

craft your  
future

## COURSE CATALOGUE

*MSc programs*

*DIJON CAMPUS  
LYON CAMPUS*

# SUMMARY

SUMMARY .....	2
AVAILABLE CHOICES.....	3
IMPORTANT INFORMATION.....	3
FINANCE, ACCOUNTING, LAW DEPARTMENT .....	4
MSC CORPORATE FINANCE & INVESTMENT BANKING (MSC CFIB).....	5
MANAGEMENT DEPARTMENT .....	7
MSC DATA SCIENCE AND ORGANISATIONAL BEHAVIOUR (MSC DSOB).....	8
CURRICULUM .....	10
MSC INTERNATIONAL BUSINESS DEVELOPMENT (IBD).....	13
MARKETING DEPARTMENT .....	15
MSC LUXURY MANAGEMENT AND INNOVATION (MSC LMI).....	16
DIGITAL MANAGEMENT DEPARTMENT .....	18
MSC ARTIFICIAL INTELLIGENCE AND DIGITAL STRATEGY MANAGEMENT (MSC AIDSM) .....	19
MSC SUSTAINABLE STRATEGIC MANAGEMENT AND ENVIRONMENTAL CHANGE (MSC SSMEC) .....	22
FRENCH & CULTURE COURSES .....	24
FRENCH - ELEMENTARY .....	25
FRENCH - INTERMEDIATE.....	27
FRENCH - ADVANCED.....	29
INTERCULTURAL MANAGEMENT AND COMMUNICATION.....	31

The contents of this document are liable to changes, and adjustments could be made due to academic reasons.

## AVAILABLE CHOICES

Next September, you will begin your Autumn exchange semester in BSB.

You have to choose **only one programme and Culture Courses.**

You can also select French courses if you want.

**Due to timetable clashes, you cannot mix courses from several programmes.**

Master of Science (MSc)	
French and Culture Courses (Optional)	Intercultural Management and Communication
	French (Elementary / Intermediate / Advanced)
Specialisation Courses	MSc to choose (1)

## IMPORTANT INFORMATION

- Masters of Science (MSc) are taught in English. **You must have a score of 785 TOEIC (or 6.5 IELTS).**
- You are required to attend all the modules of the programme you have chosen.

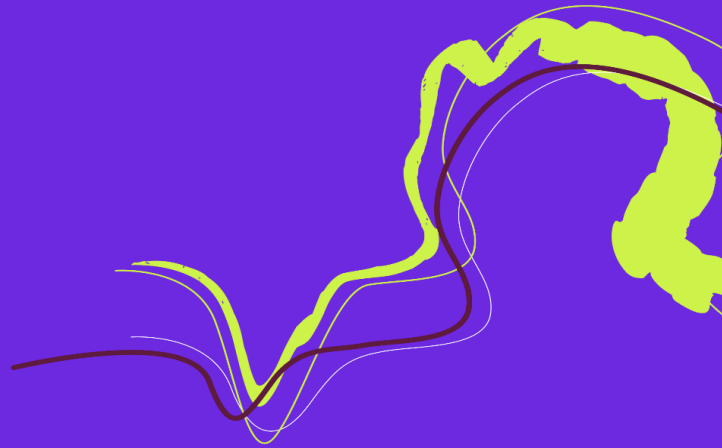
# Finance, Accounting, Law Department



DIJON CAMPUS

MSC TAUGHT IN ENGLISH:

- MSc Corporate Finance & Investment Banking (MSc CFIB)



## MSc Corporate Finance & Investment Banking (MSc CFIB)

<b>Specialisation's Manager:</b>	Henri Tran	Email: <a href="mailto:henri.tran@bsb-education.com">henri.tran@bsb-education.com</a>
<b>Department:</b>	Finance, Accounting, Law	

### Structure:

- 1<sup>st</sup> term (Autumn): MSc CF-IB core courses
- 2<sup>nd</sup> term (Spring): MSc Concentration Courses
- 3<sup>rd</sup> term (Summer): Professional thesis and internship (if applicable)

### Presentation and objectives:

The Master of Science in Corporate Finance & Investment Banking is designed to equip students with both advanced financial knowledge and hands-on practical skills essential for success in the finance industry. Built around the Chartered Financial Analyst (CFA) curriculum, the program provides a strong foundation in investment banking, private equity, corporate finance, and financial advisory.

What sets this program apart is its practical, industry-driven approach. Many courses are taught by expert lecturers who are seasoned professionals with extensive experience in leading banks, investment firms, Big 4 audit companies, and portfolio management firms. Students gain real-world insights and learn how to apply financial theories to actual business scenarios.

If you have strong analytical skills and a passion for global finance, this program will prepare you to master essential techniques such as financial modeling, risk management, valuation, M&A strategy, capital raising, and cash flow management. By combining rigorous academic training with industry expertise, this MSc program ensures that graduates are ready to excel in the fast-paced world of investment banking, private equity, M&A, auditing, and financial consulting.

## CURRICULUM

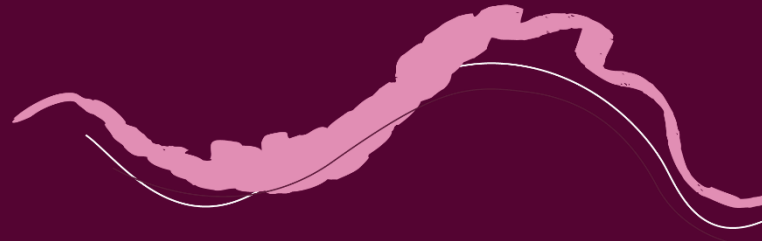
Course module	Contact hours	Learning Goals
<b><i>FIRST SEMESTER - MSc core courses</i></b>		
<b><i>Block 1- Educational Module – 18 hours</i></b>		
<b>Green Chrono Diagnosis</b>  ECTS: 3	18H	In this course, student groups (4 to 6 members) will conduct a green strategic and financial diagnosis of a publicly listed company in France or abroad. The objective is to analyze and evaluate the company's sustainability claims, determining whether it is genuinely committed to green practices or engaging in greenwashing.  The company to be analyzed will be revealed at the last minute, challenging students to apply their financial and strategic expertise under time constraints. This hands-on approach enhances critical thinking and real-world analytical skills in the field of sustainable finance.
<b><i>Block 2 – Conceptual Modules – 93 hours</i></b>		
<b>Advanced Corporate Finance</b>	42H	If the future depends on creating value, what's in store for you? Return cash to shareholders or invest it? Merge, spin-off or sell? Is the risk worth the pain? These questions can all feature on a value-creating agenda. Gain the confidence to go after growth with our Financial Strategies for Value Creation program. This module

<b>ECTS: 5</b>		<p>provides theoretical and analytical knowledge required in making financial policy decisions on what projects and other business activities a firm should invest finance in. Taking the CFO perspective, this unit will give students the opportunity to analyze and develop a company's preferred financial strategy.</p> <p>A hands-on, practical course dedicated to the deep understanding of the connections between the financial statements, by learning the proper way to build a business plan from scratch on a spreadsheet.</p>
<b>Applied Quantitative Methods</b> <b>ECTS: 5</b>	30H	<p>This course is designed to give you an elementary overview of important statistical and economic methods of quantitative finance. To this end, it looks at important models as well as statistical concepts prominently used in the field of financial economics. The course is inside a wide module involving other concepts such as law, taxation, and management; thus, students will be involved in a large variety of theoretical concepts in a multidisciplinary way. The teaching of the course is mainly practical. Therefore, it is backed by applications in the form of simple examples as well as market statistics. At the end of the course, the students should thus have a good idea about the usefulness of the methods presented in the course.</p>
<b>Financial Reporting</b> <b>ECTS: 3</b>	21H	<p>This course provides a comprehensive understanding of financial reporting systems and the analysis of key financial statements, including consolidated financial statements and inter-corporate investments. Students will develop the skills to interpret financial data, assess a company's financial health, and make informed decisions based on financial disclosures.</p> <p>Additionally, students will gain hands-on experience with Bloomberg, learning how to track and analyze a company's financial performance using real-time market data and financial metrics. This practical approach ensures that students are equipped with both technical knowledge and industry-relevant tools for careers in corporate finance, investment banking, and financial analysis.</p>
<b>Block 3 – Professional Modules – 78 hours</b>		
<b>Green Equity and Green Bonds</b> <b>ECTS: 5</b>	42H	<p>This course provides a comprehensive introduction to green financial investments, focusing on both equity and green bonds. It covers key concepts such as equity valuation, market volatility, and the role of green equity indices, alongside the principles of green bond issuance and sustainable financing.</p> <p>A strong emphasis is placed on practical data analysis using professional financial tools. Students will learn how to identify a listed green company and use Bloomberg and other data sources to collect and analyze information, including corporate governance, stock performance, capital structure, and green bond issuance. They will develop Excel-based financial models to estimate the cost of capital (WACC) and firm value using Discounted Cash Flow (DCF) methods.</p> <ul style="list-style-type: none"> <li>The course includes 6 hours dedicated to Bloomberg certification training, and all students are expected to complete the Bloomberg certificates during the course. Bloomberg skills are applied throughout group case work, where students conduct real-time financial analysis. Working in teams, students will produce a structured and professional equity research report, developing their analytical, writing, and presentation skills. By the end of the course, students will be able to deliver a complete, industry-standard equity report on a green company, integrating both financial and sustainability considerations.</li> </ul>
<b>Merger and Acquisitions</b> <b>ECTS: 5</b>	42H	<p>This course will provide a detailed understanding of the financial issues within a strategic context regarding mergers &amp; acquisitions from an international perspective. It includes an overview of corporate restructuring through analysis of mergers and acquisitions; overview of causes of financial distress, key indicators and crisis management and workout solution.</p>

# Management Department



**DIJON CAMPUS**



**MSC TAUGHT IN ENGLISH :**

- ✓ **MSc Data Science and Organisational Behaviour (MSc DSOB)**
- ✓ **MSc International Business Development (MSc IBD)**

## MSc Data Science and Organisational Behaviour (MSc DSOB)

**Specialisation's Managers:**

Frank Lentz

Email: [frank.lentz@bsb-education.com](mailto:frank.lentz@bsb-education.com)

**Department:**

Economie et Sciences Sociales

### Goals and Structure:

The first aim of the MSc Data Science & Organizational Behavior (DSOB) program is to provide students with a **technical foundation on top of their initial training**. This program allows them to gain a technical skillset and a data-driven culture while enhancing their understanding of **organizational and behavioral dynamics**. The program is taught in English, ensuring full immersion in a global environment.

The program:

- offers students a unique program and advanced knowledge in behavioural and data sciences;
- is taught by scientists, researchers and corporate partners in complete connection with their own activities in the field.

This program is taught and defined in partnership with **PWC Luxembourg**.

1<sup>st</sup> term (autumn): MSc core courses

2<sup>nd</sup> term (Spring): MSc advanced courses

3<sup>rd</sup> term (summer): Professional thesis and optional internship

### Professional skills:

**Data analytics** -Analyze large datasets using statistical and machine learning techniques

**Data Transformation & Business Intelligence** – Proficient in data wrangling, cleansing, and structuring to generate meaningful insights for decision-makers using tools like Azure Data Factory, Power BI, and SQL.

**Coding** for data preparation and machine learning

Reduce, sample, create analytics, summarize information, visualize and communicate

### Career perspectives:

While some alumni work in roles where data proficiency is essential, but not the core focus—such as marketing, advertising, HR, and auditing—others pursue highly technical positions. Many graduates find themselves in **bridge roles**, where they connect the worlds of business and data science, contributing to the transformation of industries. By leveraging their dual expertise, they drive digitalization and enhance processes with business intelligence (BI), data, and AI. Their skills help integrate advanced technologies into various fields and play a key role in automation. One of the most common roles among graduates is that of **data analysts** or **BI expert**, with

more advanced profiles taking on positions as **data scientists**. These professionals can be found across a wide range of sectors, including insurance, auditing, HR, marketing, and more.

Former students have gone on to work in a variety of roles, including Data Analyst & Business Intelligence Specialist, Data Analytics and AI Associate, Data Officer, Consultant in Artificial Intelligence & Data, BI Consultant, Product Data Analyst, Data Engineer, Data Scientist, IT Consultant, Data Project Manager, Data Campaign Manager, Audit Transformation, IT Auditor, Consultant in Technology Data Architecture, Data Steward, and Performance Marketing Executive, among others. Some former students also chose to pursue a research career by continuing their studies with a PhD.

CURRICULUM		
Course module	Contact hours	Learning goals
<b>BLOCK 1: DATA SKILLS</b>		
<i><b>FIRST SEMESTER - MSc core courses</b></i>		
<b>Programming Language for Data Science</b>  <b>ECTS: 4</b>	42 h	<p><b>Outline:</b> In the field of data analysis, coding serves as the cornerstone that empowers professionals to efficiently dissect, transform, and extract valuable insights from complex datasets. Proficiency in coding is a distinct advantage that sets business students apart and can make a significant difference when applying for job opportunities. Our approach ensures that coding is taught in a way that is accessible and engaging for our students.</p> <p><b>R</b> and <b>Python</b> are both powerful programming languages widely used for data manipulation and analysis.</p> <ul style="list-style-type: none"> <li>- <b>R</b> is renowned for its extensive statistical packages and data visualization capabilities, making it a preferred choice for in-depth statistical analysis.</li> <li>- <b>Python</b>, with its versatile libraries like Pandas and NumPy, excels in handling large datasets and integrating with various data processing workflows. By learning both R and Python, students acquire a robust toolkit for cleaning, filtering, reshaping, and analyzing datasets, to be ready to address business problems</li> </ul> <p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>• Master the basics of R and Python</li> <li>• Master the libraries for data wrangling and cleaning</li> <li>• Produce analysis</li> </ul>
<b>SQL and Data Bases</b>  <b>ECTS: 3</b>	18 h	<p><b>Outline:</b> This course offers students a foundational understanding of database systems, focusing on their structure and management. Structured Query Language (<b>SQL</b>) is a standardized programming language used to manage and manipulate data stored in <b>relational databases</b>.</p> <p>Learning SQL is essential for analyzing business data effectively, as it enables users to <u>retrieve, clean, and process large datasets efficiently</u>.</p> <p>Throughout the course, students will study database conception and data manipulation, covering essential <b>SQL</b> components such as Data Definition Language (DDL), Data Manipulation Language (DML), and Data Control Language (DCL).</p> <p>Through practical exercises, students will learn to create and populate databases within the context of data science projects, equipping them with the skills necessary to handle real-world data challenges effectively.</p> <p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>• Understand the structure of databases</li> <li>• Master DDL, DML and DCL (SQL components)</li> </ul>

		<ul style="list-style-type: none"> <li>To be able to create and populate a database in the context of a Data Science project</li> </ul>
<b>Business-Oriented Data Governance</b>  <b>ECTS: 3</b>	18 h	<p><b>Outline:</b> Organization and Data Governance, data and business processes, process mining</p> <p>Learning Goals:</p> <ul style="list-style-type: none"> <li>To be able to conduct a reflection on the governance of a company</li> <li>Using data governance for effective governance</li> <li>Understand process mining</li> </ul> <p>Participants will also prepare for the <b>Celonis Foundations certification</b>, a leading Process Intelligence Platform.</p>
<b>Data General Knowledge</b>  <b>ECTS: 3</b>	18 h	<p>This course provides a practical introduction to data management, focusing on <b>ETL</b> (Extract, Transform, Load) and <b>data preparation</b> as essential skills for data-driven decision-making. Students will explore different types of data and their organization in business. A central component of the course is hands-on work with <b>Alteryx</b>, a widely used tool in various industries, including finance and consulting. Through case studies and practical exercises, students will learn to transform raw data into actionable insights, applying ETL and data prep techniques in real-world scenarios.</p> <p>Additionally, participants will prepare a <b>micro-certification in Alteryx</b>, enhancing their professional credentials</p>
<b>Seminars Series &amp; Partner Class 1</b>  <b>ECTS: 4</b>	30 h	<p>Classes by our partners (<b>PWC Luxembourg</b>, ...) and invited researchers and Case studies on real business cases</p> <p>The topics change every year</p> <p>Examples of topics:</p> <ul style="list-style-type: none"> <li>Information systems audit</li> <li>Big Data Tools</li> <li>Data visualisation</li> <li>Data analytics in sports</li> <li>Fraud Detection</li> <li>Market Basket Analysis</li> <li>Spatial Analysis</li> <li>Data Management</li> <li>IA Ethics ...</li> </ul>
<b>BLOCK 2: BEHAVIOURAL SCIENCES</b>		
<b><u>FIRST SEMESTER - MSc core courses</u></b>		
<b>Applied Information Analysis (intermediate)</b>	42 h	<p><b>Outline:</b> Statistics applied to Organizational Behaviour and experimental economie</p>

<p style="text-align: center;"><b>ECTS: 4</b></p>		<p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>• Descriptive statistics</li> <li>• Parametric tests</li> <li>• Non Parametric tests</li> <li>• ANOVA</li> <li>• Linear Regression</li> </ul>
<p style="text-align: center;"><b>Behavioural Tools</b></p> <p style="text-align: center;"><b>ECTS: 5</b></p>	<p style="text-align: center;">42 h</p>	<p><b>Outline:</b> This course provides students with a deep understanding of the psychological and economic factors that influence decision-making and communication within organizations.</p> <p>It is also teaching students how to design and develop decision making and behavioural economics experiments.</p> <p>Integrating concepts from organizational behavior, behavioral decision theory, and experimental economics, the module explores how individuals and groups make decisions, interact, and communicate in various organizational contexts.</p> <p>Key topics include the dynamics of delegation, the impact of cyberloafing on productivity, and the emerging role of artificial intelligence and robotics in managerial decision-making.</p> <p>Additionally, the module examines the effectiveness of monetary and non-monetary incentives in motivating employees and shaping organizational outcomes. Through a blend of theoretical frameworks, empirical research, and practical case studies, students will gain the skills necessary to analyze and enhance decision-making processes and communication strategies in modern organizations.</p> <p><b>Learning goals:</b></p> <ul style="list-style-type: none"> <li>• By the end of this module, students will be able to:</li> <li>• 1.Understand Organizational Behavior. Analyze key theories and models of organizational behavior and their application to real-world settings.</li> <li>• 2.Apply Experimental Economics: Utilize experimental economics methodologies to design and interpret experiments related to decision-making and organizational behavior.</li> <li>• 3.Assess the Role of Delegation and Communication in Organizations: Evaluate the importance of effective delegation communication strategies in enhancing coordination, collaboration, and overall organizational performance.</li> <li>• 4.Explore the Impact of Managerial Decisions by AI and Robots: Assess the influence of artificial intelligence and robotics on managerial decision-making processes, organizational structures, and agents' reactions.</li> <li>• 5.Design and Evaluate Incentive Systems: Differentiate between monetary and non-monetary incentives and design effective incentive systems that motivate employees, enhance performance, and align with organizational goals.</li> </ul>

## MSc International Business Development (IBD)

**Specialisation's Manager:**

Jean-Guillaume  
DITTER

Email : [jean-guillaume.ditter@bsb-education.com](mailto:jean-guillaume.ditter@bsb-education.com)

**Department:**

*Economies et Sciences Sociales*

### Structure / Structure:

The MSc International Business Development is made up of 16 classes (incl. a consulting project), to be taught during the Autumn and Spring terms. After the end of the Spring term, students will be able to take a non-credited optional internship.

La spécialisation International Business est composée de 16 modules de cours, dont un projet de conseil, enseignés durant les semestres d'automne et de printemps. Après la fin du semestre de printemps, les étudiants auront la possibilité de réaliser un stage de fin d'études optionnel non-credité.

### Objectifs d'apprentissage / Learning goals:

The International Business specialisation is an English-taught track that aims to train future internationally-oriented operational managers who will support business organisations into global market expansion.

#### Présentation :

- Enseignement entièrement dispensé en anglais
- Analyse des spécificités du management dans un contexte international

#### Objectifs :

Former les étudiants aux particularités des affaires internationales, en complément d'une formation généraliste, en vue d'occuper une fonction managériale dans tout type d'entreprise internationalisée.

### Compétences Métiers visées / Professional skills:

The specialisation provides students with primary knowledge in international business practices, combined with an understanding of today's global business environment and exposure to key issues in communication across cultures.

**La spécialisation vise à développer des compétences transversales plutôt que des compétences métiers spécifiques (cf. ci-dessous). Toutefois, à l'issue de la spécialisation, les étudiants :**

- Connaîtront l'environnement (économique, social, juridique, culturel) des affaires dans un contexte international.
- Disposeront de techniques et outils génériques de collecte et traitement d'information, de prise de parole
- Disposeront de techniques et outils spécifiques : travail/communication dans un environnement international
- Pourront analyser une organisation dans un contexte international
- Auront évolué au sein de groupes multiculturels et reçu un enseignement spécialisé en anglais
- Auront été formés selon des pédagogies interactives et autonomisantes
- Auront été sensibilisés aux questions interculturelles dans le cadre du management international
- Auront été exposés à une variété de publics supposant un travail personnel de compréhension et d'empathie

- 6. Develop Critical Thinking and Analytical Skills: Critically evaluate research studies, case analyses, and real-world scenarios related to behavioral decision making and communication, applying theoretical knowledge to practical situations.
- 7. Enhance Research and Presentation Skills: Conduct independent research on relevant topics, and effectively communicate findings through oral presentations.

**Métiers "cibles" / Career perspectives:**

Graduates will be able to hold a large variety of middle management positions within internationalized business organisations: Sales manager, export zone manager, import-export manager, international purchaser, executive manager in International SMEs

La spécialisation ne prépare pas à un métier cible, mais a pour objet de donner aux étudiants une connaissance globale de l'environnement international des affaires, en vue d'occuper une position managériale dans tout type d'entreprise internationalisée.

**CURRICULUM**

<b>Course module</b>	<b>Contact hours</b>	<b>Learning Goals</b>
<b>Business Game (Fall)</b> <b>ECTS : 3</b>	15h	Enhance strategic thinking and decision-making abilities
<b>Corporate Intelligence</b> <b>ECTS : 3</b>	15h	Expose students to the purpose, tools and importance of competitive intelligence in international business.
<b>Global Business Strategy</b> <b>ECTS : 4</b>	30h	Know why, how and where business organisations expand overseas.
<b>Global Supply Chain &amp; Risk Management</b> <b>ECTS: 4</b>	30h	Be acquainted with efficient management of business operations while mitigating associated risks.
<b>International Business Law</b> <b>ECTS : 4</b>	30h	Provide students with an understanding of the legal framework within which international business organisations operate.
<b>International Negotiation &amp; Sales</b> <b>ECTS : 4</b>	30h	Master sales strategies and negotiation tactics to effectively close deals in international markets.
<b>International Project Management</b> <b>ECTS : 4</b>	30h	Be able to plan, execute, and manage projects in an international context, ensuring timely and successful completion.

# Marketing Department



DIJON CAMPUS

MSC TAUGHT IN ENGLISH:

- ✓ MSc Luxury Management and Innovation (MSc LMI)

## MSc Luxury Management and Innovation (MSc LMI)

<b>Specialisation's Manager:</b>	Patrice PICCARDI	Email : <a href="mailto:patrice.piccardi@bsb-education.com">patrice.piccardi@bsb-education.com</a>
----------------------------------	------------------	--

<b>Department:</b>	<i>Marketing</i>
--------------------	------------------

<p><b>Structure:</b>          1<sup>st</sup> term (autumn): MSc core courses          2<sup>nd</sup> term (Spring): MSc advanced courses          3<sup>rd</sup> term (summer): Professional thesis and internship (if applicable)</p>
--

<p><b>Presentation and objectives:</b></p> <ul style="list-style-type: none"> <li>• The global luxury market has a market value of approximately €1.3 trillion.*</li> <li>• The luxury market encompasses a broad range of categories such as personal luxury goods, luxury cars, luxury hospitality, and fine art.</li> <li>• The luxury market is truly global. Chinese consumers represent a third of the global luxury market which is set to increase to 40% by 2025.**</li> <li>• Luxury brands are facing disruptive forces which are set to transform the global luxury industry.</li> <li>• New generation of luxury consumers, digital disruption, corporate and social commitment, and emerging markets are some of the critical factors which will create new competitive pressures. Will luxury brands be ready to embrace the future?</li> <li>• Innovation is a key strategic priority for luxury executives.</li> <li>• MSc in Luxury Management &amp; Innovation sets out to develop skills and competencies with the objective to design and implement effective competitive strategies.</li> <li>• The course prepares students to apply the principles of innovation in the “new normal” of luxury management.</li> <li>• A holistic approach is undertaken in order to apply best practices of luxury management and innovation.</li> </ul> <p><i>*Bain &amp; Company 2019 Luxury Goods Worldwide Market Study</i>  <i>** Mckinsey &amp; Co China luxury report 2019</i></p>
---

### CURRICULUM

Course module	Contact hours	Learning Goals
<i><u>Seminar courses – 42 hours</u></i>		
<b>Foundations of Luxury Management</b>  <b>ECTS: 3</b>	21 h	Gain an in-depth understanding of history of luxury, cultural luxury, and traditional and emerging luxury industries.
<i><u>FIRST SEMESTER - MSc core courses</u></i>		
<b>Disruptive Strategic Management</b>  <b>ECTS: 3</b>	21 h	Operational tools and methods to design, implement and evaluate a disruptive strategy.
<b>Consumer behavior and Psychology of Luxury</b>  <b>ECTS: 3</b>	21 h	<b>Outline</b> The aim of the module is to understand the specificities of luxury consumerism; to understand the consumers' segmentation for luxury.

<p><b>Digital Project Consulting</b></p> <p><b>ECTS: 6</b></p>	<p>51 h</p>	<p><b>Outline</b> This project will enable students to gain an overview of digital disruptions including commerce, e-commerce and marketplace, IOT (Internet Of Things).</p> <p><b>Learning goals</b></p> <ul style="list-style-type: none"> <li>• To assess and evaluate critical issues of e-commerce.</li> <li>• To gain market specific knowledge about the marketplace business model.</li> <li>• To understand how it is important to be consumer centric.</li> </ul>
<p><b>Global Marketing Strategy</b></p> <p><b>ECTS: 3</b></p>	<p>21h</p>	<p><b>Outline</b> The course will enable students to situate international and global marketing strategy within the wider business strategy. The key emphasis lies on the maximisation of company resources in order to exploit competitive advantage.</p> <p><b>Learning goals</b></p> <ul style="list-style-type: none"> <li>• To be able to take into account the complexity of global marketing.</li> </ul>
<p><b>International Luxury Marketing</b></p> <p><b>ECTS: 4</b></p>	<p>21 h</p>	<p><b>Outline</b> Principles of luxury brand management Designing and implementing international luxury marketing strategies Managing luxury brands over geographic boundaries</p> <p><b>Learning goals</b></p> <ul style="list-style-type: none"> <li>• To critically analyse theoretical marketing concepts and frameworks within a luxury context.</li> <li>• To identify key success factors of luxury brand management with the objective to plan and evaluate international luxury branding strategies</li> <li>• To assess and apply best practices of international luxury marketing with the objective to recommend appropriate brand marketing elements for luxury goods and services</li> </ul>
<p><b>Advanced Luxury track</b></p> <p><b>ECTS: 4</b></p>	<p>30 h</p>	<p>Fashion forecasting, Sustainable development, Emerging Markets</p> <ul style="list-style-type: none"> <li>• Gastronomy and Hospitality</li> </ul>

# Digital Management Department



LYON CAMPUS

## MSC TAUGHT IN ENGLISH:

- ✓ MSc Artificial Intelligence and Digital Strategy Management (MSc AIDSM)
- ✓ MSc Sustainable Strategic Management and Environmental Change (MSc SSMEC)

## MSc Artificial Intelligence and Digital Strategy Management (MSc AIDS M)

<b>Specialisation's Manager:</b>	Aurore Galves Orjol	Email : <a href="mailto:aurore.galves-orjol@bsb-education.com">aurore.galves-orjol@bsb-education.com</a>
<b>Department:</b>	<i>Digital Management</i>	

**Structure:** This MSc will take place on the **LYON** campus.

### **Presentation and objectives:**

We are entering a new era where artificial intelligence is no longer a supporting tool, but a core driver of economic, organizational, and societal transformation. From predictive decision-making to autonomous systems, AI is fundamentally reshaping how companies operate, compete, and innovate.

In this context, tomorrow's managers will no longer rely solely on historical performance analysis. They will be expected to **anticipate markets, interpret complex data signals, and make strategic decisions powered by AI-driven insights and forecasting capabilities.**

The MSc Artificial Intelligence and Digital Strategy Management prepares students to operate at the intersection of **AI technologies, digital strategy, and business transformation.** Across all courses, AI is used as a backbone to understand how organizations evolve in an increasingly automated, data-intensive, and algorithmic world.

Beyond technical understanding, the program develops a new generation of managers able to **lead digital transformation, design AI-enabled strategies, and create value in disrupted industries.** It is designed for students who want to stand out in highly digitalized environments but also to bring a competitive edge to traditional sectors undergoing rapid transformation.

Graduates will leave the program equipped not only with tools and methods, but with a **new way of thinking: data-driven, AI-augmented, and future-oriented.**

**Career opportunities:** Graduates will be prepared for roles such as:

- AI Product Manager
- Digital Transformation Consultant
- AI Business Analyst
- Digital Strategy Manager
- AI Project Manager
- Data Strategy Consultant
- Growth & AI Marketing Manager
- Innovation Manager (AI & Digital)
- Chief Digital Officer (future progression path)
- AI Solutions Consultant

### **Learning outcomes:**

The skills students will acquire are listed below:

- To be able to apply techniques of creative and innovative thinking in new product and service development in digital contexts
- To interpret data using accessible analytics tools to support business decision-making
- To understand the impact of digital transformation on organizations, industries and society
- To understand the fundamentals of artificial intelligence technologies and how they impact organizations and business models

- To understand the major technologies (Machine Learning, blockchain and IoT) and their role in shaping digital ecosystems and business processes
- To understand the stages of digital transformation within an organization and the role of management in enabling change
- To be able to design and execute a social media campaign on a major digital platform
- To understand how managers can leverage big data concepts to support strategic and operational decisions
- To be able to analyse the business models of digital and platform-based companies
- To be able to identify and critically discuss the main ethical, social and governance issues related to AI and digital technologies

**Instructors:**

Professors from BSB and other institutions and practitioners

**Teaching methods:**

This MSc combines academic rigor with a strong practice-oriented approach focused on real-world application of AI and digital technologies.

The teaching method will adopt a very hands-on perspective of skill and knowledge acquisition. This implies that learning will often involve interactive discussions with instructors and experts, case studies of contemporary organisations and phenomena, outdoor activities (conferences, seminars, exploration of social events, and participation to professional events).

**CURRICULUM**

Course module	Contact hours	Learning goals
<b><i>FIRST SEMESTER - MSc core courses</i></b>		
<b>AI in organization</b>  ECTS: 4	24h	Artificial intelligence is reshaping digital transformation across organizations. This class will provide strategic understanding of AI adoption, real-world use cases, and value creation, while tackling the managerial and organizational challenges of large-scale technological change.
<b>Technical coding bootcamp Python</b>  ECTS: 4	30h	A hands-on introduction to Python programming tailored for future managers. Students will learn how to manipulate data, automate simple tasks, and understand the logic behind AI and data science tools
<b>Big data &amp; Customer insights</b>  ECTS: 4	24h	Dive into the technical foundations of big data and customer analytics, learn how to manipulate real datasets and extract high-impact insights to understand customer behavior.
<b>Strategic foresight for business management</b>  ECTS: 4	24h	Explore how AI empowers data-driven decision-making and management by shifting from past performance analysis to predictive insights. Student will learn how to identify emerging

		market opportunities, anticipate trends, and make strategic decisions through forward-looking analytics.
<b>Data science applied to organization decision</b>  ECTS: 4	24h	Discover how data science supports smarter decision-making. This course bridges analytics and management by focusing on practical applications of data science in organizations.
<b>Data visualization and storytelling</b>  ECTS: 3	18h	Turn data into compelling business narratives. This course teaches students how to communicate insights effectively using visualization tools and storytelling techniques.
<b>Advanced prompting &amp; API integration</b>  ECTS: 3	18h	Master the art of interacting with AI systems. This course focuses on prompt engineering, generative AI usage, and API integration to build innovative and automated solutions.

## MSc Sustainable Strategic Management and Environmental Change (MSc SSMEC)

**Specialisation's Manager:** Bruno Noisette Email: [bruno.noisette@bsb-education.com](mailto:bruno.noisette@bsb-education.com)

**Department:** *Digital Management*

**Structure:** This MSc will take place on the **LYON** campus.

### Presentation and objectives:

The world faces dramatic issues: struggle between States, global warming, depletion of resources, declining biodiversity, growing inequality, digital and technological disruptions, declining health and mental health... In this tough environment, sustainability has become a crucial challenge for organizations. They need to invent new ways to operate, more resilient and more robust.

The Master of Science in Sustainable Strategic Management prepares for responsible jobs and strategy-oriented careers in tomorrow's world. The curriculum covers three main areas: sustainable strategies; general management; change & transition management. It gives students a comprehensive understanding of the environmental, social, and economic forces that lead the world, but also trains them to ensure organizations' survival through sustainable solutions.

Cutting-edge teaching methods equip students with the operational skills needed by organizations today, but also with the breadth and depth of knowledge necessary to think out of the box, plan for the long term, and lead for change. Entirely taught in English, this program brings together students from all over the world in a challenging, yet benevolent learning environment. A vivid network of senior professionals and young alumni help students build their professional career path. The program is open to diverse profiles, from business students willing to specialize in strategic management or the sustainable transition to engineers and other professionals willing to acquire a better understanding of sustainability from a business perspective.

### Career opportunities:

- Strategy consultant
- Sustainability consultant
- Consultant in Transition & Change management
- ESG analyst
- Corporate Social and Environmental Responsibility Manager
- CSR communication officer
- Sustainability Program coordinator
- Sustainable product manager
- Sustainable Entrepreneur

### Learning outcomes:

- To evaluate the sustainability of an organization and recommend ways to make strategy, products/services, or processes more sustainable, taking into account the macro and micro forces at play in today's environment, society, and economy that impact and are impacted by business organizations
- To lead change and accompany sustainability efforts at the project or organizational level

### Instructors:

Professors from BSB and other institutions + expert external lecturers

### Teaching methods:

Teaching methods mix deep theory, interactive discussions with instructors, and hands-on practice through case studies of contemporary organizations, field visits, and project-based learning. The program includes a field trip to discover sustainable territories, communities, and businesses in their natural environment. An opportunity to explore France while connecting with tomorrow's ways of living and doing business!

<b>CURRICULUM</b>		
<b><i>FIRST SEMESTER - MSc core courses -</i></b>		
<b>Course module</b>	<b>Contact hours</b>	<b>Learning goals</b>
<b>Sustainable Economy &amp; Society</b> <b>ECTS: 3</b>	30h	This course introduces students to social science concepts and theories useful to understand the global political economy and take a new look at global grand challenges. Based on academic reading, concrete examples and class debates, it pushes students to develop their capacity to embrace complexity and identify long-term, structural trends underlying global change.
<b>Insights from Environmental Science</b> <b>ECTS: 2</b>	24h	This course provides students with fundamental concepts of natural sciences that are necessary to understand the current environmental crisis and develop an approach to sustainability firmly grounded in physical reality.
<b>Global Governance &amp; Legal Framework of Sustainability</b> <b>ECTS: 4</b>	30h	This course examines the institutions, policies, and international agreements shaping global sustainability governance. Topics include international organizations and networks, treaties, regulatory frameworks, and compliance mechanisms. Students will work on case studies to understand the challenges private and public organizations face in implementing sustainable development goals worldwide.
<b>Sustainability Performance Measure</b> <b>ECTS: 4</b>	36h	This course introduces students to key metrics, frameworks, and tools used for the assessment of sustainability performance in organizations. It enables students to understand financial and non-financial performance indicators. Topics include basics of financial accounting, ESG indicators, lifecycle analysis, impact assessment, and reporting standards.
<b>New technologies &amp; sustainable energy</b> <b>ECTS: 1</b>	18h	This course examines the relationship between new technologies and energy supply, giving students basics scientific knowledge, reviewing the main available and nascent technologies, and providing insights into the future of energy supply in Europe and in the world. This course aims to make students reflect on the limits of technology to answer environmental and social challenges.
<b>Sustainable Market Trends</b> <b>ECTS: 3</b>	30h	In this course, students discover emerging trends in sustainable markets. They learn to use scientific tools to assess opportunities for sustainable businesses. They learn how to collect and analyze market data.
<b>Creativity and innovation management</b> <b>ECTS: 3</b>	27h	In this course, students will learn techniques to enhance their own creativity - a skill that is essential to invent a more sustainable future. They will also discover how to overcome barriers to innovation at the organizational and societal level.

# FRENCH & CULTURE COURSES

<b>Module's Title:</b>	<b>French - Elementary</b>		
<b>Time volume (in hour):</b>	<b>13,5</b>	<b>ECTS credits:</b>	<b>2</b>
<b>Module's Manager:</b>	<b>Iryna TALPAIN</b>		
<b>Pre-requisites:</b>	<b>from A0 to A2</b>		
<b>Language of teaching:</b>	<b>French</b>		
<b>General Description:</b>			
<p>This class focuses primarily on teaching French as a foreign language in a general sense (FLE), while also providing some grounding in Business French (FOS). The aim of the module is to raise the student's language ability to the level where they can speak coherently in simple phrases, formulating responses to topics in their everyday lives and current events, both orally and in writing. Ultimately, they should feel comfortable communicating with native French speakers about their personal lives and to a certain extent their profession.</p> <p>Vocabulary: family – professions – home - daily life - public transport – directions – weather</p> <p>Grammar: tenses (present, present perfect, past continuous, future, near future) – subject pronouns – possessive and demonstrative pronouns – adjectives – questions – (in)definite articles – special prepositions – directional adverbs</p>			
<b>Learning objectives:</b>			
<p>At the end of this module, students should be able to:</p> <ul style="list-style-type: none"> <li>• Communicate in a simple way about familiar and daily topics such as: nationalities, professions, timetables, meals, purchases, weather, seasons, dates, cities, travels.</li> <li>• Understand the grammar described in the detailed content above</li> <li>• Briefly describe past, present and future activities</li> <li>• Ask personal questions and answer them, and then talk freely about that subject</li> <li>• Recognize modern words and phrases, and understand short informative texts</li> <li>• Orally understand the main subject of an audio extract and be able to discuss the topic</li> </ul>			
<b>Assessments:</b>			
<ul style="list-style-type: none"> <li>• Continuous individual assessment 100%</li> </ul>			
<b>Teaching Method:</b>			
<p>The learning of French should be done in an environment where the classroom is considered a French-speaking social space, which places the students in practical situations where they must use their communication skills to carry out both real-life tasks and imagined scenarios.</p> <p>Teaching Methods: Classroom support - Audio-visual learning – E-learning</p> <p>Teaching tools: These tools are tailored to the kind of practical learning that best facilitates the uptake of the French language – Role play – Scenarios – Speaking exercises with particular linguistic constraints</p>			
<b>Bibliography:</b>			
<p>ABRY Dominique (2014), La grammaire des premiers temps A1-A2 avec CD MP3, Grenoble : PUG (Presses Universitaires de Grenoble), 907 ABR</p> <p>BORELLI Nicole (2011), Le FLE au quotidien 100 [cent] dialogues de la vie courante : niveau intermédiaire, Paris : Ellipses, 905 BOR</p>			

SIREJOLS Evelyne (2007), Vocabulaire en dialogues : niveau débutant, Luçon : CLE International, 907 SIR  
MIQUEL Claire (2003), Vocabulaire progressif du français : tests d'évaluation : niveau débutant, Luçon : CLE  
International, 907 MIQ  
MIQUEL Claire (2003), Vocabulaire progressif du français : tests d'évaluation : niveau intermédiaire, Luçon  
: CLE International, 907 MIQ

<b>Module's Title:</b>	<b>French - Intermediate</b>		
<b>Time volume (in hour):</b>	<b>13,5</b>	<b>Crédits ECTS :</b>	<b>2</b>
<b>Module's Manager:</b>	<b>Iryna TALPAIN</b>		
<b>Pre-requisites:</b>	<b>Take the French test organized before the start of classes. Placement is mandatory before classes begin.</b>		
<b>Language of teaching:</b>	<b>French</b>		
<b>Description Générale du cours :</b>			
<p>Ce module est un enseignement généraliste du français langue étrangère (FLE) avec introduction partielle de l'enseignement du français des affaires (FOS). Le module vise à amener l'étudiant à produire un discours simple et cohérent, agir et interagir sur des sujets du domaine personnel et public dans un contexte français à l'oral et à l'écrit.</p> <p>Lexique : la vie quotidienne, les personnes, les événements, le monde professionnel, les médias.  Grammaire : les temps du passé, les temps du futur, le conditionnel présent et passé, le discours rapporté au présent et au passé, la concordance des temps, le subjonctif, le passif, les pronoms relatifs simples et la mise en relief (ce qui / que, c'est...qui / que), les pronoms relatifs composés, ...</p>			
<b>Acquis d'apprentissage visés :</b>			
L'apprenant doit être capable :			
<ul style="list-style-type: none"> <li>• d'utiliser le vocabulaire thématique étudié concernant des sujets tels que : le portrait moral et physique, les loisirs, le travail, les voyages, l'actualité</li> <li>• de maîtriser les formes grammaticales indiquées dans le contenu détaillé du module</li> <li>• de résumer une source d'informations factuelles : en faire le rapport, justifier des actions et donner son opinion</li> <li>• de commencer, poursuivre et terminer une conversation sur des sujets du domaine personnel et public (portrait moral et physique, loisirs, travail, voyages)</li> <li>• de comprendre les points significatifs d'un article de journal</li> <li>• de comprendre une information factuelle contenue dans un document audiovisuel : travail, école, loisirs, voyages</li> </ul>			
<b>Evaluations pédagogiques :</b>			
<ul style="list-style-type: none"> <li>• Contrôle individuel continu 100%</li> </ul>			
<b>Méthodes pédagogiques :</b>			
<p>L'apprentissage du français est organisé selon l'approche actionnelle, d'après laquelle la classe de langue est considérée comme un espace social francophone qui place les étudiants dans des situations de communication simulées ou naturelles et les fait agir comme des acteurs sociaux.</p> <p>Outils pédagogiques : CD - Support Audio. E-learning. Support de cours</p> <p>Méthodes pédagogiques : Étant la mieux adaptée à l'approche actionnelle car développant l'autonomie et favorisant l'apprentissage, la méthode applicative est privilégiée : jeux de rôles, simulations, exercices d'expression avec contraintes linguistiques, présentations orales, débats, internet</p>			
<b>Références bibliographiques :</b>			

CAQUINEAU-GÜNDÜZ Marie-Pierre, DELATOUR Yvonne, JENNEPIN Dominique, LESAGE-LANGOT Françoise. Les 500 exercices de grammaire B1 – Avec corrigés, HACHETTE F.L.E., 2005

STEELE Ross (2004), Civilisation progressive du français avec 400 activités : niveau intermédiaire, Luçon : CLE International, 903 STE

BARFETY Michèle (2005), Compréhension orale / Niveau 2 : manuel + CD audio, Luçon : CLE International, 909 BAR

POISSON-HARDUIN Marie-Hélène (2007), Grammaire expliquée du français : niveau intermédiaire, Luçon : CLE International, 907 POI

THIEVENAZ Odile (2003), Grammaire progressive du français : niveau intermédiaire : corrigés, Luçon : CLE International, 907 THI

THIEVENAZ Odile (2003), Grammaire progressive du français avec 600 [six cents] exercices : niveau intermédiaire, Luçon : CLE International, 907 THI

BORELLI Nicole (2011), Le FLE au quotidien 100 [cent] dialogues de la vie courante : niveau intermédiaire, Paris : Ellipses, 905 BOR

MIQUEL Claire (2003), Vocabulaire progressif du français : tests d'évaluation : niveau intermédiaire, Luçon : CLE International, 907 MIQ

PENFORNIS Jean-Luc (2004), Vocabulaire progressif du français des affaires avec 200 [deux cents] exercices : corrigés, Luçon : CLE International, 908 PEN

PENFORNIS Jean-Luc (2013), Vocabulaire progressif du français des affaires avec 250 [deux cent cinquante] exercices, Luçon : CLE International, 908 PEN

<b>Module's Title:</b>	<b>French - Advanced</b>		
<b>Time volume (in hour):</b>	<b>13,5</b>	<b>Crédits ECTS :</b>	<b>2</b>
<b>Module's Manager:</b>	<b>Iryna TALPAIN</b>		
<b>Pre-requisites:</b>	<b>Take the French test organized before the start of classes. Placement is mandatory before classes begin.</b>		
<b>Language of teaching:</b>	<b>French</b>		

#### **Description Générale du cours :**

Il s'agit d'un module d'enseignement du français langue étrangère aux niveaux B2 - C1. Ce module a pour but d'aider les apprenants à améliorer leur pratique de la langue française grâce à l'acquisition d'un lexique précis et la maîtrise de règles structurelles. Il vise aussi à approfondir ses connaissances de la culture et de la langue française à travers des situations quotidiennes, des thèmes d'actualité et des œuvres-phares.

Grammaire : • Passé composé / Imparfait / Plus-que-parfait : révision et difficultés particulières • Les conjonctions de temps : exprimer l'antériorité, la simultanéité, la postériorité • Le discours rapporté au passé • La voix passive • Les pronoms compléments : directs, indirects, postposés, "en" et "y" • La comparaison • La concession, l'opposition • L'expression du but • L'expression de la manière • La conséquence et l'intensité • Le conditionnel passé pour exprimer des regrets et des reproches • Le subjonctif : dans l'expression du sentiment et des jugements • Le subjonctif : dans l'expression du doute et de l'incertitude • L'expression de la cause et de la conséquence

Lexique : • Caractériser une personne, un groupe • Le langage SMS • L'informatique • Connaissances et savoir • Le travail et l'économie • Les émotions, les sentiments • La santé, les maladies • L'appréciation • L'architecture • Les transformations, les changements • Comptabiliser, quantifier • L'environnement, l'écologie

#### **Acquis d'apprentissage visés :**

- Améliorer et affiner sa communication en langue française au quotidien dans une grande variété de situations.
- Acquérir des savoirs linguistiques, sociolinguistiques, culturels et pragmatiques permettant de perfectionner ses communications quotidiennes et d'approfondir ses connaissances de la culture française.
- Favoriser les échanges interculturels et l'intercompréhension entre les étudiants de nationalités différentes. Développer ses capacités communicatives en langue étrangère avec un public varié. Présenter sa culture d'origine, et élargir sa vision et sa compréhension des autres cultures et de l'altérité.
- S'impliquer dans des travaux personnels ou collectifs en mettant en pratique des savoirs pragmatiques concernant le discours : réaliser un exposé à l'oral, faire une synthèse de documents oraux, rédiger du courrier professionnel

#### **Evaluations pédagogiques :**

- Contrôle individuel continu 100%

#### **Méthodes pédagogiques :**

La démarche souhaitée est communicative et actionnelle, elle a pour but de mettre les apprenants en situation d'interagir avec des locuteurs français et de réaliser des tâches utiles à la vie étudiante et professionnelle en France.

- Les activités de compréhension orale ou écrite permettent de développer des stratégies pour améliorer ses compétences dans ces domaines grâce à des documents authentiques de sources et de natures variées.
- Les fiches de grammaire visent la maîtrise de règles structurelles essentielles au langage courant, elles sont suivies d'exercices d'expression écrite qui ont pour but de favoriser la créativité et la pratique de la langue courante.
- Des fiches de vocabulaire récapitulent les mots et expressions utiles par thème, les exercices qui suivent incitent les étudiants à faire preuve de précision pour une communication plus efficace au quotidien.
- Les activités d'expression orale permettent d'interagir en petits groupes puis en groupe classe sur des thèmes d'actualité, culturels ou interculturels.
- Les productions écrites sont des tâches utiles pour la vie étudiante et professionnelles en France.

Outils pédagogiques : CD - Support Audio. E-learning. Support de cours

Méthodes pédagogiques : Exercices d'expression orale et écrite avec contraintes linguistiques, simulations des situations de communication, jeux de rôles, présentations orales, débats, interviews

### Références bibliographiques :

Édito, niveau B2, 3e édition. Les éditions Didier, 2015. Élodie Heu, Jean-Jacques Mabilat. Alter Ego 4, niveau B2. Hachette livre 2007. Catherine Dollez, Sylvie Pons. Livre de l'élève, cahier d'activités et documents audio. Alter Ego + 4, niveau B2. Hachette livre 2015. Marine Antier, Joelle Bonenfant, Gabrielle Chort, Catherine Dollez, Michel Guilloux, Sylvie Pons. Livre de l'élève, cahier d'activités et documents audio. ? Alter Ego 5, niveaux C1-C2. Hachette livre 2010. Michel Guilloux, Cécile Herry, Sylvie Pons. Livre de l'élève et documents audio.

Communication progressive du français, niveau avancé. Cle International 2016. Claire Miquel. Grammaire progressive du français, niveau avancé, 2e édition. Cle international 2012. Michèle Boularès, Jean-Louis Frérot. 450 nouveaux exercices, grammaire niveau avancé, nouvelle édition. Cle international 2004. Evelyne Siréjols, Pierre Claude. Grammaire progressive du français, niveau perfectionnement. Cle International 2012. Maïa Grégoire, Alina Kostucki. L'expression française écrite et orale, niveaux B2-C1. Presse universitaires de Grenoble 2003. Christian Abbadie, Bernadette Chovelon, Marie-Hélène Morsel. Vocabulaire progressif du français, niveau perfectionnement. Cle International 2015. Claire Miquel. Littérature progressive du français, 2e édition. Niveau intermédiaire. Cle International 2013. Nicole Blondeau, Ferroudja Allouche, Marie-Françoise Né. ? Expression orale, niveau 3, B2. Cle International 2015. Michèle Barféty

<b>Module's Title:</b>	<b>Intercultural Management and Communication</b>		
<b>Time volume (in hour):</b>	<b>13,5</b>	<b>ECTS credits :</b>	<b>4</b>
<b>Module's Manager:</b>	<b>Iryna TALPAIN</b>		
<b>Pre-requisites:</b>	<b>English proficiency B1</b>		
<b>Language of teaching:</b>	<b>English</b>		
<b>General Description:</b>			
Foreign culture and communication: foreign students will be mixed in the class to share their experiences and are asked to understand other cultures. They will approach intercultural management during the sessions through exercises and scenarios from other cultures.			
<b>Learning objectives:</b>			
At the end of this module, students should be able to communicate in foreign languages, and they should be more communicative with someone from a foreign culture, as well as having improved their team building skills.			
<b>Assessments:</b>			
<ul style="list-style-type: none"> <li>• Continuous individual assessment 100%</li> </ul>			
<b>Teaching Method:</b>			
Lectures, role plays, case studies, oral presentations			
<b>Bibliography:</b>			
Cultures and Organizations: Software of the Mind, Mc Graw-Hill Cies, 2004			
HOFSTEDE, Geert Cultural Intelligence, Intercultural Press, 2004			
PETERSON Brooks When Cultures Collide, Nicholas Brealey International, 2006			
LEWIS Richard D. Experiential Activities for Intercultural Learning, Intercultural Press, 1996			
SEELYE H. Ned			
BENNETT Milton J. (1998), Basic concepts of intercultural communication : selected readings, Intercultural Press			
HOFSTEDE Geert (1994), Cultures and organizations : software of the mind : intercultural cooperation and its importance for survival, McGraw-Hill			
PAIGE Michael (1993), EDUCATION FOR THE INTERCULTURAL EXPERIENCE, Intercultural Press			
CHANEY Lillian H. (1995), Intercultural business communication, Prentice Hall			
HALL Edward T. (1990), UNDERSTANDING CULTURAL DIFFERENCES, Intercultural Press			

