

CATALOGUE

M1 2026-27



Fall semester

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Please make sure to check the availability of modules for your chosen campus!

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PLEASE NOTE: If there are fewer than 12 students, the course will not run.

This document provides a non-binding overview of the courses.

Academic and teaching adjustments may result in changes to the course content.

Course content – Master 1

Core courses

Corporate Finance - YATIE A.

Module	ECTS
Corporate Finance Level 2	5

A comprehensive course covering the key tools required in corporate finance, based on the analysis of value creation:

- Value creation through the measurement of value generated by projects: a review/introduction to the principle of discounted cash flow analysis, NPV, IRR, and cost of capital: achieving a return that exceeds the level of risk.
- Diagnosing value creation through financial analysis: - - - Implementing a financial analysis methodology based on a company's financial statements. Preparing and presenting an assessment of the company's value creation (based on an analysis of financial profitability and default risk). Formulating recommendations, presenting them and justifying them (written summary and oral presentation)

Complement the cash flow analysis by examining past cash flows (ex-post financial assessment of a cash flow statement) as well as from a forward-looking perspective: the basis for analysing a medium-term financing plan based on future cash flows.

Learning objectives:

Understand the fundamentals of financial theory, be able to assess a company's financial situation and propose elements of financial planning

Be able to analyse and solve a problem and structure one's thinking

Target competence:

RNCP Block 3: Define and manage the financial policy of an organisation/company Assess the financial situation.

Digital Consumer Behaviour

Module	ECTS
Digital Consumer Behaviour	5

This module explores consumer behaviour in digital environments. It analyses the psychological, social and technological factors that influence online purchasing decisions. Students will learn to analyse customer journeys and use data to optimise digital strategies. Particular attention is paid to new trends and emerging practices.

Business English - NEILL A.

Module	ECTS
Business English - Autumn: Level 2 + Global Exam / Test	0

Learning objective: To demonstrate a level of English recognised by an external test (TOEIC: minimum score of 785).

Target competence: RNCP Block 7: Working in an international environment

Communicating in foreign languages in a professional context

AI & Data Skills - LENTZ F.

Module	ECTS
AI & Data skills	5

This course introduces key skills in artificial intelligence and data analysis for business. It helps students understand how to leverage AI technologies to support decision-making and innovation. Students will explore real-world use cases and the associated ethical considerations. The aim is to develop a data- and AI-driven culture within a business context.

Agile project methods - ELBOUSSERGHINI J.

Module	ECTS
Agile Project Methods	5

This module presents the principles and practices of agile methods applied to project management. Students will learn to work in short cycles, collaborate effectively and adapt to change. Frameworks such as Scrum and Kanban are covered in a practical manner. This course promotes a flexible, value-driven approach.

Management Control - POCHON E.

Module	ECTS
Management Control Level2	5

Budgeting – Forecasting – Reporting.

Learning objectives:

To be able to analyse and manage the company's financial performance (mastering cost accounting, cost analysis, budgets, forecasts, dashboards and key performance indicators – KPIs). To be able to interpret financial figures and communicate them

Module	ECTS
Elective module	2



ELECTIVE MODULES



In this catalogue, you will find the options available for choosing your elective module for the autumn semester

Please note that the modules listed are not available at both campuses



Choice of elective module in Dijon

Financial Theory & mathematics – Taught in English

This course develops the mathematical and financial foundations necessary to understand modern financial theory. Students learn quantitative tools used to assess portfolio performance and analyze financial assets. The module provides a rigorous introduction to key theories underpinning portfolio management and financial decision-making.

Learning objectives:

- Understand the mathematical foundations of financial analysis.
- Apply quantitative tools to assess portfolio performance.
- Analyze risk and return in financial markets.
- Develop a solid understanding of major financial theories.

Stratégie Commerciale – Taught in French

Ce module introduit les étudiants aux enjeux stratégiques et opérationnels de la fonction commerciale. À travers des mises en situation et des exercices pratiques, les étudiants expérimentent des techniques de négociation et développent les compétences relationnelles nécessaires à la réussite dans les métiers de la vente, notamment dans des contextes B2B.

Objectifs d'apprentissage :

- Découvrir les métiers de la vente et les opportunités de carrière associées.
- Expérimenter des techniques de négociation, notamment en contexte B2B.
- Développer les compétences relationnelles essentielles dans la fonction commerciale.
- Comprendre le rôle stratégique de la fonction commerciale dans l'entreprise.

Psychologie de la mode – Taught in French

Ce module analyse comment les processus psychologiques influencent la consommation de mode et la création de valeur dans l'industrie. Les étudiants explorent les liens entre identité, émotions, cognition, normes sociales et décisions d'achat. À travers des études de cas et des exercices appliqués, ils relient les théories du comportement du consommateur aux pratiques de branding, de communication, de retail et de stratégie responsable.

Objectifs d'apprentissage :

- Comprendre les théories psychologiques expliquant la consommation de mode.
- Analyser le rôle de l'identité, des émotions et des normes sociales dans les choix vestimentaires.
- Évaluer les impacts de ces mécanismes sur les stratégies de marque et de distribution.
- Appliquer ces connaissances pour concevoir des stratégies responsables et efficaces dans l'industrie de la mode.

Management des PME – Taught in French

Ce cours de Management des PME explore les spécificités de la gestion des petites et moyennes entreprises dans un environnement économique dynamique et incertain. Il met l'accent sur la prise de décision stratégique, l'agilité organisationnelle et les enjeux de croissance. Les étudiants analyseront des cas concrets afin de comprendre les leviers de performance et de pérennité des PME.

Objectifs d'apprentissage :

- Comprendre les particularités du management et de la gouvernance des PME par rapport aux grandes entreprises.
- Maîtriser les outils d'analyse stratégique adaptés aux PME (diagnostic interne/externe, croissance, financement).
- Développer des capacités de prise de décision dans des contextes de ressources limitées et d'incertitude.



Choice of elective module in Lyon

Banque et enjeux environnementaux - Taught in French

Ce module permet aux étudiants de comprendre le fonctionnement du système bancaire français et les principaux produits et services bancaires. Il aborde également les enjeux contemporains auxquels les banques sont confrontées, notamment les normes ESG et RSE, la lutte contre le blanchiment, et le rôle des banques dans la transition écologique. Des débats et études de cas permettent de réfléchir aux arbitrages stratégiques et éthiques du secteur bancaire.

Objectifs d'apprentissage :

- Comprendre le fonctionnement du système bancaire et la création monétaire.
- Identifier les principaux produits bancaires et les besoins financiers des ménages. (Introduction à la gestion de patrimoine, droit de la famille, donations successions, emprunts)
- Analyser les enjeux réglementaires et éthiques du secteur bancaire.
- Évaluer le rôle des banques face aux défis environnementaux et aux normes ESG.

Modélisation financière - Taught in French

Ce module initie les étudiants aux techniques de modélisation financière à travers l'utilisation avancée d'Excel. Les étudiants apprennent à manipuler des données financières à l'aide de fonctions statistiques et matricielles, à réaliser des optimisations avec Solver et à analyser des données avec Power Pivot. L'objectif est de fournir des outils opérationnels pour soutenir la prise de décision en finance d'entreprise et en banque.

Objectifs d'apprentissage :

- Maîtriser les fonctions avancées d'Excel appliquées à la finance.
- Construire et interpréter des modèles financiers simples.
- Utiliser des outils d'optimisation et d'analyse de données.
- Appliquer la modélisation financière à des problématiques de finance d'entreprise et de gestion de portefeuille.



Global marketing - Taught in English

This course introduces the key principles of global marketing and the strategic challenges of operating in international markets. Students learn to analyze international environments, identify market opportunities, and design effective global marketing strategies. The module also explores market entry modes and the adaptation of the marketing mix across countries.

Learning objectives :

- Understand the key principles and frameworks of global marketing.
- Analyze international marketing environments and identify opportunities and risks.
- Evaluate alternative foreign market entry strategies.
- Design an effective international marketing mix.

Innovation Management - Taught in English

This course examines how organizations design and implement innovation strategies. It explores the strategic, organizational, and managerial dimensions of innovation, from the identification of opportunities to the development and scaling of new products, services, or business models. Through analytical frameworks and applied exercises, students learn how to diagnose innovation challenges and formulate strategic responses.

Learning objectives

- Understand the strategic role of innovation in organizational competitiveness and transformation.
- Analyze how organizations identify opportunities, develop new ideas, and bring innovations to market.
- Apply strategic and managerial tools to diagnose innovation challenges.
- Develop the ability to formulate and present structured recommendations for innovation initiatives.



Management de PME - Taught in French

Ce cours de Management des PME explore les spécificités de la gestion des petites et moyennes entreprises dans un environnement économique dynamique et incertain. Il met l'accent sur la prise de décision stratégique, l'agilité organisationnelle et les enjeux de croissance. Les étudiants analyseront des cas concrets afin de comprendre les leviers de performance et de pérennité des PME.

Objectifs d'apprentissage :

- Comprendre les particularités du management et de la gouvernance des PME par rapport aux grandes entreprises.
- Maîtriser les outils d'analyse stratégique adaptés aux PME (diagnostic interne/externe, croissance, financement).
- Développer des capacités de prise de décision dans des contextes de ressources limitées et d'incertitude.

FRENCH AND CULTURE COURSES



These modules are available to international students. Some of them allow students to earn ECTS credits.

Optional modules

Intercultural Communication

Module Coordinator	ECTS Credits
TALPAIN. I	4

General description:

Foreign culture and communication: foreign students will be mixed in the class to share their experiences and are asked to understand other cultures. They can therefore approach intercultural management during the sessions through exercises and situations from other cultures. Main topics: Intercultural management, communication in a foreign culture and team building. Inclusive language. Cultural differences.

Module objectives:

To facilitate social integration of foreign students at BSB through a better understanding of the cultural differences between France and their home countries
To increase awareness of differences among business people (values, customs, traditions, etc.) from other cultures to pave the way for successful intercultural management and communication
To respect other cultures within an international context
To make students more communicative in a foreign culture and team building
To learn how to lead global organizations with a diversity of profiles
To show the importance of inclusive language

Detailed content:

Each class: lectures, discussions, critical incidents, role plays, case studies, group communication via Teams, mini-tests & assignments via Forms A
group project followed by a group presentation (e.g. a FlipGrid video)
Topics: Culture shock, values and heroes, discrimination, cultural differences and communication in Management, Inclusive language, critical incidents in management, Diversity and how to manage it, etc

Pedagogical approach:

Blended learning: a mix of traditional face-to-face classes (lectures, discussions, critical incidents, role plays, case studies) with online activities (all class materials, assignments and group communication are via Microsoft Teams + FlipGrid videos).

Evaluations Explanation:

Individual work: 30% Assignments, class activities and class participation (including attendance and participation) + 40% Experience assessment* (This will be an analysis of your personal experience in France and the concepts covered in this course, done during the final class).

Group work: 30% (a video project/presentation as a group)

Skills (Grasp of the French working culture):

- communication skills
- ability to work in a team
- adaptability to a new context

Grading method:

- 100% continuing assessment
- 30 % A group project (a group grade)
- 30 % Homework and in-class interaction (an individual grade)
- 40 % Final Assessment about experience (an individual grade)
- 60% Cultural synthesis (a diary/PPT on cultural differences between France and your home country).
- 40% Final Quiz.

French language

Module Coordinator	ECTS Credits
TALPAIN. I	2

General description:

To develop the four language skills and provide instruction in language and culture.

Module objectives:

Level 1 (= beginner+):

To develop the four language skills and provide instruction in language and culture. Master common syntactic structures and grammatical forms and develop a vocabulary repertoire corresponding to practical needs; act and interact on personal and public topics in an everyday environment.

Level 2 (= intermediate):

Develop the four language skills and provide linguistic and cultural instruction. Strengthen and enrich linguistic and socio-cultural skills. Teach French as a foreign language for professional purposes. Teach students to talk about their studies, work and plans; to act and interact on personal and public topics in a professional environment.

Level 3 (= native speakers/bilinguals and C1-C2):

Advanced French language skills.

Detailed content:

- Level 1 (= beginner+): Develop all four language skills and provide instruction in language and culture. Master common syntactic structures and grammatical forms, and build a vocabulary repertoire relevant to practical needs; communicate and interact on personal and public topics in everyday situations. (+ DELF A1-A2 Global Exam)
- Level 2 (= intermédiaire) : To develop all four language skills and provide instruction in language and culture. To strengthen and enrich linguistic and socio-cultural skills. To teach French as a foreign language for professional purposes. To help students learn to talk about their studies, their work and their plans; to act and interact on personal and public matters in a professional environment. (+ DELF B1-B2 Global Exam)
- Level 3 (= natifs/bilingues et C1-C2) : Tailored French language improvement. The teaching approach centres on personalised learning pathways, individual projects (free choice), and the option to study a third foreign language using a self-study platform.

Pedagogical approach:

Blended learning: face-to-face + self-study using the Global Exam online platform + ongoing feedback

Evaluations Explanation:

Assessment is purely formative, taking the form of continuous assessment. A number of self-study activities using the Global Exam online platform are available and strongly recommended (optional). Interaction and active participation during lessons are encouraged.

Skills :

Key skills such as speaking, grammar and vocabulary (and writing for advanced learners) will be assessed through a mock test (informal assessment), and each student will receive detailed feedback from the teacher.

- Language skills: range of vocabulary and grammatical accuracy (not formally assessed)
- Ability to speak continuously and take part in a conversation (not formally assessed)

Grading method:

A mark (100%), which takes into account the various skills acquired, is awarded at the end of each semester to demonstrate the student's individual progress in French as a Foreign Language.



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