. It presents a wide array of luxury and prestige sectors while emphasizing the importance of history and cultural heritage for marketing and communication initiatives.- The history of luxury is elucidated from a critical vantage point to develop understanding of the impact of luxury and brand heritage on societal stakeholders			
Recommended Prerequisites		<ul style="list-style-type: none">- Fundamentals of Marketing			
Intended Learning Outcomes		<ol style="list-style-type: none">1. Create conditions for dialogue with stakeholders2. Formulate diagnostic analyses of identified issues as they pertain to regional contexts.			
Assessment Method		<ul style="list-style-type: none">- Field research- Sectoral analysis- Case study			
Assessment Criteria		<ul style="list-style-type: none">- The student is able to appraise the history of luxury and prestige goods. Luxury is understood not only as a commercial term, but as an expression of cultural heritage in various regional contexts.- The student identifies global and local stakeholders of the luxury industry and creates conditions for value-based luxury branding strategies.- The student is able to conduct a brand diagnosis and identify brand heritage, parameters to enhance brand image and value.- The student is able to leverage the cultural and historic value of luxury to formulate managerial recommendations.			
CA = Continuous Assessment / FE = Final Exam					
Type*	Targeted Competency	Group or Individual	Title	Duration	% Weight in final grade
CA	1	Group	Project 1	15’	20 %
CA	1 & 2	Group	Project 2	15’	20 %
FE	1 & 2	Individual	Final Exam	1h30	60 %

- Professional Profiles in Communication

Core Course		Specialization Course	✓	Language Course	
ESCE Department		Marketing, Entrepreneurship and Business Development			
Specialization Module		Communication, Luxury and Prestige Marketing			
PGE Cycle		Graduate			
Year of Study		Y4			
Language of Instruction		English			
ECTS [1 ECTS: 25h of workload]		5			
Face to Face courses hours		30			
Coaching / online hours		-			
Individual study time		95			
Pedagogical activities		-			
Semester		FALL			
Course Coordinator		Dr. Angela Bargenda ; angela.bargenda@esce.fr			
General Course Description		<ul style="list-style-type: none">- The course familiarizes students with the various professional profiles in the sectors of advertising, corporate communication, and public relations. It provides a pragmatic approach, allowing students to immerse themselves in real-life professional situations and build skills in communication in line with values and societal issues.			
Recommended Prerequisites		-			
Intended Learning Outcomes		<ol style="list-style-type: none">1. Generate a detailed innovative plan of action to address identified issues.2. Build communication aligned with values and issues			
Assessment Method		<ul style="list-style-type: none">- Press conference- Agency project- Video			
Assessment Criteria		<ul style="list-style-type: none">- The press conference demonstrates the student's competence to analyze, evaluate and present business-related issues in the mediation to the press. The student is able to deliver well-grounded, thoroughly argued, and structured information to the press corps.- In the agency project, the student adopts a particular professional role in a communication agency and shows an understanding of the functions and impact of this professional profile in the context of a communication campaign.- The student is able to identify the societal impact of a particular professional profile in communication and its societal leverage. The student analyzes issues and elaborates strategies on how this profile can co-act responsibly with stakeholders.			
CA = Continuous Assessment / FE = Final Exam					
Type*	Targeted Competency	Group or Individual	Title	Duration	% Weight in final grade
CA	1 & 2	Group	Press Conference	5'	15 %
CA	1 & 2	Individual	Project	5'	15 %
CA	1 & 2	Group	Video Presentation	15'	10 %
FE	1 & 2	Individual	Final Exam	1h30	60 %

- Strategic Procurement and Risk Management

Core Course		Specialization Course	✓	Language Course		
ESCE Department		International Business				
Specialization Module		Digital and Sustainable Supply Chains				
PGE Cycle		Graduate				
Year of Study		Y4				
Language of Instruction		English				
ECTS [1 ECTS: 25h of workload]		5				
Face to Face courses hours		30				
Coaching / online hours		-				
Individual study time		95				
Pedagogical activities		-				
Semester		FALL				
Course Coordinator		Adib Bensalem; Adib.bensalem@esce.fr				
General Course Description		<ul style="list-style-type: none">- Are you ready to master the strategic edge in procurement and risk management? Our 15-week course on Strategic Procurement and Risk Management delves into the critical aspects of modern supply chain dynamics. From understanding the essentials of procurement processes to leveraging cutting-edge electronic procurement tools, you will gain practical insights and hands-on experience. Additionally, you'll explore risk management within global supply chains, addressing both traditional and emerging sustainability challenges. This course is designed to equip you with the skills needed to make strategic decisions, improve organizational performance, and navigate the complexities of today's interconnected business environment. Join us and transform your approach to procurement and risk management, preparing yourself for a successful career in this vital field.				
Recommended Prerequisites		<ul style="list-style-type: none">- Students should have a foundational knowledge of supply chain management principles, including key concepts related to logistics, inventory management, and supplier relationships. This background will ensure that participants can fully engage with the course material and understand the context of procurement and risk management within a supply chain framework.- The course involves analyzing complex procurement processes and risk management scenarios. Students should possess strong analytical skills and the ability to critically evaluate data and make informed decisions. Previous coursework or experience in business analysis, operations management, or a related field will be beneficial.				
Intended Learning Outcomes		<ol style="list-style-type: none">1. Develop procurement strategies that are both efficient and sustainable2. Assess and manage risks in procurement using sustainable practices				
Assessment Method		<ul style="list-style-type: none">- Case study, business game, group project				
Assessment Criteria		<ul style="list-style-type: none">- At the end of this course, the student will be able to devise procurement strategies that ensure sustainable and efficient operations, with a particular focus on mobile and online environments.- At the end of this course, the student will be able to identify and manage risks in procurement, incorporating sustainability considerations to prioritize action.				
CA = Continuous Assessment / FE = Final Exam						
Type*	Targeted Competency	Group or Individual	Title	Week	Duration	% Weight in final grade
CA	1	Group	Group case study	2/3	20'	20%
CA	1	Group	Presentation	9	10'	10%
CA	2	Team	Presentation on a SC innovation	15	10'	10%
FE	1 & 2	Individual	Case study		1h30	60%

- Warehouse and Inventory Management

Core Course		Specialization Course	✓	Language Course		
ESCE Department		International Business				
Specialization Module		Digital and Sustainable Supply Chains				
PGE Cycle		Graduate				
Year of Study		Y4				
Language of Instruction		English				
ECTS [1 ECTS: 25h of workload]		5				
Face to Face courses hours		30				
Coaching / online hours		-				
Individual study time		95				
Pedagogical activities		-				
Semester		FALL				
Course Coordinator		Adib Bensalem ; Adib.bensalem@esce.fr				
General Course Description		<ul style="list-style-type: none">- This course equips students with the knowledge and skills to optimize inventory sustainably using cutting-edge digital tools. Through an immersive blend of theoretical insights and practical activities, including a tour of a major logistics hub in the Paris region, students will learn to implement sustainable inventory practices, enhance warehouse operations, and leverage digital technologies for improved efficiency and accuracy. The course provides a comprehensive understanding of modern warehouse strategies, with a strong emphasis on sustainability and environmental impact.				
Recommended Prerequisites		<ul style="list-style-type: none">- Basic knowledge of supply chain management principles.- Familiarity with digital tools and technologies used in logistics and inventory management.				
Intended Learning Outcomes		<ol style="list-style-type: none">1. Implement sustainable inventory management practices, using digital tools for efficiency and accuracy2. Analyze and improve warehouse operations through digital technologies, considering environmental impact				
Assessment Method		<ul style="list-style-type: none">- Quiz, case study, group project, practical activities				
Assessment Criteria		<ul style="list-style-type: none">- The student is able to manage warehouse inventory using digital technologies while applying sustainability principles to minimize waste and optimize resource usage.- The student is able to use digital tools, including basic cybersecurity principles, to enhance warehouse operations and measure their environmental impact.				
CA = Continuous Assessment / FE = Final Exam						
Type*	Targeted Competency	Group or Individual	Title	Week	Duration	% Weight in final grade
CA	1	Individual	Warehouse Layout Project	2	1 week	20%
CA	2	Group	Final Group Project	10	2 weeks	20%
FE	1 & 2	Individual	Final Exam	15	2 h	60%

- International Operations and Negotiation Management

Core Course	Specialization Course	✓	Language Course
ESCE Department	International Business		
Specialization Module	International Business Development		
PGE Cycle	Graduate		
Year of Study	Y4		
Language of Instruction	English		
ECTS [1 ECTS: 25h of workload]	5		
Face to Face courses hours	30		
Coaching / online hours	-		
Individual study time	95		
Pedagogical activities	-		
Semester	FALL		
Course Coordinator	Bernd Philipp; bernd.philipp@esce.fr (Operations) Kubilay Ozkan; kslozkan@esce.fr (Negotiation)		
General Course Description	<ul style="list-style-type: none"> - Operations are considered as a transformation process, turning inputs (resources, capital, labor, energy, and information) into outputs (goods, services) of greater value. Students learn to identify operations as technical core or “hub” of the company or any other organization, exchanging with its other functional areas. This course prepares students to analyze processes, ensure quality and create value. It covers a very typical domain of Operations Management, namely Packaging Logistics, with a strong emphasis on sustainability/ circular economy alignment within international business contexts. - There is interdependence among people, and we, being humans and/or managers, have to manage challenges stemming from interdependence effectively. In this context, this course will help you: i) learn fundamental approaches to negotiation, ii) develop your negotiation skills, and iii) be confident in negotiations. 		
Recommended Prerequisites	<ul style="list-style-type: none"> - SCM fundamentals - Basics elements of business strategy Intercultural Management 		
Intended Learning Outcomes	<ol style="list-style-type: none"> 1. Explain and discuss the fundamentals of negotiation 2. Develop your negotiation skills. 3. Analyze extant and design new packaging systems meeting various sustainable performance requirements. 		
Assessment Method	- Midterm, Final Exam ; Term Project		
Assessment Criteria	<ul style="list-style-type: none"> - Students discuss the fundamental approaches to negotiation and adopt the right approach. - Students recognize, distinguish and situate the main characteristics of the international packaging supply chain (packaging functions, types, system elements and processes as well as related business actors). - Students Innovate and increase the overall sustainable performance of international packaging systems through cost reductions, functional improvements and design enhancements. 		

CA = Continuous Assessment / FE = Final Exam					
Type*	Targeted Competency	Group or Individual	Title	Duration	% Weight in final grade
CA	2	Individual	MCQ	30'	15 %
CA	2	Group	Oral Presentation	12'	20 %
CA	1 & 2	Individual	Personnal Development Plan	-	30 %
CA	1 & 2	Group	Term project	-	15 %
FE	1 & 2	Individual	Final Exam	1h30	20%

- Advanced Data Management and Analysis

Core Course		Specialization Course	✓	Language Course	
ESCE Department	International Business				
Specialization Module	Digital and Sustainable Supply Chains				
PGE Cycle	Graduate				
Year of Study	Y4				
Language of Instruction	English				
ECTS [1 ECTS: 25h of workload]	5				
Face to Face courses hours	30				
Coaching / online hours	-				
Individual study time	95				
Pedagogical activities	-				
Semester	FALL				
Course Coordinator	Adib Bensalem; Adib.bensalem@esce.fr				
General Course Description	<ul style="list-style-type: none"> - The Advanced Data Management and Analysis course delves into the challenges and opportunities posed by digitizing business operations. It covers three key areas: emerging technologies such as blockchain, AI, and IoT; advanced Excel VBA for decision-making; and Power BI for data visualization. This course aims to equip students with practical skills to analyze and manage data effectively using these tools, enhancing their capability to implement data-driven solutions in a business context. 				
Recommended Prerequisites	<ul style="list-style-type: none"> - Access to a Windows PC with Microsoft Excel installed (preferably the latest version). Students are encouraged to use Windows PCs as the course heavily relies on features like VBA and Power BI, which may have limited functionality on Mac. - Basic Knowledge of Excel: Familiarity with basic Excel functions, formulas, and data manipulation techniques. 				
Intended Learning Outcomes	<ol style="list-style-type: none"> 1. Understand the principles of blockchain technology and artificial intelligence (AI), and their applications in digital supply chains 2. Implement data management techniques for sustainability-focused market analysis, utilizing advanced data analysis tools such as Excel (with a focus on VBA) 3. Create visually compelling data visualizations and interactive reports using Power BI, demonstrating proficiency in data visualization and analysis 				
Assessment Method	<ul style="list-style-type: none"> - Quiz, case-study, 3-hour module - Group project, case-study, practical activity - Final project 				
Assessment Criteria	<ul style="list-style-type: none"> - The student is able to explain the fundamentals of blockchain technology and AI; evaluate their potential applications and limitations within digital supply chains. - The student is able to perform effective monitoring and data analysis on sustainability topics using advanced data tools, such as machine learning algorithms or data visualization software, with a particular emphasis on Excel and VBA. - The student is able to design a Power BI report that is user-friendly, clear, complete, and accurate. 				

- Advanced Data Management and Analysis (cont'd)

CA = Continuous Assessment / FE = Final Exam						
Type*	Targeted Competency	Group or Individual	Title	Week	Duration	% Weight in final grade
CA	1	Individual	Quiz	1-3	5 min	Self-assessment
CA	2	Individual	Assignments	4-8	30 min	Self-assessment
CA	2	In pairs	Excel and VBA project	9	120 min	20%
CA	3	In pairs	Power BI Project	15	120 minutes	20%
FE	1, 2 & 3	Individual	Final exam	-	120 min	60%

- Spanish Language – Beginner

Core Course		Specialization Course		Language Course	✓	
ESCE Department		Languages				
PGE Cycle		Undergraduate & Graduate				
Language of Instruction		Spanish				
ECTS [1 ECTS: 25h of workload]		4				
Face to Face courses hours		30				
Coaching / online hours		-				
Individual study time		70				
Pedagogical activities		-				
Semester		FALL				
Course Coordinator		Marcello Innella ; marcelo.innella@esce.fr				
General Course Description		- <u>Beginner level course for students, the objective of which is to obtain, at the end of the semester, an A2 level (CEFR).</u>				
Recommended Prerequisites		- none				
Intended Learning Outcomes		1. Develop oral communication skills in Spanish to analyse business problems.				
Assessment Method		- Business games, Kahoot quizzes, to see which topics students understand well and which need more time.				
Assessment Criteria		- The student is able to Identify the behavioral skills necessary according to a professional situation by collecting peer feedback. .				
CA = Continuous Assessment / FE = Final Exam						
Type*	Targeted Competency	Group or Individual	Title	Week	Duration	% Weight in final grade
CA	1	Individual	In-class participation	1-10	-	33,33 %
CA	1	Individual	Test	4	30'	33,33 %
CA	1	Individual	Test	10	1h	33,33 %

- Spanish Language – False Beginner

Core Course		Specialization Course		Language Course	✓	
ESCE Department		Languages				
PGE Cycle		Undergraduate & Graduate				
Language of Instruction		Spanish				
ECTS <i>[1 ECTS: 25h of workload]</i>		4				
Face to Face courses hours		30				
Coaching / online hours		-				
Individual study time		20				
Pedagogical activities		-				
Semester		FALL				
Course Coordinator		Marcello Innella ; marcelo.innella@esce.fr				
General Course Description		- A2 level course intended for students of false beginner level, with the objective of obtaining, at the end of the semester, a A2+/ B1 level (CEFR)				
Recommended Prerequisites		- A previous knowledge of the Spanish language of level A2 is required in order to follow this course profitably				
Intended Learning Outcomes		1. Develop oral and written communication skills in Spanish to analyse business problems.				
Assessment Method		- Business games, Kahoot quizzes, to see which topics students understand well and which need more time.				
Assessment Criteria		- The student is able to Identify the behavioral skills necessary according to a professional situation by collecting peer feedback.				
CA = Continuous Assessment / FE = Final Exam						
Type*	Targeted Competency	Group or Individual	Title	Week	Duration	% Weight in final grade
CA	1	Individual	In-class participation	1-10	-	33,33 %
CA	1	Group	Final Project	4	30'	33,33 %
CA	1	Individual	Written exam	10	1h	33,33 %

- Spanish Language – Intermediate

Core Course		Specialization Course		Language Course	✓	
ESCE Department		Languages				
PGE Cycle		Undergraduate & Graduate				
Language of Instruction		Spanish				
ECTS [1 ECTS: 25h of workload]		4				
Face to Face courses hours		30				
Coaching / online hours		-				
Individual study time		70				
Pedagogical activities		-				
Semester		FALL				
Course Coordinator		Maria Cristina Bellucci-Osorio ; Maria.bellucci@esce.fr				
General Course Description		- This intermediate course aims to engage students in different themes such as Social Corporate Responsibility, inequalities in the workplace,diversity and inclusion, ethical commerce and climate change.				
Recommended Prerequisites		- B1 (European Framework)				
Intended Learning Outcomes		1. Enhance business vocabulary, increase grammatical skills and structure information				
Assessment Method		- In-class exercises and group project				
Assessment Criteria		- The student can explain the problem regarding climate change. The student is able to propose some solutions - The student will be able to analyze and provide solutions to make companies more sustainable and environmentally friendly.				
CA = Continuous Assessment / FE = Final Exam						
Type*	Targeted Competency	Group or Individual	Title	Week	Duration	% Weight in final grade
CA	1	Individual	In-class participation	1-10	-	33,33 %
CA	1	Group	Final Project	6-7	30'	33,33 %
CA	1	Individual	Written exam	9	1h	33,33 %

-1,2,3 Partez! - French Language – Beginner

Core Course		Specialization Course		Language Course	✓	
ESCE Department	Languages					
PGE Cycle	Undergraduate & Graduate					
Language of Instruction	French					
ECTS [1 ECTS: 25h of workload]	4					
Face to Face courses hours	30					
Coaching / online hours	-					
Individual study time	70					
Pedagogical activities	-					
Semester	FALL					
Course Coordinator	Anabelle Tessarech ; atessarech@omnesintervenant.com Emmanuelle Madra ; emadra@omnesintervenant.com Sakcha Llanque ; sllanque@omnesintervenant.com					
General Course Description	<ul style="list-style-type: none">- This course is an introduction to French Language. It is designed for students who have never learned French or whose knowledge is limited to a few words. It combines basic grammar, vocabulary and communication skills studied in real life situations					
Recommended Prerequisites	<ul style="list-style-type: none">- None					
Intended Learning Outcomes	<ol style="list-style-type: none">1. Develop an ability to communicate persuasively, express ideas clearly and develop relationships with others. Develop active listening skills and empathy.2. Apply Intercultural communication skills in practical scenarios					
Assessment Method	<ul style="list-style-type: none">- Case-study					
Assessment Criteria	<ul style="list-style-type: none">- The student is able to embody the values of sustainability and encourage equity- The student is able to act responsibly and position him/herself in a debate.					
CA = Continuous Assessment / FE = Final Exam						
Type*	Targeted Competency	Group or Individual	Title	Week	Duration	% Weight in final grade
CA	1 & 2	Individual	Written exam 1	5	45'	25 %
CA	1 & 2	Group	Oral Presentation	9-10	15'	50 %
CA	1 & 2	Individual	Written exam 2	9	1 h	25 %

- Le Français Jour Après Jour – French Language - False Beginner

Core Course		Specialization Course		Language Course	✓	
ESCE Department	Languages					
PGE Cycle	Undergraduate & Graduate					
Language of Instruction	French					
ECTS [1 ECTS: 25h of workload]	4					
Face to Face courses hours	30					
Coaching / online hours	-					
Individual study time	70					
Pedagogical activities	-					
Semester	FALL					
Course Coordinator	Rachel LASSALLE ; rlassalle@omnesintervenant.com					
General Course Description	<ul style="list-style-type: none">- This course is an introduction to French language and culture. It is designed for students who have already learned a little French and know some basic verbs, sentences and words. It combines basic grammar, vocabulary and communication skills in real life situations.- Students have access to materials and resources on BoostCamp. In order to focus on communication skills, students are required to go over the vocabulary and some of the grammatical contents before attending the class					
Recommended Prerequisites	<ul style="list-style-type: none">- This course is aimed at students with a basic knowledge of French					
Intended Learning Outcomes	<ol style="list-style-type: none">1. Develop an ability to communicate persuasively, express ideas clearly and develop relationships with others. Develop active listening skills and empathy.2. Apply Intercultural communication skills in practical scenarios					
Assessment Method	<ul style="list-style-type: none">- Case-study					
Assessment Criteria	<ul style="list-style-type: none">- The student is able to embody the values of sustainability and encourage equity- The student is able to act responsibly and position him/herself in a debate.					
CA = Continuous Assessment / FE = Final Exam						
Type*	Targeted Competency	Group or Individual	Title	Week	Duration	% Weight in final grade
CA	1 & 2	Individual	Written exam 1	5	45'	20%
CA	1 & 2	Individual	Written exam 2	9	45'	20 %
CA	1 & 2	Individual	Oral participation	1-10	-	30 %
CA	1 & 2	Individual	Oral participation	10	15'	30 %

- Le Français Spontané – Elementary French

Core Course		Specialization Course		Language Course	✓	
ESCE Department	Languages					
PGE Cycle	Undergraduate & Graduate					
Language of Instruction	French					
ECTS [1 ECTS: 25h of workload]	4					
Face to Face courses hours	30					
Coaching / online hours	-					
Individual study time	70					
Pedagogical activities	-					
Semester	FALL					
Course Coordinator	Sylvain Lerouvillois ; slerouvillois@omnesintervenant.com					
General Course Description	<div><div>-</div><div>This course is primarily focused on oral language skills (speaking and comprehension). Its goal is to help learners communicate in various everyday situations. The materials used by the teacher are diverse, and the assigned tasks reflect authentic situations in different fields</div><div>-</div><div><i>Ce cours est principalement axé sur les compétences orales de la langue (expression et compréhension).</i> <i>Il a pour but d’aider les apprenants à communiquer dans diverses situations de la vie quotidienne.</i> <i>Les supports utilisés par le professeur sont variés et les tâches proposées sont le reflet de situations authentiques dans différents domaines.</i></div></div>					
Recommended Prerequisites	<div><div>-</div><div>This course is intended for students who have completed approximately 100 hours of French</div><div>-</div><div><i>Ce cours s’adresse à des étudiants qui ont suivi environ 100 heures de français</i></div></div>					
Intended Learning Outcomes	<div><div>1.</div><div>Develop an ability to communicate persuasively, express ideas clearly and develop relationships with others. Develop active listening skills and empathy.</div><div>2.</div><div>Apply Intercultural communication skills in practical scenarios</div></div>					
Assessment Method	<div><div>-</div><div>Case-study</div></div>					
Assessment Criteria	<div><div>-</div><div>The student is able to embody the values of sustainability and encourage equity</div><div>-</div><div>The student is able to act responsibly and position him/herself in a debate.</div></div>					
CA = Continuous Assessment / FE = Final Exam						
Type*	Targeted Competency	Group or Individual	Title	Week	Duration	% Weight in final grade
CA	1 & 2	Individual	Written exam 1	5	45’	20%
CA	1 & 2	Individual	Written exam 2	9	45’	20 %
CA	1 & 2	Individual	Oral participation	1-10	-	30 %
CA	1 & 2	Group	Oral participation	10	15’	30 %

- Acteur en Français– Intermediate French

Core Course		Specialization Course		Language Course	✓	
ESCE Department	Languages					
PGE Cycle	Undergraduate & Graduate					
Language of Instruction	French					
ECTS [1 ECTS: 25h of workload]	4					
Face to Face courses hours	30					
Coaching / online hours	-					
Individual study time	70					
Pedagogical activities	-					
Semester	FALL					
Course Coordinator	Thierry Fouché					
General Course Description	<ul style="list-style-type: none">- The objective of this course is to enable students to communicate and interact in common every day and professional situations, express ideas, and understand different points of view- <i>L'objectif de ce cours est de permettre aux étudiants de communiquer et d'interagir dans les situations courantes de la vie quotidienne et professionnelle, d'exprimer des idées et de comprendre différents points de vue</i>					
Recommended Prerequisites	<ul style="list-style-type: none">- This course is intended for students who have completed a minimum of 200 hours of French and are able to use French in their daily activities.- <i>Ce cours s'adresse à des étudiants qui ont suivi au minimum 200 heures de français et capable d'utiliser le Français dans leurs activités quotidiennes.</i>					
Intended Learning Outcomes	<ol style="list-style-type: none">1. Develop an ability to communicate persuasively, express ideas clearly and develop relationships with others. Develop active listening skills and empathy.2. Apply Intercultural communication skills in practical scenarios					
Assessment Method	<ul style="list-style-type: none">- Case-study					
Assessment Criteria	<ul style="list-style-type: none">- The student is able to embody the values of sustainability and encourage equity- The student is able to act responsibly and position him/herself in a debate.					
CA = Continuous Assessment / FE = Final Exam						
Type*	Targeted Competency	Group or Individual	Title	Week	Duration	% Weight in final grade
CA	1 & 2	Individual	Written exam 1	5	1h	30%
CA	1 & 2	Individual	Written exam 2	9	1h	30 %
CA	1 & 2	Group	Oral presentation	10	15'-	30 %
CA	1 & 2	Individual	Oral participation	10	-	10 %

- Architecture de l'Expression - French Upper Intermediate

Core Course		Specialization Course		Language Course	✓	
ESCE Department	Languages					
PGE Cycle	Undergraduate & Graduate					
Language of Instruction	French					
ECTS [1 ECTS: 25h of workload]	4					
Face to Face courses hours	30					
Coaching / online hours	-					
Individual study time	70					
Pedagogical activities	-					
Semester	FALL					
Course Coordinator	Virginie Dupont					
General Course Description	<ul style="list-style-type: none">- This course helps enrich linguistic skills, particularly in syntax, for both oral and written expression. The methodology used will emphasize group dynamics to develop communication and self-confidence in speaking a foreign language with a pre-professional focus (debating, public speaking, arguing, leading a meeting, etc.). A project will involve the concrete production of a "journal" to apply the skills learned in a collaborative setting- <i>Ce cours permet d'enrichir les compétences linguistiques, notamment dans le domaine de la syntaxe, pour l'expression orale et écrite. La méthodologie pratiquée mettra en œuvre la dynamique de groupe pour développer la communication et la confiance en soi dans l'expression en langue étrangère dans une optique préprofessionnelle (débatte, prendre la parole en public, argumenter, tenir une réunion...). Un projet visera la production concrète d'un « journal » afin de mettre en œuvre les compétences travaillées dans une visée collaborative.</i>					
Recommended Prerequisites	<ul style="list-style-type: none">- This course is intended for students who have completed a minimum of 400 hours of French.- <i>Ce cours s'adresse à des étudiants qui ont suivi au minimum 400 heures de Français.</i>					
Intended Learning Outcomes	<ol style="list-style-type: none">1. Develop an ability to communicate persuasively, express ideas clearly and develop relationships with others. Develop active listening skills and empathy.2. Apply Intercultural communication skills in practical scenarios					
Assessment Method	- Case-study					
Assessment Criteria	<ul style="list-style-type: none">- The student is able to embody the values of sustainability and encourage equity- The student is able to act responsibly and position him/herself in a debate.					
CA = Continuous Assessment / FE = Final Exam						
Type*	Targeted Competency	Group or Individual	Title	Week	Duration	% Weight in final grade
CA	1 & 2	Individual	Written texts	1-10	1h	30 %
CA	1 & 2	Individual	Written exam & oral comprehension	9	1h45	20 %
CA	1 & 2	Group	Oral presentation	4 - 8	15'-	20 %
CA	1 & 2	Individual	Oral participation	1 -10	-	30 %

- French Civilization

Core Course		Specialization Course		Civilization Course	✓	
ESCE Department	Languages					
PGE Cycle	Undergraduate & Graduate					
Language of Instruction	English					
ECTS [1 ECTS: 25h of workload]	3					
Face to Face courses hours	18					
Coaching / online hours	-					
Individual study time	57					
Pedagogical activities	-					
Semester	FALL					
Course Coordinator	Christelle Metzinger ; cmetzinger@omnesintervenant.com					
General Course Description	<ul style="list-style-type: none">- The general goal of this course is to develop an intermediate level proficiency in understanding French civilization, culture and society.- It will provide students with some basic and practical tools to take advantage of their stay in Paris and handle the various everyday situations they will get to experience with more insight and distance, from a cultural point of view.					
Recommended Prerequisites	<ul style="list-style-type: none">- Curiosity and intermediate knowledge of English					
Intended Learning Outcomes	<ol style="list-style-type: none">1. Develop an ability to communicate persuasively, express ideas clearly and develop relationships with others. Develop active listening skills and empathy.2. Apply Intercultural communication skills in practical scenarios					
Assessment Method	<ul style="list-style-type: none">- Case-study					
Assessment Criteria	<ul style="list-style-type: none">- The student is able to embody the values of sustainability and encourage equity- The student is able to act responsibly and position him/herself in a debate.					
CA = Continuous Assessment / FE = Final Exam						
Type*	Targeted Competency	Group or Individual	Title	Week	Duration	% Weight in final grade
CA	1 & 2	Individual	Written test 1	5	1h	40%
CA	1 & 2	Individual	Written test 2	8	1h45	40 %
CA	1 & 2	Group	Participation + Oral presentation	4 - 8	15'-	20 %

- Zoom sur Paris

Core Course	Specialization Course	Civilization Course	✓			
ESCE Department	Languages					
PGE Cycle	Undergraduate & Graduate					
Language of Instruction	French					
ECTS [1 ECTS: 25h of workload]	4					
Face to Face courses hours	30					
Coaching / online hours	-					
Individual study time	70					
Pedagogical activities	-					
Semester	FALL					
Course Coordinator	Sylvain Lerouvillois ; slerouvillois@omnesintervenant.com					
General Course Description	<ul style="list-style-type: none">- This course is a French Culture Course. It is structured by 8 visits of Paris. Students will acquire knowledge about history, architecture, society and French way of life.- <i>Ce cours de culture française est organisé autour de huit visites de quartiers emblématiques de Paris. Il permet aux étudiants d’acquérir des connaissances sur l’histoire, l’architecture, la société et l’art de vivre des Français</i>					
Recommended Prerequisites	<ul style="list-style-type: none">- This course is specifically designed for students who have a low-intermediate level of French (A2). The vocabulary is simple and easy to understand. English can be used for questions during the class and during the exam. The principal objective of the course is “Discovering Paris in French”.- <i>Ce cours est spécialement dédié aux étudiants ayant un niveau élémentaire de français. Le vocabulaire utilisé est simple. Les échanges professeurs-étudiants peuvent se faire en anglais ainsi que les réponses au quiz. Il est accessible à partir du niveau de français A2 du CECR. L’objectif principal de ce cours est de « Découvrir Paris en français ».</i>					
Intended Learning Outcomes	<ol style="list-style-type: none">1. Develop an ability to communicate persuasively, express ideas clearly and develop relationships with others. Develop active listening skills and empathy.2. Apply Intercultural communication skills in practical scenarios					
Assessment Method	- Case-study					
Assessment Criteria	<ul style="list-style-type: none">- The student is able to embody the values of sustainability and encourage equity- The student is able to act responsibly and position him/herself in a debate.					
CA = Continuous Assessment / FE = Final Exam						
Type*	Targeted Competency	Group or Individual	Title	Week	Duration	% Weight in final grade
CA	1 & 2	Individual	test	10	30’	33,33 %
CA	1 & 2	Individual	Personal journal	1- 10	1h45	33,33 %
CA	1 & 2	Group	Organizing a visit	10	15’-	33,33 %

- La France à 360°

Core Course		Specialization Course		Civilization Course	✓	
ESCE Department	Languages					
PGE Cycle	Undergraduate & Graduate					
Language of Instruction	French					
ECTS [1 ECTS: 25h of workload]	3					
Face to Face courses hours	18					
Coaching / online hours	-					
Individual study time	57					
Pedagogical activities	-					
Semester	FALL					
Course Coordinator	Sylvain Lerouvillois ; slerouvillois@omnesintervenant.com					
General Course Description	<ul style="list-style-type: none">- This course provides an overview of French culture and civilization, equipping students with the tools to understand French culture and behaviors. It covers knowledge in history, geography, economy, politics- <i>Ce cours propose une vue d'ensemble de la culture et de la civilisation française. Son objectif est de donner aux étudiants les outils pour comprendre la culture et les comportements des Français. Les connaissances concernent l'histoire, la géographie, l'économie, la politique</i>					
Recommended Prerequisites	<ul style="list-style-type: none">- Good general knowledge of French language (B1 minimum)					
Intended Learning Outcomes	<ol style="list-style-type: none">1. Develop an ability to communicate persuasively, express ideas clearly and develop relationships with others. Develop active listening skills and empathy.2. Apply Intercultural communication skills in practical scenarios					
Assessment Method	<ul style="list-style-type: none">- Case-study					
Assessment Criteria	<ul style="list-style-type: none">- The student is able to embody the values of sustainability and encourage equity- The student is able to act responsibly and position him/herself in a debate.					
CA = Continuous Assessment / FE = Final Exam						
Type*	Targeted Competency	Group or Individual	Title	Week	Duration	% Weight in final grade
CA	1 & 2	Individual	Oral presentation	2-6	10'	25 %
CA	1 & 2	Group	Oral presentation	4	15'	25 %
CA	1 & 2	Group	Oral presentation	8	15'	25 %
CA	1 & 2	Individual	Oral presentation	9	30'	25 %

- Les Rendez-Vous de la Géopolitique

Online Core Course	✓	Specialization Course		Civilization Course		
ESCE Department	International Business					
PGE Cycle	Undergraduate & Graduate					
Language of Instruction	French with English subtitles					
ECTS [1 ECTS: 25h of workload]	1					
Face to Face courses hours	6					
Coaching / online hours	-					
Individual study time	19					
Pedagogical activities	-					
Semester	FALL					
Course Coordinator	Fabrice Ravel ; fabrice.ravel@esce.fr					
General Course Description	<ul style="list-style-type: none">- This course provides online sessions of about 25 minutes each in order to give students the tools they need to understand international news and the strategies chosen by international actors.					
Recommended Prerequisites	<ul style="list-style-type: none">- None					
Intended Learning Outcomes	<ol style="list-style-type: none">1. Develop an ability to communicate persuasively, express ideas clearly and develop relationships with others. Develop active listening skills and empathy.2. Apply Intercultural communication skills in practical scenarios					
Assessment Method	<ul style="list-style-type: none">- MCQ at the end of each online session					
Assessment Criteria	<ul style="list-style-type: none">- The student is able to embody the values of sustainability and encourage equity- The student is able to act responsibly and position him/herself in a debate.					
CA = Continuous Assessment / FE = Final Exam						
Type*	Targeted Competency	Group or Individual	Title	Week	Duration	% Weight in final grade
CA	1 & 2	Individual	MCQs	10' at the end of each online session		100 %

- Ethics & IA

Online Core Course	✓	Specialization Course		Civilization Course		
PGE Cycle	Undergraduate & Graduate					
Language of Instruction	English					
ECTS [1 ECTS: 25h of workload]	3					
Face to Face courses hours	-					
Coaching / online hours	-					
Individual study time	75					
Pedagogical activities	-					
Semester	FALL					
Course Coordinator	Kevin Coffey					
General Course Description	<ul style="list-style-type: none">- Artificial intelligence is, like others, a disruptive innovation. As such, it has not only technical and technological implications, but also societal ones. What can we do and what are we unable to control when it comes to artificial intelligence? Do Asimov's laws of robotics still correspond to current possibilities? How do ethics and deontology impact the design choices of engineers and developers? Numerous examples exist, including the famous simulation of the Cornelian choices that an AI would have to make in autonomous driving. This raises the question of dilemmas: no answer is intrinsically optimal. How does ethics respond to this? Can it be modeled? Ethics is very much about making the right decisions, but rest assured, you definitely made the right one. So hop on, enjoy the ride and let's get started					
Recommended Prerequisites	<ul style="list-style-type: none">- None					
Intended Learning Outcomes	<ol style="list-style-type: none">1. Associate ethical theories to ethical issues arising from AI systems and critically analyse them2. Critically reflect on the use of AI systems in different fields and identify problematic aspects of the use of AI thanks to different cases studies3. Perform an algorithmic audit on an AI system and propose recommendations to design an ethical AI system					
Assessment Method	<ul style="list-style-type: none">- MCQ at the end of each episode proposed within the module- At the end of the course, a final exam is awaiting you, where you will be performing an algorithmic audit allowing you to put into play everything you will have learned during this course.					
Assessment Criteria	<ul style="list-style-type: none">- The student is able to embody the values of sustainability and encourage equity- The student is able to act responsibly and position him/herself in a debate.					
CA = Continuous Assessment / FE = Final Exam						
Type*	Targeted Competency	Group or Individual	Title	Week	Duration	% Weight in final grade
CA	1 & 2	Individual	MCQs	at the end of each online session		60 %
FE	3	Individual	Written test (algorithmic audit)	-		40%

- International Business Practices

Online Core Course	✓	Specialization Course		Civilization Course	
PGE Cycle	Undergraduate & Graduate				
Language of Instruction	English				
ECTS [1 ECTS: 25h of workload]	4				
Face to Face courses hours	-				
Coaching / online hours	-				
Individual study time	100				
Pedagogical activities	-				
Semester	FALL				
Course Coordinator	Serge Besanger ; serge.besanger@esce.fr				
General Course Description	<ul style="list-style-type: none">- The stagnation of home markets increasingly calls for international business development. In this course, we shall explain how the economic, political/legal, and financial environments can be addressed for the sake of international business expansion operations. This will include how cultural and behavioral differences influence countries' business practices, and how these differences can be addressed using appropriate strategies. Creating value for the firm on a global scale also demands the development and the implementation of efficient export departments and the mastery of Incoterms, payment methods, and such. This course seeks to debate the main techniques and concepts around this issue, focusing not only on the aspects specific to the administration of export sales, but also on their relation with other related disciplines within Management.				
Recommended Prerequisites	<ul style="list-style-type: none">- None				
Intended Learning Outcomes	<ol style="list-style-type: none">1. Identify the technical vocabulary, tools, and practices specific to international business.2. Identify key risks and opportunities at the international level.3. Identify managerial issues considering the implications of the international context.4. Master methodological resources and an analytical skill set.5. Formulate diagnostic analyses of identified issues as they pertain to regional contexts.6. Identify appropriate assessment measures based on a series of key performance indicators to ensure plan effectiveness.7. Generate a detailed innovative plan of action to address identified issues.8. Implement the action plan.9. Navigate within a multicultural/ intercultural context.10. Demonstrate leadership incorporating ethical behavior and responsible social and environmental attitudes and actions.				
Assessment Method	<ul style="list-style-type: none">- TBD				
Assessment Criteria	<ul style="list-style-type: none">- The student is able to embody the values of sustainability and encourage equity- The student is able to act responsibly and position him/herself in a debate.				
CA = Continuous Assessment / FE = Final Exam: To be announced					

- International Project Management

Online Core Course	✓	Specialization Course		Civilization Course		
PGE Cycle	Undergraduate & Graduate (Graduate Level Recommended)					
Language of Instruction	English					
ECTS [1 ECTS: 25h of workload]	3					
Face to Face courses hours	-					
Coaching / online hours	-					
Individual study time	75					
Pedagogical activities	-					
Semester	FALL					
Course Coordinator	Athanasios Tsirikas; athanasios.tsirikas@esce.fr					
General Course Description	<ul style="list-style-type: none">- The course of Project Management aims to help individuals and researchers to deepen their knowledge in one of the most important and modern scientific fields. More specifically, its purpose is to provide the necessary resources to individuals wishing to upgrade their professional prospects, by cultivating skills related to the modern methods of designing, monitoring, selection, evaluation methodology and project budgeting. Topics such as the bureaucratic practices of project management, the management principles and the tools used in projects’ execution, the management of human resources and the formulation of an effective policy control, are included in the course, so that learners are able to use effectively the entire range of tools, techniques and methods that make up the main body of knowledge in project management. .					
Recommended Prerequisites	<ul style="list-style-type: none">- Knowledge of Management Principles					
Intended Learning Outcomes	<ol style="list-style-type: none">1. Management of Projects (time, budget, quality, HR, risks etc2. Work collaboratively with all stakeholders in the ecosystem, at every stage of the value chain					
Assessment Method	<ul style="list-style-type: none">- Case studies, MCQs, Business					
Assessment Criteria	<ul style="list-style-type: none">- The student is able to initiate, drive and manage projects in organizations- The student is able to embody the values of sustainability at individual and collective levels					
CA = Continuous Assessment / FE = Final Exam						
Type*	Targeted Competency	Group or Individual	Title	Session	Duration	% Weight in final grade
CA	1	Individual	Assignments	1- 7 (1hour each)		40 %
FE	1&2	Individual	Final Exam	Exam period (1,5h)		60%

- Humanités

Online Core Course	✓	Specialization Course		Civilization Course	
PGE Cycle	Undergraduate & Graduate				
Language of Instruction	French with English subtitles				
ECTS [1 ECTS: 25h of workload]	1				
Face to Face courses hours	-				
Coaching / online hours	-				
Individual study time	25				
Pedagogical activities	-				
Semester	FALL				
Course Coordinator	Olivier Jacquemond; olivier.jacquemond@esce.fr				
General Course Description	<ul style="list-style-type: none">- The aim of this course is to take a resolutely cross-disciplinary approach – bringing to life and encouraging dialogue between areas of knowledge that are all too often isolated – and to return to the source, to the texts, to meet the challenges of a world where information is disconnected from knowledge and prevents critical and historical distancing.				
Recommended Prerequisites	<ul style="list-style-type: none">- None				
Intended Learning Outcomes	<ol style="list-style-type: none">1. Identify systemic and structural obstacles to equity and inclusion2. - Explain cognitive biases that lead to discrimination				
Assessment Method	<ul style="list-style-type: none">- Online Quiz				
Assessment Criteria	<ul style="list-style-type: none">- Students to take a resolutely cross-disciplinary approach – bringing to life and encouraging dialogue between areas of knowledge that are all too often isolated- Students meet the challenges of a world where information is disconnected from knowledge and prevents critical and historical distancing				
100 % Continuous Assessment: students answer a 5 to 10-minute quiz at the end of each episode					

