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future

## COURSE CATALOGUE

*Master 2 and MSc programs*

*DIJON CAMPUS  
LYON CAMPUS*

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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: Specialisation International Business or one of the MSc programmes.

You can also select French Language courses if you want.

Due to timetable, you cannot mix courses of several programmes.

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

## IMPORTANT INFORMATION

- Master of Science (MSc) are taught in English. **You must have a 785 TOEIC grade (or 6.5 IELTS).**
- Specialisation International Business is taught in English. **You must have a 690 TOEIC grade (or 4 IELTS).**
- You are required to attend all the modules of the programme you have chosen.

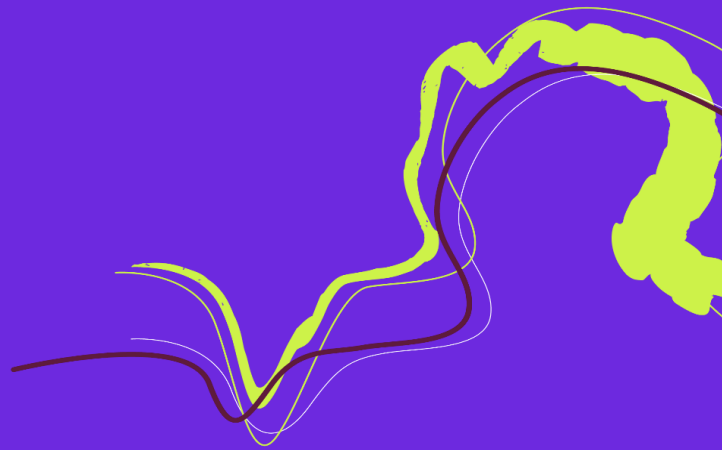
# Finance, Accounting, Law Department



DIJON CAMPUS

MSC TAUGHT IN ENGLISH:

- MSc Corporate Finance & Investment Banking (MSc CFIB)



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

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<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><u>FIRST SEMESTER - MGE3 core courses –15 hours</u></b>		
<b>Research Methods</b>	15H	Research methods for business students and preparation for writing a professional thesis
<b><u>FIRST SEMESTER - MSc Core courses – 210 hours</u></b>		
<b><i>Block 1- Educational Module – 18 hours</i></b>		
<b>Green Chrono Diagnosis</b>	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>Block 2 – Conceptual Modules – 93 hours</b>		
<b>Advanced Corporate Finance</b>	42H	<p>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 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>	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>	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>	42H	<p>Green financial investment definition; Equity pricing, volatility, Equity and green equity indexes; Learn how to search, download, and analyze data from Bloomberg and other data sources to write an equity report of a green company.</p> <p>The course will equip students with:</p> <ul style="list-style-type: none"> <li>• green equity and green bonds definition/issuance.</li> <li>• practical data analysis: <ul style="list-style-type: none"> <li>✓ find a currently listed green company</li> <li>✓ search/download/analyze data of the company from Bloomberg: management &amp; governance, stock price, bonds and green bonds issuance, structure of shareholders/bondholders...</li> <li>✓ create and modify excel model spreadsheets to estimate WACC and firm value using the Discounted Cash Flow method</li> <li>✓ write an equity report</li> </ul> </li> <li>• equity report structuring, writing, presenting skills presentation skills</li> </ul>
<b>Merger and Acquisitions</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>



# Humanities and Arts Management Department



DIJON CAMPUS

MSC TAUGHT IN ENGLISH :

- ✓ MSc Arts & Cultural Management (MSc ACM)





## MSc Arts and Cultural Management (MSc ACM)

<b>Specialisation's Manager:</b>	Nick WARE	Email : <a href="mailto:nick.ware@bsb-education.com">nick.ware@bsb-education.com</a>
<b>Department:</b>	<i>Humanities and Arts Management</i>	

### Structure:

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)

### Presentation and objectives:

The MSc Arts and Cultural Management is an English-taught postgraduate programme that trains future arts and cultural managers, to work in the dynamic and market of cultural and creative organizations, both at a national and international level.

The Programme provides students with an overview of arts and cultural industries in their sociological, economic and historical context, combined with a knowledge of cultural entrepreneurship, arts marketing and the most recent trends in fundraising, digitization and new communication strategies. Cultural business models, cultural project engineering and arts marketing in an international context complete the programme. Theory will be matched with practice: students will get hands-on experience on cultural event management both in the first and second semester, through the organization of cultural projects and events, as well as direct knowledge of the arts and creative sector through seminars, encounters with professionals and study visits.

A one-week field trip in a European capital is also part of the MSc program, including a series of study visits and meetings with professional actors in each sector.

Graduates from the MSc will be able to work in a large variety of middle and management positions in the cultural and creative sector, using their skills and competences to work in both International and national cultural and creative enterprises.

The cultural industries are one of the biggest employers in the world. Museums, galleries and many governmental and non-governmental agencies work to preserve, research and promote cultural heritage and artistic and creative production. Recent digital innovations in the sector have emphasized the increasing relevance of creative industries.

Future managers of cultural enterprises and creative industries are expected to have a strong background in the understanding of arts and culture, their history and political development as well as of the socio-economic contexts. Advanced skills in arts and cultural management are also required. Arts and cultural entrepreneurship have become a key topic in the sector.

The teaching programme is grouped in three "blocs":

- arts in context: historical, socio-economic and political contexts (semester 1)
- arts and cultural management and entrepreneurship (core courses semester 1, advanced courses semester 2)
- cultural entrepreneurship and territorial development (semester 2)

In the first semester, international students will be required to attend a course in French language. This is a requisite for the study visits to some French cultural institutions.

## CURRICULUM

Course module	Contact hours	Learning Goals
<b><i>FIRST SEMESTER - MSc core courses</i></b>		
<b>Research methods</b>	15h	Research methods for business students and preparation for writing a dissertation

<b>Block 1 – Arts in Context - 84 hours</b>		
<b>History of the Art and Cultural Policy</b>	42h	<ul style="list-style-type: none"> <li>• History of Art</li> <li>• Cultural Policy</li> <li>• Cultural diplomacy</li> </ul>
<b>Socio-economic context of Arts &amp; Culture</b>	54h	<ul style="list-style-type: none"> <li>• Philosophy of the arts and contemporary debates</li> <li>• Sociology of the arts</li> <li>• Cultural economics</li> </ul>
<b>Block 2 – Arts and Cultural Management &amp; entrepreneurship (core courses) - 105 hours</b>		
<b>Arts Marketing</b>	21h	Introduction to marketing for the arts and cultural sector.
<b>Cultural Entrepreneurship</b>	21h	Introduction to the main concept of cultural entrepreneurship and the characteristics of the entrepreneurial business modelling in the arts and cultural sector. Includes a partnership project with a local enterprise.
<b>Intellectual Property and Copyright</b>	21h	Main legal challenges for the arts, focusing in particular on issues of Intellectual Property and copyright.
<b>Arts Budgeting</b>	21h	Introduction to project budgeting and arts production, with specific sub-sectoral focuses on dedicated sectors (e.g. performing arts, cinema).
<b>Cultural Project Management</b>	27h	Introduction to Event Management and project management. Includes the participation of students in professional consultation with a major arts organization in the region.

# Management Department



**DIJON CAMPUS**

**SPECIALISATION TAUGHT IN ENGLISH :**

- ✓ **International Business (IB)**

**MSC TAUGHT IN ENGLISH :**

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

## International Business Specialisation (IB)

<b>Specialisation's Manager:</b>	Jean-Guillaume DITTER	Email : <a href="mailto:jean-guillaume.ditter@bsb-education.com">jean-guillaume.ditter@bsb-education.com</a>
<b>Department:</b>	Economies et Sciences Sociales	

### Structure / Structure:

*The International Business specialisation is made up of 8 classes (incl. Research Methods), to be taught during the Autumn term. In the Spring term, student will have to take an internship abroad or a semester 6 in a partner university to validate acquired competences.* La spécialisation International Business est composée de 8 modules de cours enseignés durant le semestre d'automne. L'acquisition des compétences visées repose également sur la réalisation d'un stage de fin d'études à l'international ou un semestre 6 dans une université partenaire lié à la spécialisation durant le semestre de printemps.

### 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

### 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		
Course module	Contact hours	Learning Goals
Research and Consulting Methods (Fall)	15h	Develop advanced skills in research methodologies and prepare for the professional thesis
Business Game (Fall)	15h	Enhance strategic thinking and decision-making abilities
Corporate Intelligence (bootcamp)	30h	Expose students to the purpose, tools and importance of competitive intelligence in international business.
Global Business Strategy	30h	Know why, how and where business organisations expand overseas.
Global Supply Chain & Risk Management	30h	Be acquainted with efficient management of business operations while mitigating associated risks.
International Business Law	30h	Provide students with an understanding of the legal framework within which international business organisations operate.
International Negotiation & Sales	30h	Master sales strategies and negotiation tactics to effectively close deals in international markets.
International Project Management	30h	Be able to plan, execute, and manage projects in an international context, ensuring timely and successful completion.

## 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	
BLOCK 1: DATA SKILLS	
<b>Programming Language for Data Science</b>  Contact hours: 42 h  #DS3511  Autumn modules (1st term)	<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>  Contact hours: 18 h  #DS3512	<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>Autumn modules (1st term)</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>Learning goals:</p> <ul style="list-style-type: none"> <li>• Understand the structure of databases</li> <li>• Master DDL, DML and DCL (SQL components)</li> <li>• To be able to create and populate a database in the context of a Data Science project</li> </ul>
<p><b>Business-Oriented Data Governance</b></p> <p>Contact hours: 18 h</p> <p>#DS3513</p> <p>Autumn modules (1st term)</p>	<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>
<p><b>Data General Knowledge</b></p> <p>Contact hours: 18 h</p> <p>#3514</p> <p>Autumn modules (1st term)</p>	<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>
<p><b>Seminars Series &amp; Partner Class 1</b></p> <p>Contact hours: 30 h</p>	<p>Classes by our partners (<b>PWC Luxembourg</b>, ...) and invited researchers and Case studies on real business cases</p>

<p>#3531</p> <p>Autumn modules (1st term)</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>
<p style="text-align: center;"><b>BLOCK 2: BEHAVIOURAL SCIENCES</b></p>	
<p style="text-align: center;"><b>Autumn modules (1st term)</b></p>	
<p><b>Applied Information Analysis (intermediate)</b></p> <p>Contact hours: 42 h</p> <p>#OB3521</p> <p>Autumn modules (1st term)</p>	<p><b>Outline:</b> Statistics applied to Organizational Behaviour and experimental economie</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><b>Behavioural Tools and Decision Making</b></p> <p>Contact hours: 42 h</p> <p>#OB3522</p> <p>Autumn modules (1st term)</p>	<p><b>Outline:</b></p> <p>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</p>

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.

**Learning goals:**

- By the end of this module, students will be able to:
- 1. Understand Organizational Behavior. Analyze key theories and models of organizational behavior and their application to real-world settings.
- 2. Apply Experimental Economics: Utilize experimental economics methodologies to design and interpret experiments related to decision-making and organizational behavior.
- 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.
- 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.
- 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.
- 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.

## MSc International Business Development (IBD)

⇒ Meant for full year students

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<b>Department:</b>	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-crédité.

### 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

**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 AUTUMN**

Course module	Contact hours	Learning Goals
Research and Consulting Methods (Fall)	15h	Develop advanced skills in research methodologies and prepare for the professional thesis
Business Game (Fall)	15h	Enhance strategic thinking and decision-making abilities
Corporate Intelligence (bootcamp)	30h	Expose students to the purpose, tools and importance of competitive intelligence in international business.
Global Business Strategy	30h	Know why, how and where business organisations expand overseas.
Global Supply Chain & Risk Management	30h	Be acquainted with efficient management of business operations while mitigating associated risks.
International Business Law	30h	Provide students with an understanding of the legal framework within which international business organisations operate.
International Negotiation & Sales	30h	Master sales strategies and negotiation tactics to effectively close deals in international markets.
International Project Management	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>	Marketing	

### Structure:

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)

### Presentation and objectives:

- The global luxury market has a market value of approximately €1.3 trillion.\*
- The luxury market encompasses a broad range of categories such as personal luxury goods, luxury cars, luxury hospitality, and fine art.
- 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.\*\*
- Luxury brands are facing disruptive forces which are set to transform the global luxury industry.
- 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?
- Innovation is a key strategic priority for luxury executives.
- MSc in Luxury Management & Innovation sets out to develop skills and competencies with the objective to design and implement effective competitive strategies.
- The course prepares students to apply the principles of innovation in the “new normal” of luxury management.
- A holistic approach is undertaken in order to apply best practices of luxury management and innovation.

\*Bain & Company 2019 Luxury Goods Worldwide Market Study

\*\* Mckinsey & Co China luxury report 2019

## CURRICULUM

Course module	Contact hours	Learning Goals
<b><u>Seminar courses – 42 hours</u></b>		
Field trip	21 h	Discover the dynamics of the luxury environment with a retail safari.
Foundations of Luxury Management	21 h	Gain an in-depth understanding of history of luxury, cultural luxury, and traditional and emerging luxury industries.
<b><u>FIRST SEMESTER - MSc Core courses – 160 hours</u></b>		
Disruptive Strategic Management	21 h	Operational tools and methods to design, implement and evaluate a disruptive strategy.
Consumer behavior and Psychology of Luxury	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.
Digital Project Consulting	51 h	<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). <b>Learning goals</b> <ul style="list-style-type: none"> <li>• To assess and evaluate critical issues of e-commerce.</li> </ul>



		<ul style="list-style-type: none"> <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>
<b>Global Marketing Strategy</b>	21h	<p><b>Outline</b></p> <p>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>
<b>International Luxury Marketing</b>	21 h	<p><b>Outline</b></p> <p>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>
<b>Advanced Luxury track</b>	30 h	<p>Fashion forecasting, Sustainable development, Emerging Markets</p> <ul style="list-style-type: none"> <li>• Gastronomy and Hospitality</li> </ul>
<b>Research methods</b>	15 h	<p>Research methods for business students and preparation for writing a dissertation</p>

# 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 AIDSM)

<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:

The advent of the information society has put greater emphasis on the importance of data as valuable sources of information for organizations to transform and grow in digitalizing environments. The increasing amount of data and the rapidly advancing digital technologies are creating unprecedented opportunities for companies to become more agile, adaptable, and proactive in meeting their customers' needs and preferences. However, future managers in such digitalizing environments are also expected to be well acquainted with emerging technologies and to acquire the fundamental skills for managing digital technologies in order to support the transformation or the competitive goals of their company.

This program is one of the very first programs worldwide to be specialized in artificial intelligence and digital technology for business managers. Artificial intelligence is already extensively used in many areas of businesses (autonomous robots in warehouses, logistics and supply chain, business analytics, credit scoring, marketing analytics, etc.) and the private life (autonomous vehicles, resource matching, recommendation systems, facial recognition, etc.), and it is growing at a solid pace to become a general-purpose technology that will affect all areas of our societies. Therefore, it is critical that future graduates master this technology and its associated implications for businesses and societies. This program builds on artificial intelligence as a backbone for all courses but also trains students in major areas of digital technology management. Future graduates will have an ideal balance of soft- and hard-skills to tackle all the major challenges related to the digitization of a company. Consequently, this program is an ideal fit for students who wish to pursue career in a highly digitalized environment, but it is also suitable to students who wish to hold a competitive edge in a traditional business sector undergoing digitization.

### Career opportunities:

- Business founder
- Digital manager
- Digital marketer
- Chief digital officer
- Digital business development manager
- Digital innovation manager
- Digital product manager
- Consultant in digital transformation
- Analytics experts

### Learning outcomes:

The skills students will acquire are listed below:

- To be able to apply the techniques of creative and innovative activities in new product/service development
- To be able to use simple analytics tool (Google analytics) to interpret data for business purposes
- To understand the impact of digitization processes on societies and the world
- To understand the fundamentals of artificial intelligence technologies and how they impact organizations
- To understand the major technologies (Machine learning, blockchain and IoT) in the digital era and how they shape business processes and transactions
- To understand the stages of digital transformation within an organization
- To be able to design a social media campaign on a major social media platform

- To have a basic knowledge of big data and how a manager can exploit data for business purposes
- To be able to analyze the business model of online platforms
- To be able to identify and explain the main ethical issues in technology management

#### Instructors:

Professors from BSB and other institutions and practitioners

#### Teaching methods:

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><u>FIRST SEMESTER - MSc core courses</u></b>		
<b>Creativity and innovation management</b>	30	<p>Creativity leads to innovation. Multidisciplinary groups (with different profiles) are more creative than single-disciplinary groups (with similar profiles) because the combination of diverse backgrounds is a source of innovative thinking. Mixing different profiles increases the spectrum of views on a problem, and thus not improve the chances of solving the problem but may also create novel solutions. This also echoes the growing view that difficult challenges can only be solved with innovative solutions.</p> <p>Innovation is one of the most challenging and critical activities for firms as it helps them achieve greater differentiation and competitive advantages. Yet, innovation processes are highly uncertain and contingent on many environmental factors.</p> <p>In this course, students will learn about the management of both creativity and innovation activities within an organization.</p> <p><u>Course content:</u></p> <ul style="list-style-type: none"> <li>- Design thinking</li> <li>- Sprint design</li> <li>- Management of creativity teams</li> <li>- Organizational agility</li> <li>- Knowledge management</li> <li>- Strategic management of innovation</li> <li>- Disruptive innovation theory</li> </ul> <p><u>Learning outcome:</u> To be able to apply the techniques of creative and innovative activities in new product/service development</p>
<b>Business and customer analytics</b>	30	<p>The field of marketing is quickly moving to predictive marketing whereby an organization uses analytics to cluster customers and predict their needs and preferences. Such prediction capability allows organizations to better fit customers' expectations to drive sales, form positive judgment about their products and services, and reach targeted market segments.</p> <p>In this course, students will learn how to exploit customer data using advanced analytics.</p> <p><u>Course content:</u></p>

		<ul style="list-style-type: none"> <li>- Google analytics</li> <li>- Customer journey onsite and offsite</li> <li>- Analytics for inbound and outbound marketing</li> <li>- Principles of digital marketing and advertising</li> <li>- Digital consumer behavior</li> </ul> <p><u>Learning outcome:</u> To be able to use simple analytics tool (Google analytics) to interpret data for business purposes</p>
<b>The digital world: Sociological perspectives on the digital era</b>	30	<p>The digitalization of the world impacts our societies in many ways. It has created new social behaviors and is opening many doors for improving human well-being including home security, life monitoring, autonomous driving, robotics and humanoids, etc. Students in the digital world will have to understand the social implications of digitalization to become skilled leaders, including the many ethical issues surrounding the new technologies.</p> <p><u>Course content:</u></p> <ul style="list-style-type: none"> <li>- The digitalization of society</li> <li>- Internet of Things</li> <li>- Smart cities</li> <li>- Big data</li> <li>- Futurology of technologies</li> <li>- Ethics in new technologies</li> </ul> <p><u>Learning outcome:</u> To understand the impact of digitization processes on societies and the world</p>
<b>Artificial intelligence and organizations</b>	30	<p>This course is an essential component of the programme given the immense potential of Artificial Intelligence (AI) in disrupting the business environment and the society as a whole. It intends to provide students with fundamental knowledge of AI in a business environment. The students will learn the basics of how AI operates technically in order to envision and seize the opportunities that this technology can bring to companies in their operations and business processes Therefore, the course will couple the basics of AI functioning with industry analyses to capture the transformational capabilities of the technology.</p> <p><u>Course content:</u></p> <ul style="list-style-type: none"> <li>- What is AI?</li> <li>- Basics of AI functioning including algorithms</li> <li>- Basics of machine learning and deep learning</li> <li>- The role of data in AI</li> <li>- Impact of AI on key industries</li> <li>- Ethical issues with AI in the business environment</li> </ul> <p><u>Learning outcome:</u> To understand the fundamentals of artificial intelligence technologies and how they impact organizations</p>
<b>Fundamentals of digital technologies: Machine learning, deep learning, blockchain and IoT</b>	42	<p>This course introduces students to the most influential and growing technologies in the digital field, including but not limited to the major techniques of machine learning (deep learning and neural network-based models), blockchain, Internet of Things, virtual and augmented reality. It is a</p>

		<p>definitional course with case-based study of applications across many business sectors that leverage on these technologies. Students are expected to gain fundamental knowledge of all these technologies and the business sectors where the leverage is most significant.</p> <p><u>Course content:</u></p> <ul style="list-style-type: none"> <li>- General overview of machine learning</li> <li>- Major techniques in machine learning including deep learning and neural networks</li> <li>- Blockchain technologies</li> <li>- Internet of things</li> <li>- Virtual reality</li> <li>- Augmented reality</li> </ul> <p><u>Learning outcome:</u> To understand the major technologies (Machine learning, blockchain and IoT) in the digital era and how they shape business processes and transactions</p>
<b>Advanced digital transformation</b>	42	<p>According to Salesforce, digital transformation is “the process of using digital technologies to create new — or modify existing — business processes, culture, and customer experiences to meet changing business and market requirements”. This course is concerned with the processes of transforming a firm into an agile and contemporary digital organization. Students will learn about the stages involved in digital transformation across multiple functions of an organization but also across multiple types of organizations.</p> <p><u>Course content:</u></p> <ul style="list-style-type: none"> <li>- Principles of digital transformation</li> <li>- Digital technologies and business applications</li> <li>- Robotics &amp; Automation</li> <li>- Digital transformation for customers</li> <li>- Digital transformation for employees</li> <li>- Digital business models and value creation</li> </ul> <p><u>Learning outcome:</u> To understand the stages of digital transformation within an organization</p>
<b>Research methods</b>	15	<p>Research methods for business students and preparation for writing a dissertation</p>

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

<b>Specialisation's Manager:</b>	Bruno Noisette	Email: <a href="mailto:bruno.noisette@bsb-education.com">bruno.noisette@bsb-education.com</a>
<b>Department:</b>	<i>Digital Management</i>	

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

### Presentation and objectives:

The world faces growing challenges and transformations that will radically change our bond to the planet: global warming, shifts in global power, depletion of resources, declining biodiversity, growing inequality, digital and technological disruptions, not to speak about social unrest. Achieving balanced economic, social and environmental development—as expressed in the UN Agenda 2030 for Sustainable Development—has become the major challenge of humanity. However, the current paradigm under which organizations, both private and public, have been operating over the last few decades may not facilitate the achievement of such goals.

The Master of Science in Sustainable Strategic Management & Environmental Change gives students a comprehensive understanding of the environment, social, and economic forces that drive society so that they are able to think out of the box, invent innovative business models, and bring sustainable solutions to communities and organizations. In short: it prepares students for strategy-oriented careers and responsible leadership positions in tomorrow's world. The curriculum covers three main dimensions: Social and environmental sustainability in context; strategic analysis & business skills; change & transition management.

In this program, students will join an innovative learning ecosystem that will enable them to think critically, using both their hard skills and soft skills to lead the transition for all kinds of organizations and stakeholders. Innovative teaching methods of our best faculty members equip students with the breadth and depth necessary to be innovative, plan for the long term, and mobilize energies for the great transition of our time. 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 own professional career path. The program is open to diverse profiles, from business students willing to specialize in CSR or strategy to engineers and other professionals willing to acquire a better understanding of business and management.

### Career opportunities:

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

### Learning outcomes:

- To understand the macro and micro forces at play in today's environment, society, and economy that impact and are impacted by business organizations
- To analyse an organization's or product's economic, social, and environmental sustainability and recommend ways for improvement
- To understand the global frameworks for positive change across social and environmental dimensions
- To be able to explain the principles, promises and challenges associated with emerging technologies
- To be able to recommend the main stages of green product design from product definition to manufacturing and commercial launch



- To be able to lead change and accompany sustainability transition efforts at the project or organizational level

#### Instructors:

Professors from BSB and other institutions + expert external lecturers

#### Teaching methods:

The teaching method mixes 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!

### CURRICULUM – 450h

#### FIRST SEMESTER - MSc core courses – 225h

Course module	Contact hours	Learning goals
<b>Sustainable Economy &amp; Society</b>	30h	This course will introduce students to sociological 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 will push students to develop their capacity to embrace complexity and identify long-term, structural trends underlying global social, political, and economic change.
<b>Insights from Environmental Science</b>	21h	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>Strategic Analysis</b>	30h	This course equips students with analytical tools aiming at assessing an organization's resources and environment, with a focus on sustainability. Through case studies and practical applications, students will develop their analytical skills as well as their understanding of business and economics.
<b>Global Governance &amp; Legal Framework of Sustainability</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>	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>Sustainable Market Trends</b>	21h	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>	18h	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.
<b>Sustainability Reporting &amp; Communication</b>	24h	This course focuses on effective strategies for communicating about sustainability initiatives with diverse stakeholders. Topics include messaging frameworks, storytelling, corporate sustainability reporting, and public engagement.
<b>Research methods</b>	15h	Research methods for business students and preparation for writing a dissertation

# FRENCH & CULTURE COURSES

(Available only on DIJON Campus)

<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>		

### General Description:

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.

Vocabulary: family – professions – home - daily life - public transport – directions – weather

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

### Learning objectives:

At the end of this module, students should be able to:

- Communicate in a simple way about familiar and daily topics such as: nationalities, professions, timetables, meals, purchases, weather, seasons, dates, cities, travels.
- Understand the grammar described in the detailed content above
- Briefly describe past, present and future activities
- Ask personal questions and answer them, and then talk freely about that subject
- Recognize modern words and phrases, and understand short informative texts
- Orally understand the main subject of an audio extract and be able to discuss the topic

### Assessments:

- Continuous individual assessment 100%

### Teaching Method:

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.

Teaching Methods: Classroom support - Audio-visual learning – E-learning

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

### Bibliography:

ABRY Dominique (2014), La grammaire des premiers temps A1-A2 avec CD MP3, Grenoble : PUG (Presses Universitaires de Grenoble), 907 ABR  
BORELLI Nicole (2011), Le FLE au quotidien 100 [cent] dialogues de la vie courante : niveau intermédiaire, Paris : Ellipses, 905 BOR

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

Module's Title:	French - Intermediate		
Time volume (in hour):	13,5	Crédits ECTS :	2
Module's Manager:	Iryna TALPAIN		
Pre-requisites:	Take the French test organized before the start of classes. Placement is mandatory before classes begin.		
Language of teaching:	French		
Description Générale du cours :			
<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.</p> <p>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>			
Acquis d'apprentissage visés :			
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>			
Evaluations pédagogiques :			
<ul style="list-style-type: none"><li>Contrôle individuel continu 100%</li></ul>			
Méthodes pédagogiques :			
<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>			
Références bibliographiques :			

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



Module's Title:	French - Advanced		
Time volume (in hour):	13,5	Crédits ECTS :	2
Module's Manager:	Iryna TALPAIN		
Pre-requisites:	Take the French test organized before the start of classes. Placement is mandatory before classes begin.		
Language of teaching:	French		
Description Générale du cours :			
<p>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.</p> <p>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</p> <p>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</p>			
Acquis d'apprentissage visés :			
<ul style="list-style-type: none"><li>• Améliorer et affiner sa communication en langue française au quotidien dans une grande variété de situations.</li><li>• Acquérir des savoirs linguistiques, sociolinguistiques, culturels et pragmatiques permettant de perfectionner ses communications quotidiennes et d'approfondir ses connaissances de la culture française.</li><li>• 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.</li><li>• 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</li></ul>			
Evaluations pédagogiques :			
<ul style="list-style-type: none"><li>• Contrôle individuel continu 100%</li></ul>			
Méthodes pédagogiques :			
<p>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.</p>			

- 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

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Module's Title:	Intercultural Management and Communication		
Time volume (in hour):	13,5	ECTS credits :	4
Module's Manager:	Iryna TALPAIN		
Pre-requisites:	English proficiency B1		
Language of teaching:	English		
<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>			
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