

IAE GUSTAVE EIFFEL (Créteil Campus) - COURSES IN ENGLISH
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UNDERGRADUATE LEVEL

Degree	Credits (ECTS)	Course Level	Semester	Course code	Course's name	Brief Description of the Course in English
L1 Bachelor in International Management	5	L1 Undergraduate	S1	L1 MI	Marketing and Negotiation	Part 1 introduces and defines marketing ; it focuses on presenting the importance, the goals and the content of the discipline, as well as the most important terms used by marketers; students learn how to define and quantify market characteristics ; they also start to think as marketers through the identification of market opportunities. Part 2 focuses on the strategic aspects of marketing : students go through three major steps in the marketing process : segmentation, targeting and positioning. Part 3 is dedicated to the key elements of the marketing process.
L2 Bachelor in International Management	5	L2 Undergraduate	s1	L2 MI	Organization Theory	The course explains and illustrates organizational phenomena and their dynamics. Organization theory (OT) is the study of organizations and the individuals and groups that make up organizations. We first focus on <i>macro</i> theory initially rooted in sociology and social psychology that takes the organization as the level of analysis. Then we turn to <i>micro</i> theory (or <i>Organization behaviour</i>), drawing on microeconomics and cognitive psychology, which tackle Organizations from the perspective of small groups or individual decision-making. The philosophy behind the course is that academic concepts can be used as an 'intellectual tool kit' - a collection of frameworks and ideas that can be used to critically analyze organizational situations, thereby
L3 Bachelor in International Management	5	L3 Undergraduate	S1/S2	L3 MI	Competitive Intelligence	This course will focus on global competitive intelligence: the tools and methods that enhance strategic and tactical decision making in the analysis and interpretation of business data related to current and emerging competitors. The intelligence process and how to build business advantage by the collection and analysis of the capabilities, vulnerabilities, market positioning and strategic planning of competitors using open source information. The course is team-oriented, project-based and grounded in the relevant legal and ethical context.
L3 Bachelor in International Management	6	L3 Undergraduate	S1/S2	L3 MI	Data Analysis	The aim of the course is to give the students basic knowledge in data analysis for businesses from both theoretical as well as practical perspective. It will focus on the uses of information, formulating problems, data collection, drawing conclusions and reporting. Analysis methods for qualitative data will include data displays, coding, causal and content analysis. Descriptive and inferential statistical techniques for quantitative data will be introduced.
L3 Bachelor in International Management	5	L3 Undergraduate	S1/S2	L3 MI	Fundamentals of Management Accounting & Control	This course is about the use of accounting information by managers for decision making, performance evaluation and control. The goal is to provide students with a conceptual framework for identifying and resolving accounting issues faced by managers.
L3 Bachelor in International Management	5	L3 Undergraduate	S1/S2	L3 MI	Management of Information Systems	Aims of the MIS module: - To understand the fundamentals of IS - To understand the relationship between Business Performance and IS - To apprehend Project Management within an IS environment - To provide students a sight of the future innovations in IS and their implications on the organization

L3 Bachelor in International Management	5	L3 Undergraduate	S1/S2	L3 MI	Principles of Finances	This course introducing the fundamental principles of asset valuation within the framework of modern portfolio theory. The key analytical principles are present value, option value, risk/diversification and arbitrage. These quantitative tools are used to value stocks, bonds, options, and other derivatives, with applications to portfolio selection, risk management and market structure
L3 Bachelor in International Management	5	L3 Undergraduate	S1/S2	L3 MI	Principles of Human Resource Management	The study of effectively selecting, utilizing, assessing and developing managers as well as the role of the Human Resource Department in administering human resources in a changing and demanding environment. Experience in developing and utilizing behavioral science research methods to assess effectiveness.

L3 Bachelor in International Management	5	L3 Undergraduate	S1/S2	L3 MI	Principles of Operation Management	Provide students with an understanding of the Operation Management stakes in a company. Be able to identify issues and come up with recommendations at strategical and tactical levels.
L3 Bachelor in International Management	3	L3 Undergraduate	S1/S2	L3 MI	Doing Business Abroad	Help students in written and oral fields to enable them to better communicate using a variety of methods and tools such as the work book ,role plays and presentations .There is a strong emphasis on Group work and student interaction to help achieve these objectives
L3 Bachelor in International Management	5	L3 Undergraduate	S1/S2	L3 MI	Marketing : Global brand management	This course presents an introduction to (global) brand management. The topics covered in class include the brand elements; brand positioning, brand architecture, customer-based brand equity, brand image and personality, brand marketing and communication as well as the global brand strategy. In addition to lectures, the course consists of (video) case studies, in which students will have to critically apply the concepts discussed in class and propose their own solutions to the various real-life problems and/or situations.An active, interactive, and critical approach is fundamental for this course.
L2 Bachelor in International Management	3	L2 Undergraduate	S2	L2 MI	Communication and Social Codes	This course introduces students to general business communication techniques. Through simulations and presentations, students will improve their own business communication skills.
L1 Bachelor in International Management	5	L1 Undergraduate	S1	L2MI	Accounting	The goal is to provide students an introduction to the basics of Accounting in France and the main international standards.

POSTGRADUATE LEVEL

International MBA (M1)	5	M1 / M2 Graduate (closed to Seniors)	S1	M1 IMBA	Corporate Social Responsibility	The course explores different ways in which companies can incorporate societal and environmental perspectives into strategic thinking, as well as the challenges and dilemmas involved in this process.
International MBA (M1)	5	M1 / M2 Graduate (closed to Seniors)	S1	M1 IMBA	International marketing	This course is designed to give an overview of marketing processes and marketing principles and provides students with the opportunity to apply the key concepts to practical business situations
International MBA (M1)	5	M1 / M2 Graduate (closed to Seniors)	S1	M1 IMBA	Organizational Behaviour	The purpose of the course (Organizational Behaviour) is to increase students effectiveness and skill in observing, understanding and managing behavior in organizations. It also deals with cross-cultural management.
International MBA (M1)	5	M1 / M2 Graduate (closed to Seniors)	S1	M1 IMBA	Economic Analysis for Business Decisions	The aim of this lecture is to present the basic concept of microeconomics to the students. We are using a large number of examples and we confront the theory with the reality of nowadays economy. We want the students to be able to use the microeconomic intuitions in order to understand every day economic events. We are training them to use quantitative and qualitative surveys of households and enterprises.
International MBA (M1)	5	M1 / M2 Graduate (closed to Seniors)	S1	M1 IMBA	Business Communication	This course introduces students to general business communication theory, the function of corporate communication and how companies communicate with key audiences, both internal and external.
International MBA (M1)	5	M1 / M2 Graduate (closed to Seniors)	S1	M1 IMBA	International Strategic Management	The objective of this course is to develop your knowledge and understanding of the strategic environment as well as of concepts, tools and theory in order to prepare you to become an effective strategic manager (or enhance your abilities) overseeing strategic activities and making the best decisions in an increasingly competitive, complex and dynamic environment. More precisely, this course is designed to expose students to several key aspects of the international strategy arena.
International MBA (M2)	4	M1 / M2 Graduate (closed to Seniors)	S1	M1 IMBA	Business Game	This course will help students to understand the financial management of a firm and the trade-offs between different strategies, perform valuations of basic financial instrument and create an objective valuation of a firm.
International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	S1	M2 IMBA	Uncertainty, Data and Judgement	This course is a course in business statistics. The goal is to learn how to use data in order to take better management decisions. The students will learn how to describe the data, how to identify performance drivers and how to simulate and to forecast the effects of different plans. We will follow a user oriented approach and will apply the techniques with Excel with real management data. In order to understand how statistics
International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	S1	M2 IMBA	Process & Operation Management	This course introduces main tools and concepts to design, control and improve the business process on the bases of Operations Management. How operations evolve to produce tangible goods and intangible services at innovative grounds. The core concern of operation management is to make product and services according to the customer requirement with high quality and low cost. This course covers topics in operations management such as, managing projects, forecasting demands, designing operations, managing operations, supply chain management, quantitative models and six sigma approaches. The course contents are cover with the help of lectures, case studies and team projects.
International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	S1	M2 IMBA	International Business Law	The course is designed to provide students with an overview of the framework of international business law. The course aims to cover international contracts, the resolution of international commercial disputes, a brief overview of the existing international regulatory bodies in international business and address additional legal issues stemming from the globalization of business.
International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	S1	M2 IMBA	Global & European Economics	This course is a quick introduction to the major global and european macroeconomic issues of the time. It gives an overview of the basic concepts and ideas which are necessary to understand the present crisis situation.

International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	S1	M2 IMBA	Financial Markets and Valuation	Objective of the course is an introduction in Financial Markets and Valuation
International MBA (M2)	4	M1 / M2 Graduate (closed to Seniors)	S1	M2 IMBA	Digital Marketing and Electronic Commerce	The course examines Digital marketing strategy, implementation and executional considerations. It provides a detailed understanding of all Digital channels and platforms. Furthermore, it enables a better understanding of customers' insights and customers' journey across key industries, and interrogates the perspectives of Digital business. This course is designed to provide students with a comprehensive view of how organisations can turn Digital marketing capabilities into strategic marketing planning. It emphasises on how Digital marketing mixes make it possible for organisations
International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	S1	M2 IMBA	Business Ethics	This course does not intend to cover all ethical dilemmas you may face in business life but to make you aware of some of them. You will embark on a journey where you will learn to know yourself better, to discover others, to better grasp the current environment in which business is taking place, and to learn how to turn ethical dilemmas into opportunities rather than traps in your business career. A selection of key ethical issues will be discussed in detail based on real cases as well as discussion with managers. We will analyze the trade-offs between ethical values and business values. Topics like reputation, credibility and communication will be addressed.
Logistique et Achats Internationaux (M2)	2	M1 / M2 Graduate (closed to Seniors)	S1	M2 LAI	Intercultural Management	This course focuses on the management of cultural differences. Multinationals as many domestic firms face multicultural environments. The first objective is to increase awareness of students' own cultural assumptions and respect for other cultural perspectives. The second objective is to develop and expand knowledge and understanding about the basic drives behind national and organizational cultural differences and the impact of cultural differences on cross cultural issues in organizations. The third objective is to acquire an understanding of the effectiveness of different strategies of international manage
Ingénierie financière (M2)	4	M1 / M2 Graduate (closed to Seniors)	S1	M2 IF	Leverage Buyouts, Venture Capital and Exits	Understand both the theoretical and practical aspects of LBO and VC investments. The goal of this course is to present the skills that are necessary to be a member of an investment banking or venture capital team.
International MBA (M1)	5	M1 / M2 Graduate (closed to Seniors)	S2	M1 IMBA	Supply Chain Management	Provide students with an understanding of the Supply Chain Management stakes in a company. Be able to identify issues and come up with recommendations at strategic and tactical levels
International MBA (M1)	5	M1 / M2 Graduate (closed to Seniors)	S2	M1 IMBA	Investment	Prerequisite: In order to take "Investment", students must have passed "Corporate Finance" (S1) of equivalent This course is designed (1) to acquire a solid knowledge of the principles and practice of financial markets; (2) to develop the tools necessary to make good financial decisions.
International MBA (M1)	5	M1 / M2 Graduate (closed to Seniors)	S2	M1 IMBA	Management Accounting and Control	This course is about the use of accounting information by managers for decision making, performance evaluation and control. The goal is to provide students with a conceptual framework for identifying and resolving accounting issues faced by managers
International MBA (M1)	5	M1 / M2 Graduate (closed to Seniors)	S2	M1 IMBA	Human Resource Management	The study of effectively selecting, utilizing, assessing and developing managers as well as the role of the Human Resource Department in administering human resources in a changing and demanding environment. Experience in developing and utilizing behavioral science research methods to assess effectiveness.
International MBA (M1)	5	M1 / M2 Graduate (closed to Seniors)	S2	M1 IMBA	Management Information System	This course is designed to: 1. understand the various information systems 2. consider the various possible applications of Information System (IS) in the organization 3. understand the organizational implications following the implementation of the different IS 4. apprehend IS within concrete examples of firms
International MBA (M1)	5	M1 / M2 Graduate (closed to Seniors)	S2	M1 IMBA	European Business Law	This course will provide students with the fundamental tools they need in order to be able to do business with the EU, whether they live in Europe or elsewhere. Students will gain an understanding of both the practical and theoretical aspects of European business law. We will focus on topics central to business law and to economic analysis, such as free movement law, competition law, environmental law, trade law and state aids law.

International MBA (M1)	5	M1 / M2 Graduate (closed to Seniors)	S2	M1 IMBA	Entreprise 2,0	Enterprise 2.0 module is targeted to update students with the new business practices in the post web 2.0 world. It focuses on the utilization of web 2.0 and Social Media technologies and their implications on marketing, Innovation, knowledge management and strategic efforts of firms today.
Management et Conseil (M1)	5	M1 / M2 Graduate (closed to Seniors)	S2	M1 MC	Globalization and Management	This course is about the challenges of Globalization. Students will learn how to be an effective international manager in a complex and dynamic global environment. Harvard Business Publishing Case studies will be studied.
Ingénierie financière (M2)	4	M1 / M2 Graduate (closed to Seniors)	S2	M2 IF	Corporate Governance	The course tries to cover in a comparative way the main models of corporate governance and their specific problems. It focuses also on the minority shareholders' protection and on the integration of the European Financial markets through the recent harmonization of financial regulation
International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	S2	M2 IMBA	Entrepreneurship	Students will learn about the basic drives of Entrepreneurship in France and abroad and work on a virtual company (Business Plan).
International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	S2	M2 IMBA	International Negotiation	Designed to give students a solid foundation for a strategic thought and practice in the field of Negotiation, useful to their International Master in Business Management and also for their future personal and professional activities. To do so, the course is based on Game theory and Negotiation theory. - The course is divided into sessions and organized over 4 days.
International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	S2	M2 IMBA	Leadership	Aims to introduce the students with the beliefs, skills and actions of who are charged with guiding teams and organizations in the contemporary world. We focus on what it takes to spark performance in others, while at the same time, developing their confidence, skills, and abilities and enhancing – rather than damaging – their mental and physical wellbeing. Importantly, the students will perform several written and oral assignments and play-roles in order to enhancing their leadership skills, reinforcing their self-awareness about their personal identity and strengths. The course will rely on case studies and cross-analysis of interviews led by the students with individuals endorsing a leadership position in various settings.
International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	S2	M2 IMBA	Cross Cultural Management	This course focuses on the management of cultural differences. Multinationals as many domestic firms face multicultural environments. The first objective is to increase awareness of students' own cultural assumptions and respect for other cultural perspectives. The second objective is to develop and expand knowledge and understanding about the basic drives behind national and organizational cultural differences and the impact of cultural differences on cross cultural issues in organizations. The third objective is to acquire an understanding of the effectiveness of different strategies of international manage Be able to read and interpret a company's financial statements: balance sheet, income statement, statement of cash flow, and statement of changes in stockholder's equity
International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	S2	M2 IMBA	Financial Accounting	
International MBA (M2)	5	M1 / M2 Graduate (closed to Seniors)	S2	M2 IMBA	Innovation Management	The module builds on prerequisites in strategy and marketing and focuses on the dynamics of value creation, to understand further how organizations develop distinctive resources and competences and build and sustain competitive advantage. The design of innovative value propositions and architectures involves capabilities and market dynamics, which are particularly impacted by the evolution of technologies and society.