

Licence 3 Économie Gestion

L3 PLUS PROGRAM

Bachelor's degree International Economics & Management

2017-2018

Objectives:

This Bachelor degree provides students with a strong background in economics and management.

This selective program offers the possibility to apply for any Economics master and most Management masters curricula.

Depending on the Master targeted, students from UPEC have the opportunity to enrich their studies by performing the second semester (spring semester) at a partner university (lectures will be taught in English), in Europe or worldwide.

Prerequisites and requirements:

This selective program is designed for good students who have completed two years of studies in Economics, able to attending lectures in English, and open minded to international exchanges.

These students will participate in small classes specially dedicated to this program. These classes will be a mix of French and international students, coming from our partner universities or elsewhere. Lectures will be taught exclusively in English, and foreign students will have the option to learn French as a foreign language.

Evaluation and Compensation scheme:

Students must attend all lectures.

More than two absences in one lecture results in a mark of 0/20 to the corresponding mid-term and final exam.

Not attending a final exam invalidates the corresponding course block and semester.

Students must have an average mark of at least 10/20 to complete the year.

All lectures in a given course block (U.E.) compensate each other, and all course blocks also compensate during a semester.

The two semesters compensate before the retake session (June).

Academic staff:

University Paris Est staff

Philippe ADAIR - (UPEC - Economics)
Patrick DOMINGUES - (UPEC - Economics)
Olivier FERRIER - (UPEC - Economics)
Amélie GUILLIN - (UPEC - Economics)
Éric HERTZLER - (UPEC - Management)
Sandrine KABLAN - (UPEC - Economics)
François LEGENDRE - (UPEC - Economics)
Julie LOCHARD - (UPEC - Economics)
Boris NAJMAN - (UPEC - Economics)
Odile SOLNIK - (UPEC - Management)
Khaled LABIDI - (UPEC - Economics)

Other Universities staff (visiting)

Johannes STEFAN - (TU Bergakademie Freiberg - Economics)

Experts & consultant teaching in the Master

Patrick LENAIN - (Director of department - OECD)
Evren PASDELOUP - (BI analyst specialized in Marketing)
Gael RABALLAND - (Senior Public Sector Specialist - World Bank)

Administrative staff

L3 Coordinator

Stephanie GOURER

Email: stephanie.gourer@u-pec.fr

Contact for foreign students:

Wassila BENGHOUBA

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Teaching organisation:

FIRST SEMESTER (fall semester)

ETCS	Lectures	Hours	Teachers	ERASMUS
13	U.E.1. Quantitative Analysis, Trade & International Economics (QATIE)	78		
5	ECUE 1 : Econométrie (Econometrics)	30	J.LOCHARD	E
4	ECUE 2 : Commerce International (International Trade)	24	B.NAJMAN	E
4	ECUE 3 : Macroéconomie, Croissance et Conjoncture (Macroeconomics, intermediate level)	24	P.ADAIR	E
11	U.E.2 : Monetary Issues & Public Economics (MIPE)	68		
4	ECUE 1 : Problèmes monétaires internationaux (International Monetary Issues)	24	P.LENAIN J. STEFAN	
4	ECUE 2 : Théorie des jeux et Négociation (Game Theory and Negotiation)	24	O.FERRIER	E
3	ECUE 3 : Economie Publique (Public Economics and Governance)	20	G.RABALLAND	
6	U.E.3 Communication & Applied Econometrics (CAE)	40		
3	ECUE 1 : STATA Software	20	P.DOMINGUES	
3	ECUE 2 : English Communication Skills	20	K.LABIDI	

Note: TOTAL SEMESTER 1 : 30 ECTS - 186 hours (E): Lectures available for ERASMUS students

SECOND SEMESTER (spring semester)

ETCS	Lectures	Hours	Teachers	ERASMUS
16	U.E.1. Knowledge Engineering, Finance, Organizations & Globalization (KEFOG)	96		
4	ECUE 1 : Economie du Développement (Development economics)	24	J.LOCHARD G.RABALLAND	
4	ECUE 2 : Marchés Boursiers (Financial Market)	24	S.KABLAN	E
4	ECUE 3 : Théories des organisations (Organisation Theory)	24	P.ADAIR	E
4	ECUE 4 : Big Data: An Introduction with Python Programming Language	24	F.LEGENDRE	
10	U.E.2. Strategy and Negotiation in an Open World (SNOW)	64		
3	ECUE 1 : Corporate Strategy	20	E.HERTZLER	E
3	ECUE 2 : Marketing	20	E.PASDELOUP	E
2	ECUE 3 : Investissement Direct à l'Etranger (Foreign Direct Investment)	12	A.GUILLIN	E
2	ECUE 4 : Doing business in an international context	12	O.SOLNIK	E
4	U.E.3. Professional Skills			
4	ECUE 1 : Project Based learning or internship			

Note: TOTAL SEMESTER 1 : 30 ECTS - 160 hours (E): Lectures available for ERASMUS students

S1.U.E.1: ECUE 1: Econométrie (Econometrics)

Teacher: J.LOCHARD

Volume: 30 hours

Credits: 5 ECTS

Assessment scheme: Homework/ Mid-Term/ Exam

Objectives:

This course aims at familiarizing students with econometric methods and designs used in economics, management and finance.

Expected learning outcomes:

The students will acquire analytical and technical skills, which are necessary to understand research articles and write technical reports on economic policy issues.

Course outline:

- I. Introduction: Econometrics and data
- II. The simple linear regression model
- III. Hypothesis testing
- IV. The multiple regression model
- V. Multicollinearity, heteroscedasticity and autocorrelation
- VI. More on regression

Indicative bibliography:

- Carter, H., Griffiths, W., and G. Lim (2012). *Principle of Econometrics*, John Wiley and Sons.
- Wooldridge, J. (2006). *Introductory Econometrics: A Modern Approach*, South Western.
- Gujarati, D. (2003). *Basic Econometrics*, McGraw.
- Angrist, J.D. and J.S. Pischke (2009). *Mostly Harmless Econometrics: An Empiricist's Companion*, Princeton University Press

S1.U.E.1: ECUE 2: Commerce International (International Trade)

Teacher: B.NAJMAN

Volume: 24 hours

Credits: 4 ECTS

Assessment scheme: Oral Presentations/ Mid-Term/ Final Exam

Objectives:

This course presents the main theories and policies in International Trade.

Expected learning outcomes:

At the end of the course, the students should be able to understand the fundamental trade theories and policies. Basis intuitions and incentives for trade to occur is needed.

Course outline:

- I. The traditional theory of international trade
- II. The protection instruments
- II. International Trade and Imperfect Competition
- III Intra-industry trade
- IV. The dumping
- V. From old to new instruments of trade policy

Indicative bibliography:

Krugman, P. R., & Obstfeld, M. (2012). *International Economics: Theory & Policy*.

Krugman, P., Obstfeld, M., Capelle-Blancard, G., & Crozet, M. (2009). *Economie internationale* (No. hal-00610970). HAL.

S1.U.E.1: ECUE 3: Macroéconomie, Croissance et Conjoncture (Macroeconomics, intermediate level)

Teacher: P.ADAIR

Volume: 24 hours

Credits: 4 ECTS

Assessment scheme: Homework/ Slideshow presentation /Mid-Term/ Final Exam

Objectives:

This eight-session intermediate macroeconomics course includes a refresher. It provides tools for analysing the long-run activity (the Solow growth model), as well as the short-run activity in terms of interaction between the market for goods and services and the monetary and financial market (IS-LM model and AS-AD model), with respect to unemployment and inflation issues as well as related economic policies.

Expected learning outcomes:

At the end of the course, the students should be able to:

Master the macroeconomic framework according to the IS-LM model and AS-AD model,

Understand the relevance of economic policies that are appropriate to the context of economic activity

Course outline:

I. Macroeconomic Quantities, Time Horizon and the Institutional Framework

II. Economic Growth

III. The labour market

IV. The Monetary and Financial Market

V. The IS-LM model

VI. Macroeconomic balance in the medium term and interdependence of markets

VII. The Phillips curve, Okun's law and economic activity

Indicative bibliography:

Blanchard O. & Johnson D. W. (2013) *Macroeconomics*, 6th ed. Prentice Hall, 624 p. (reference textbook)

The course slideshow is available on the digital platform (EPREL).

S1.U.E.2: ECUE 1: Problèmes monétaires internationaux (International Monetary Issues)

Teacher: P.LENAIN & J.STEFAN

Volume: 24 hours

Credits: 4 ECTS

Assessment scheme: Mini-tests at each lecture/ Team Work/ Final Exam

Objectives:

The objective is to introduce the current problems of the international monetary system through an historical approach. Students will be also familiarized with the main models of financial crises.

Expected learning outcomes:

At the end of the course, the students should be able to understand rigorously the contemporary debates on international monetary issues, including European monetary challenges.

Course outline:

I. History of the monetary system until the collapse of the Bretton Woods system

II. Currency market since 1973

Indicative bibliography:

Ahamed, Liaquat (2009), *Lords of Finance - The Bankers Who Broke the World*, The Penguin Press, New-York.

Eichengreen, Barry (2015), *Hall of Mirrors: The Great Depression, The Great Recession, and the Uses-and Misuses-of History*, Oxford University Press.

Lenain, Patrick (2004), *LE FMI*, Editions Repères, Collection La Découverte.

Stein, Ben (2014), *The Battle of Bretton Woods*, Princeton University Press.

S1.U.E.2: ECUE 2: Théorie des jeux et Négociation (Game Theory and Negotiation)

Teacher: O. FERRIER

Volume: 24 hours

Credits: 4 ECTS

Assessment scheme: Mid-Term (3 exams)

Objectives:

The objective is to introduce the main concepts of Game theory: strict dominance, weak dominance, pure strategy Nash equilibrium, mixed strategy Nash equilibrium, extensive form, backward induction, etc. Based on an inductive approach (from simulations or practical exercises to theoretical debriefing) this course is designed to provide students with the main concepts of Game theory toward the aim to use them for strategic decisions that could be faced by students during their future personal/professional activities. In particular, these theoretical concepts will be applied to real life negotiation issues.

Expected learning outcomes:

At the end of that course, the students should be able to think strategically, use some practical tools to solve interactive decision problems, and link Game theory tools to both theoretical and practical economic issues.

Course outline:

- I. Urn game, rational pigs, location game
- II. Jaipur Gems Negotiations
- III. Ultimatum game, King Lear's Hats
- IV. Strike game
- V. Centipede game, King Solomon Judgment, Olympic game
- VI. Pure coalition Games (Merger on the telephony market and ABC)
- VII. Pure coordination Games
- VIII. Experimental Game theory

Indicative bibliography:

- Joseph Harrington, *Games, Strategies and Decision Making*, Worth Publishers Inc., U.S., 2008.
Roger Myerson, *Game Theory : Analysis of Conflict*, HUP, 1991.
Ariel Rubinstein and Martin Osborne, *A Course in Game Theory*, MIT Press, 1994.
Murat Yildizoglu, *Introduction à la théorie des jeux*, Dunod, coll. « Eco Sup », 2003.
Ken Binmore, *Playing for Real: A Text on Game Theory*, Oxford University Press US, 2007.
Martin Osborne, *Introduction to Game Theory*, OUP, 30 avril 2009.
Avinash Dixit, David Reiley and Susan Skeath, *Games of Strategy*, WW Norton & Co, 2010, 3Ed.

S1.U.E.2: ECUE 3: Economie Publique (Public Economics and Governance)

Teacher: G.RABALLAND

Volume: 20 hours

Credits: 3 ECTS

Assessment scheme: Written assessment/ Oral Presentations/ Case Studies

Objectives:

The main objectives are to better understand issues related to public economics, taxation and governance issues, with a focus on developing countries.

Expected learning outcomes:

At the end of the course, the students should be able to understand the importance of taxation and domestic resource mobilization for delivering public goods.

Course outline:

- I. Introduction to history of taxation doctrine and public goods,
- II. Overview of statistics and statistical sources on taxation issues,
- III. Security, informal trade and tax administration,
- IV. Corruption, incentives and behavior of tax agents in low governance countries
- V. Taxation and development
- VI. Some lessons of donor-supported reforms,
- VII. Taxation of natural resources - with a focus on mining,
- VIII. Cost-benefit analysis.

Indicative bibliography:

Musgrave, R. A. (1985). "A brief history of fiscal doctrine". In *Handbook of Public Economics*, ed. A.J. Auerbach and M.Feldstein, Elsevier.

Crandall, William (2010), Revenue Administration: Performance Measurement in Tax Administration", IMF Technical Note.

Bird, R. 2012. "Taxation and Development: What Have We Learned from Fifty Years of Research?", *ICTD Working Paper 1*.

Keen, M. and Mansour, M. 2010. "Revenue Mobilisation in Sub-Saharan Africa: Challenges from Globalisation I - Trade Reform", *Development Policy Review*, 28 (5): 553-571.

S1.U.E.3: ECUE 1: STATA Software

Teacher: P.DOMINGUES

Volume: 20 hours

Credits: 3 ECTS

Assessment scheme: Oral Presentations/ Final Exam

Objectives:

The main objectives are to provide an overview of some basic and useful econometrics methods as well as some analytical basis.

Expected learning outcomes:

At the end of the course, the students should be able to perform basic econometrics regressions. The students will be also able to interpret statistical results.

Course outline:

I. Introduction to STATA

II. Descriptive Statistics

III. Advanced Descriptive Statistics

IV. Regression Models and Post Estimation Tests

Indicative bibliography:

A. Colin Cameron and Pravin K. Trivedi, (2010), *“Microeconometrics Using Stata, Revised Edition”* Stata Press.

S1.U.E.3: ECUE 2: English Communication Skills

Teacher: K.LABIDI

Volume: 20 hours

Credits: 3 ECTS

Assessment scheme: Mini-tests/ Oral Presentations/ Homework/ Mid-Term/ Final Exam

Objectives:

This will be a discussion-intensive course. Languages need theory but they also need to be spoken, a lot. A good discussion is a community effort, each of you helps create an enjoyable class. Most of the time, we will discuss texts from the textbook, which is why it's important that you read them and do your homework. I will grade your participation every single time. We need to make sure we all stand on the same page regarding grammar and vocabulary. We will do listening exercises and will watch videos in class. You are encouraged to stop watching dubbed TV series and movies and to start the awesome experience that is original version (with English subtitles if necessary). The purpose of this presentation is to allow you to speak in English in front of your peers. I expect all of you to get involved seriously and prepare a great presentation (it's so important that there is a separate document about it).

Expected learning outcomes:

English fluency including specific vocabulary related to economics and management as well as the ability to make a detailed presentation in front of an audience and critical writing.

Indicative bibliography:

You must own a copy of *Business Intelligent Upper Intermediate*. ISBN: 1408256010

S2.U.E.1: ECUE 1: Economie du Développement (Development economics)

Teacher: J.LOCHARD & G.RABALLAND

Volume: 24 hours

Credits: 4 ECTS

Assessment scheme: Written assessment/ Oral Presentations/ Case Studies

Objectives:

The main objectives are to better understand issues related to development economics and development.

Expected learning outcomes:

At the end of the course, the students should be able to understand the various issues related development and development economics.

Course outline:

- I. Measuring development and the models to achieve development
- II. Human capital (education and health)
- III. Poverty and inequality
- IV. Trade, development and the environment
- V. Financial development and financial inclusion
- VI. Rural development and Industrial policy
- VII. Colonial legacy, institutions and governance
- VIII. Conflicts and development

Indicative bibliography:

Todaro, M. and Smith, S. (2012), *Economic Development*, Boston: Addison-Wesley.

World Bank (2016), *Poverty and Shared prosperity - Taking on Inequality*, Washington, DC: World Bank

S2.U.E.1: ECUE 2: Marchés Boursiers (Financial Market)

Teacher: S.KABLAN

Volume: 24 hours

Credits: 4 ECTS

Assessment scheme: Oral Presentations/ Final Exam

Objectives:

The objectives aim at: presenting financial markets, their role and function and the interlinkages between the real and financial spheres of the economy.

Expected learning outcomes:

At the end of the course, the students should be able to: know the different financial markets in the economy and their function, as well as the role of key macro-financial variables like exchange rate and interest rate. Students will also be aware of the interlinkages between the financial sphere of the economy and the real sphere of the economy. We will also stress derivatives markets as they have experienced unprecedented developments those last years.

Course outline:

- I. Introduction
- II. Brief presentation of different financial markets
- III. Macroeconomics and financial markets volatility
- IV. Interest rates and financial markets
- V. Exchange rate
- VI. Derivatives
- VII The new economic paradigm and financial markets

Indicative bibliography:

- Kettel, Brian, 2001, *Economics for financial markets*.
Mishkin Frederic, 2013, *The economics of money, banking and financial markets*.
Quiggin, John, 2011, *Financial markets: masters or servants?*
Krugman, Paul, 2012, *International economics*.

S2.U.E.1: ECUE 3: Théories des organisations (Organisation Theory)

Teacher: P.ADAIR

Volume: 24 hours

Credits: 4 ECTS

Assessment scheme: Oral Presentations/ Final Exam

Objectives:

This eight-session course should help students to understand organisations and their environment.

Expected learning outcomes:

At the end of the course, the students should be able to: i) identify the different structures and dynamics of organisations; ii) analyse and diagnose context, issues and outcomes of an organization; iii) take into account the impact structural change on decision making; iv) acquire an overview of an organisation and models of organisations; v) enable to link organisational practices and tools to a conceptual framework

Course outline:

- I. Definitions and Overview of approaches to the Organisation
- II. Costs, outcomes and risks: Organisational Economics
- III. Organisation and Environment: Contingency theory
- IV. Dansk Case study: Patterns of structural change and design
- V. Organisations as open systems: Evolutionary Theories
- VI. Decision-making Theories
- VII. Configurations, Strategies and Conflict

Indicative bibliography:

Chandler, A. D. Jr. (1977) *The visible hand: The managerial revolution in American business*. Cambridge, MA: Belknap Press

Nelson, R.R (1995) Recent Evolutionary Theorizing About Economic Change. *Journal of Economic Literature*, Mar., 33, 1, 48-90

Penrose, E. T. (1959) *The Theory of the Growth of the Firm*. New York: John Wiley & Sons.

Williamson, O. E. (2000) The New Institutional Economics: Taking Stock, Looking Ahead. *Journal of Economic Literature*, Sep., 38, 595-613

All documents (case studies, course slideshow, readings) are available on the EPREL digital platform.

There is no reference textbook. Please refer to the course slideshow (available on the EPREL digital platform).

S2.U.E.1: ECUE 4:
Big Data:
An Introduction with Python Programming Language

Teacher: F.LEGENDRE

Volume: 24 hours

Credits: 4 ECTS

Assessment scheme: Mini-tests/ Homework/ Mid-term/ Final Exam

Objectives:

The objectives aim at understand the storage and the processing of big data.

Expected learning outcomes:

At the end of the course, the students should be able to identify parallel algorithms, to distribute medium sized data over computer cluster and to get some insights from the data.

Course outline:

- I Bring you own device. Open a command box.
- II. Python for absolute beginners: built-in types and compound types.
- III. Python for absolute beginners: control flow and functions.
- IV. Python for absolute beginners: raw data files and flow redirection.
- V. Inside computers and data centers.
- VI. Big data and distributed file systems.
- VII. Embarrassing Parallel Algorithm. Big data and distributed computing.

Indicative bibliography:

Python web site: <https://www.python.org/>.

Joel Grus, *Data Science from Scratch. First Principles with Python*, O'Reilly, April 2015.

Sebastian Raschka, *Python Machine Learning*, Packt Publishing Ltd., September 2015 (only the first chapter).

S2.U.E.2: ECUE 1: Corporate Strategy

Teacher: E.HERTZLER

Volume: 20 hours

Credits: 3 ECTS

Assessment scheme: Teamwork/ Oral Presentations/ Mid-Term/ Final Exam

Objectives:

Give students a global vision of corporate strategy, through the introduction of key concepts and of the main international trends. These themes are applied to business case studies to foster the analytic skills of students.

Expected learning outcomes:

Students should be able to understand the main issues and trends in corporate strategy in a global environment.

Student will be asked to demonstrate the above outcome through class assignments in English and a final presentation of a Corporate Strategy Case Study.

Course outline:

- I. Analysis of the Environment, Analysis of Markets, Competitors and Customers, Analysis of Resources.
- II. Development of Strategic Options, Strategy Evaluation.
- III. Knowledge, Technology and Innovation, Organization Structure and Strategy.
- IV. International Expansion and Globalization Strategies.
- V. Change Management.

Indicative bibliography:

De Wit, B. and Meyer, R. *Strategy Synthesis*, Cengage, 2010

Coulter, Robbins, *Management*, Pearson, 2016

Johnson G., Scholes K. and Whittington, R. *Exploring Corporate Strategy*, Prentice Hall, 2008

Mintzberg H. *Crafting Strategy*, Harvard Business Review, July 1987

Porter M. E. *Competitive Advantage*, Free Press, 1985

Rugman A. M., Verbeke A., *Global Corporate Strategy and Trade Policy*, Routledge, 2009

S2.U.E.2: ECUE 2: Marketing

Teacher: E.PASDELOUP

Volume: 20 hours

Credits: 3 ECTS

Assessment scheme: Teamwork/ Oral Presentations/ Mid-Term/ Final Exam

Objectives:

The aim of this course is to provide an overview of marketing fundamentals and to introduce basic marketing terms, concepts, principles and theories with their real-world applications based on case studies.

Expected learning outcomes:

At the end of the course, the students should be able to understand basic marketing principles and terminology and use fundamental marketing tools in order to know about the duties of a company's marketing division. Furthermore, they will be able to identify the everyday marketing activity going around them.

Course outline:

- I. What Is Marketing
- II. Marketing Mix
- III. Fundamental Marketing Tools (SWOT Analysis, PEST, 3C)
- IV. Segmentation Targeting Positioning
- V. Product Positioning and Product Levels
- VI. Product and Brand
- VII. Pricing
- VIII. Distribution
- IX. Integrated Marketing Communications
- X. Marketing Research
- XI. Digital Marketing
- XII. Social Media Marketing

Indicative bibliography:

- A.Ries & J.Trout, *Positioning: The Battle for Your Mind*, McGraw-Hill Professional
- P.Kotler & K.L.Keller, *Marketing Management*, Pearson

S2.U.E.2: ECUE 3: Investissement Direct à l'Etranger (Foreign Direct Investment)

Teacher: A.GUILLIN

Volume: 12 hours

Credits: 2 ECTS

Assessment scheme: Homework/ Final Exam

Objectives:

In this course, we will describe the global, regional and sectoral patterns in foreign direct investment (FDI). The course will cover models of FDI which why firms decide to become multinationals. We will also compare theoretical motives with empirical evidence from academic papers. Finally, we will analyze the FDI policies and the impacts of FDI on both home and host economies.

Expected learning outcomes:

At the end of the course, the students should be able to define the different types of FDI and the associated effects on the economies as well as to analyze the pros and cons of each type and highlight the pull-push factors in a country/region of the world.

Course outline:

I. Definitions and measurement

II. FDI motives

II. FDI policies

Indicative bibliography:

Krugman, P., Obstfeld, M. and M. Melitz, *"International Economics: Theory and Policy"*, 10th edition. Ed Pearson.

Markusen, J.R, *"Multinational Firms and the Theory of International Trade"*, 2004. MIT Press.

S2.U.E.2: ECUE 4: Doing business in an international context

Teacher: O.SOLNIK

Volume: 12 hours

Credits: 2 ECTS

Assessment scheme: Oral presentations/ Case Studies / Final Exam

Objectives:

The objectives aim at: Improving cultural skills

Expected learning outcomes:

At the end of the course, the students should be able to understand and take into account cultural differences when doing business abroad.

Course outline:

- I. How to define culture (working on stereotypes)
- II. Theories and their models on corporate culture:
- III. Case study: One's person experience

Indicative bibliography:

Jean Claude Usunier and Julie Anne Lee, *"Marketing across cultures"*, Pearson