



MASTER 1
BUSINESS MANAGEMENT
TRACK
2021 2022

Make an impact

INDEX

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22_M1_LI_BM_S1_CCO_MGT_641: REVAS BUSINESS GAME

DEGREE	Master	LEVEL	Master 1
PROGRAMME	M1 Business Management	ACADEMIC YEAR	2021-2022
STUDENT HOURS	12	ECTS	2
SEMESTER	Fall (1)	CAMPUS	Lille
COURSE COORDINATOR	Mohamed BENMERIKHI, mohamed.benmerikhi@edhec.edu		

COURSE OBJECTIVES

To contextualize the students experience in a challenging realistic business environment, supporting situated learning. This business game supports students in exercising freedom that complements formal learning by encouraging them to explore various situations with limited constraints of space and time. The game considers experience as a sink of the learning process. Thus, REVAS is a business simulation mirroring a real-world business case aimed at the following objectives:

- O1 : To incorporate the challenges of business development into cross-functional decisions
- O2 : To assess the relative importance of finance, marketing, and management capabilities in fostering change

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 : The rationale behind global business performance
- LO2 : The linkages between various business functions, and the relevance of business configuration

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 : Devise a set of decisions and actions
- LO4 : Optimize financial, marketing, HR management tools while monitoring strategic capabilities

PREREQUISITES

An understanding of the key aspects of running a business and how they interact to help making business decisions. These include : Management, Strategic management, Marketing, HR management, Financial Statement Analysis and Corporate Finance courses, or equivalent

COURSE CONTENT

This course cross-fertilizes knowledge acquired from different business topics, while it also combines a range of cross-functional business skills.

MAIN TEACHING & LEARNING METHODS

Collaborative Learning Group Work Coaching Report

The course will involve several teaching and learning methods:

- Computer-based simulation combining input sessions in large groups and feedback sessions in small groups
- Learning by doing
- Monitored teamwork

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1*	Continuous Assessment Group	50%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4
2@	Continuous Assessment Group	50%	Not apply	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4
3	Choose an item.	Click or tap here to enter text.	Choose an item.	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4
4	Choose an item.	Click or tap here to enter text.	Choose an item.	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4

*Grade attributed on the basis of **POSITIVE** simulation results.

@ 50% Grade based on the final team report

REQUIRED READING

Compulsary: Travel agency simulation guide

22_M1_LI_BM_S1_CCO_FIN_644 : CORPORATE FINANCE

DEGREE	Master in Management (PGE)	LEVEL	Master 1 (PGE)
PROGRAMME	M1 Business Management	ACADEMIC YEAR	2021-2022
STUDENT HOURS	24	ECTS	4
SEMESTER	Semester 1	CAMPUS	Lille
COORDINATOR/EMAIL	Milos Vulanovic		

COURSE OBJECTIVES

The course is an introduction to the management of financial assets from the point of the view of corporate manager or CEO. The major emphasis is on various contemporary empirical and theoretical approaches that modern managers use to optimize financial, investment and operating performances of corporation.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 To compute the cash flows and return of a project;
- LO2 To understand the relation between risk and return of financial assets

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 To estimate the cost of equity and the weighted average cost of capital of a firm;
- LO4 To understand the cost and benefits of debt financing relative to equity financing;

PREREQUISITES

Introduction to Finance

COURSE CONTENT

- 1 Introduction to the course and online content
- 2 Harvard Publishing - Online Content
- 3 Financial Markets and Management
- 4 Time Value of money applications in corporate finance
- 5 Project Appraisal and Capital Budgeting
- 6 Risk and Return
- 7 Capital Pricing Model
- 8 Introduction to Financing and Capital Structure

MAIN TEACHING & LEARNING METHODS

Lectures Class Discussions Group Work

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Format - Invigilation	Duration	Main Learning Objective Evaluated
1	Midterm Exam	20%	Exam outside class (Hub + schedule)	90 minutes	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input type="checkbox"/> LO4 <input type="checkbox"/> All LO
3	Continous Assessment Individual	25%	Written Work in class (Prof)	Choose an item.	<input checked="" type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4 <input type="checkbox"/> All LO
4	Final Exam	55%	Exam outside class (Hub + schedule)	120 minutes	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4 <input checked="" type="checkbox"/> All LO

REQUIRED READING

Recommended

Brealy, Myers and Allen, Principles of Corporate Finance, 10th edition

The textbook is available on many online places for few Euros, is available in the EDHEC library and should serve as reinforcement to the material covered in classes

22_M1_LI_BM_S1_CCO_6505: EXCEL ONLINE

DEGREE	Master in Management (PGE)
PROGRAMME	M1 Business Management
STUDENT HOURS	12
SEMESTER	Semester 1
COORDINATOR/EMAIL	Jeremie Laniez / jeremie.laniez@edhec.edu

LEVEL	Master 1 (PGE)
ACADEMIC YEAR	2021-2022
ECTS	2
CAMPUS	Lille

COURSE OBJECTIVES

Once the basics of Excel are obtained, this course will offer students a whole new range of tools to enhance their performance on Excel and allowing them to create dynamic user-oriented interfaces.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 Excel UI, advanced design features for the modelling of dynamic spreadsheets.
- LO2 Full understanding of the formulas and the functions in Excel.

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 Read, write and debug the code of a VBA Macro procedure.
- LO4 Use of the advanced features like names, dynamic pictures, objects and macros to solve business problems.

PREREQUISITES

Excel for Business course in PM, or previous experience with Excel: general UI, formulas, basic functions, and the address system (absolute & relative).

COURSE CONTENT

Online videos and tutorials, course support on PDF documents.

MAIN TEACHING & LEARNING METHODS

Distance Learning Choose an item. Choose an item.

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Format - Invigilation	Duration	Main Learning Objective Evaluated
1	Midterm Exam	40	Quiz outside class (Prof + schedule)	30 minutes	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4 <input checked="" type="checkbox"/> All LO
2	Final Exam	60	Assignment (Prof)	Over several days	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4 <input checked="" type="checkbox"/> All LO
3	Choose an item.	Click or tap here to enter text.	Choose an item.	Choose an item.	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4 <input type="checkbox"/> All LO
4	Choose an item.	Click or tap here to enter text.	Choose an item.	Choose an item.	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4 <input type="checkbox"/> All LO

REQUIRED READING

None.

22_M1_LI_BM_S1_CCO_ACC_6515: FINANCIAL STATEMENT ANALYSIS

DEGREE	Master in Management (PGE)	LEVEL	Master 1 (PGE)
PROGRAMME	M1 Business Management	ACADEMIC YEAR	2021-2022
STUDENT HOURS	36	ECTS	6
SEMESTER	Semester 1	CAMPUS	Lille
COORDINATOR/EMAIL	Claire GREVET/ claire.grevet@edhec.edu		

COURSE OBJECTIVES

Financial Statement Analysis is about extracting information from financial statements to understand wealth creation, risks and future performance. It is designed to equip students with a conceptual framework that helps them understand how businesses generate value and how this value is captured in financial statements. FSA and Equity valuation form Financial Analysis. The course does not discuss Equity valuation.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1: Building blocks in Financial accounting: How financial statements reflect the firm's activities and are linked to each other
- LO2: Capital structure, working capital and working capital need. Liquidity position.
- LO3: Profitability and efficiency indicators
- LO4: Uses and sources of cash through a Cash flow statement analysis.

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO5: Analyze a balance sheet and an income statement, their evolution over time and how they reflect the company's strategy
- LO6: Interpret the drivers of a firm's Return on Equity
- LO7: Conduct a comprehensive analysis of a firm's financials and conclude to whether its growth strategy is sustainable.

PREREQUISITES

All students must take an on-line course in Financial accounting, freely provided by Edhec, before the first class of FSA.

COURSE CONTENT

Kick off	What is and why Financial Statement analysis?
Part 1	Building blocks in Financial accounting: Basics, Depreciation, Fair value, Intangible assets, Inventory valuation method
Part 2	Balance sheet analysis: common size and trend analysis, Special topics
Part 3	Capital structure, Working capital and working capital need
Part 4	Income statement analysis: profit margins
Part 5	Liquidity analysis
Part 6	Efficiency analysis
Part 7	Cash flow statement analysis
Part 8	Return on Equity analysis: DuPont and Alternative methods

MAIN TEACHING & LEARNING METHODS

Blended Learning Class Discussions Group Work Case Studies

The course expects students to be individually and collectively engaged in the course, following three steps:

- Step 1: Prepare: self-study through e-learning, slides and quiz
- Step 2: Clarify and dig deeper: in class discussion with the whole group and with your team mates
- Step 3: Consolidate: after the class, complete the remaining suggested exercises, go over the solutions and ask for assistance.

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Format - Invigilation	Duration	Main Learning Objective Evaluated
1	Continous Assessment Individual	15% On-line Quiz. Personal computer required	Written Work in class (Prof)	30 minutes	<input checked="" type="checkbox"/> LO1
2	Continous Assessment Individual	15% On-line Quiz. Personal computer required	Written Work in class (Prof)	30 minutes	<input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO4
3	Continuous Assessment Group	35% Report	Assignment (Prof)	Not apply	<input checked="" type="checkbox"/> All LO
4	Final Exam	35%	Exam outside class (Hub + schedule)	120 minutes	<input checked="" type="checkbox"/> All LO

REQUIRED READING

22_M1_LI_BM_S1_CCO_MGT_4898: MANAGING HUMAN CAPITAL

DEGREE	Master in Management (PGE)	LEVEL	Master 1 (PGE)
PROGRAMME	M1 Business Management	ACADEMIC YEAR	2021-2022
STUDENT HOURS	24	ECTS	4
SEMESTER	Semester 1	CAMPUS	Lille
COORDINATOR/EMAIL	Lorraine UHLANER / lorraine.uhlaner@edhec.edu		

COURSE OBJECTIVES

Academic studies suggest poor people management practices are pervasive in the workplace. How then can one implement people management practices that facilitate individual and organizational effectiveness and thus overcome such problems? This course aims at building both knowledge and skills to address this question.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

LO1 Understand basic principles used in human resource management including job analysis, recruitment, and selection including international differences.

LO2 Essential aspects of working in groups, including power and politics, team effectiveness and managing team diversity, including within the virtual team context.

More specifically, participants should be able to (skill- and competency-based outcomes)

LO3 Design an effective recruitment and selection plan for a small organization.

LO4 Provide and receive more effective feedback and work effectively in a (virtual) team environment.

PREREQUISITES

none

COURSE CONTENT

SESSION	TOPIC
1	The hiring process: Part I: job analysis, recruitment and selection
2	The hiring process: Part II: selection and the job interview.
3	Feedback essentials: Giving and receiving effective communication.
4	Team dynamics and virtual teams
5	Power and politics

MAIN TEACHING & LEARNING METHODS

Distance Learning Presentations (oral or group) Case Studies Group Work

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Format - Invigilation	Duration	Main Learning Objective Evaluated
1	Continuous Assessment Individual	20	Quiz outside class (Prof + schedule)	Over several days	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4 <input type="checkbox"/> All LO
2	Final Exam	40	Exam outside class (Hub + schedule)	120 minutes	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4 <input checked="" type="checkbox"/> All LO
3	Continuous Assessment Group	40	Assignment (Prof)	Over several days	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4 <input checked="" type="checkbox"/> All LO

REQUIRED READING

(2019-2020 reading list. These readings may be updated for 2020-2021). Black, J. S., & van Esch, P. (2020). AI-enabled recruiting: What is it and how should a manager use it? *Business Horizons*, 63(2), 215-226.

Cappelli, P. Your approach to hiring is all wrong, *Harvard Business Review*, May-June, 2019, 3-12.

Holmes, Dane E. (2019). Expanding the Pool, How Goldman Sachs Changed the Way it Recruits. *Harvard Business Review*, May-June, 2019, pp. 12-15.

Fernandez-Araoz, et al, 2009, the definitive guide to recruiting, *Harvard Business Review*, May, hbr.org, pp 74-84.

Latham, Gary P., (2009), Excerpt from "Chapter 1: Use the Right Tools to Hire High-Performing Employees," in G.P. Latham, *Becoming the Evidence-Based Manager: Making the Science of Management Work for You*, Boston: Davies-Black, pp. 1-19.

Dana, J. (2017). Opinion: The Utter Uselessness of job interviews: unstructured interviews can be harmful, *New York Times*, April 8, 2017.

Moore, D. A. (2017). How to improve the accuracy and reduce the cost of personnel selection. *California Management Review*, 60(1), 8-17. Berkeley Haas. MassHR Workforce Enhance Program, Topic Five-the EARN Feedback Process for Positive and Negative Situations.

Ewenstein, B. (2016). Hancock, and Komm, A. (2018) Ahead of the curve: The future of performance management, *McKinsey Quarterly*, May.

Center for creative leadership provides resources, e.g. How to Use Situation-Behavior-Impact (SBI) to Give Feedback <https://www.ccl.org/articles/leading-effectively-articles/closing-the-gap-between-intent-and-impact/>

22_M1_LI_BM_S1_CCO_MGT_643: STRATEGIC MANAGEMENT: PRINCIPLES AND PRACTICE

DEGREE	Master in Management (PGE)	LEVEL	Master 1 (PGE)
PROGRAMME	M1 Business Management	ACADEMIC YEAR	2021-2022
STUDENT HOURS	24	ECTS	4
SEMESTER	Semester 1	CAMPUS	Lille
COORDINATOR/EMAIL	Konstantinos LIOUKAS - konstantinos.lioukas@edhec.edu		

COURSE OBJECTIVES

This course's primary objective is to help you answer several important strategic questions for companies such as:

What business shall we be in?

How to compete for resources and create value?

How to organize for and assess performance?

The course emphasizes the complex and multidimensional nature of strategic decision-making

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

LO1 undertake a strategic/competitive analysis

LO2 use tools available to evaluate the external environment, internal resources and competences of organizations and apply them to business situations

More specifically, participants should be able to (skill- and competency-based outcomes)

LO3 make strategic choices at corporate and business levels

LO4 assess the feasibility, acceptability and expected performance of strategic choices

PREREQUISITES

No pre-requisites

COURSE CONTENT

Introduction to Strategy: purpose and approaches

External analysis: Industry attractiveness and impact on profitability

Internal analysis: Competitive advantage, value chain analysis, sustainability

Business level generic and hybrid strategies

Corporate strategies: Diversification

Corporate strategies: Internationalization

Organic vs External growth

What is my strategy Worth? Evaluating strategy

Strategy implementation, Planning and Emergent Strategy

MAIN TEACHING & LEARNING METHODS

Case Studies

Class Discussions

Group Work

Presentations (oral or group)

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Format - Invigilation	Duration	Main Learning Objective Evaluated
1	Continuous Assessment Group	20%	Oral in class (Prof)	Not apply	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4 <input checked="" type="checkbox"/> All LO
2	Continuous Assessment Group	30%	Assignment (Prof)	Not apply	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4 <input checked="" type="checkbox"/> All LO
3	Final Exam	50%	Exam outside class (Hub + schedule)	180 minutes	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4 <input checked="" type="checkbox"/> All LO

REQUIRED READING

Darden Case: The Alaskan gold mine

HBS Cases: Cola Wars Continue: Coke and Pepsi in 2010 / Husky Injection Molding Systems

Ivey Cases: Indigo Airlines / Canon Inc.: Ambitious Acquisitions in the Video Surveillance Market / Porcini's Pronto

ESMT Case: Global product development strategy at Bosch

22_M1_LI_BM_SO_REM_4559: REMEDIAL GERMAN

DEGREE	Master in Management PGE
PROGRAMME	M1 Business Management
STUDENT HOURS	15h par semestre
SEMESTER	Semester 1 & 2
COORDINATOR / EMAIL	Monika GEBHART / monika.gebhart@edhec.edu

LEVEL	Master 1 PGE
ACADEMIC YEAR	2021-2022
ECTS	0
CAMPUS	Lille

COURSE OBJECTIVES

The aim of the course is to review the basics of German grammar in order to (re)give confidence to learners who have often not practised the language for a while.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 : To understand the most frequently required grammatical rules
- LO2 : To apply the most frequently required grammatical rules

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3: To be able to express themselves correctly verbally and in writing
- LO4 -

PREREQUISITES

Confirmed beginner level A2

COURSE CONTENT

- Interrogative pronouns
- Personal pronouns
- Relative pronouns
- Declination of adjectives
- Prepositions
- Comparative/superlative
- Words of subordination
- Review of the different tenses
- Sentence construction
- Business vocabulary

MAIN TEACHING & LEARNING METHODS

Lectures

Class Discussions

Consulting

Distance Learning

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continuous Assessment Individual	100%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

REQUIRED READING

www.mein-deutschbuch.de
www.schubert-verlag.de

22_M1_LI_BM_SO_REM_4560: REMEDIAL SPANISH

DEGREE	Master in Management PGE
PROGRAMME	M1 Business Management
STUDENT HOURS	15h par semestre
SEMESTER	Semester 1 & 2
COORDINATOR / EMAIL	Maguiña RAMILO / maguina.ramilo@edhec.com

LEVEL	Master 1 PGE
ACADEMIC YEAR	2021-2022
ECTS	0
CAMPUS	Lille

COURSE OBJECTIVES

To review and brush up Spanish grammar and to improve students' lexical and syntactical proficiency
To develop understanding, communicative and written competences
To foster students' awareness about Spanish companies and economic background

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 the use of major grammar rules and verb conjugations
- LO2 the use of business-related vocabulary and topics

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 improve their presentation skills using the techniques learnt in class
- LO4 communicate and interact in Spanish with self confidence

PREREQUISITES

A2 level

COURSE CONTENT

Most important grammar rules, verb conjugations, business related vocabulary, exercises and writing documents, professional presentations of the major events in the news, role play exercises, debates

MAIN TEACHING & LEARNING METHODS

Class Discussions Presentations (oral or group) Group Work Lectures

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continuous Assessment Individual	100%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

REQUIRED READING

Students will be provided with a digitalized course package in Blackboard

22_M1_LI_BM_S1_LV2_GER_600: LV2 GERMAN

DEGREE	Master in Management PGE
PROGRAMME	M1 Business Management
STUDENT HOURS	18
SEMESTER	Semester 1
COORDINATOR / EMAIL	Monika GEBHART / monika.gebhart@edhec.edu

LEVEL	Master 1
ACADEMIC YEAR	2021-2022
ECTS	2
CAMPUS	Lille

COURSE OBJECTIVES

- Deepen students' general and professional language mastery
- Foster students' awareness about the language cultural, political, economic and social background.
- Sharpen students' communicative competence and professional managerial vocabulary knowledge through business-related topics and activities

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 All aspects of setting up a company in Germany.
- LO2 German business terminology and classical idioms often occurring in commercial correspondence.

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 Conduct business negotiations in a well-structured and goal-oriented manner.
- LO4 Communicate efficiently and professionally (in person, by telephone and in writing).

PREREQUISITES

B2 level

COURSE CONTENT

Germany, Land of Ideas – the best places in each Land to set up a new business
A Year in the Life of a Startup Part I: From Idea to Launch
Commercial correspondence
Professional phone calls in German
Annual sales meeting

MAIN TEACHING & LEARNING METHODS

Blended Learning Collaborative Learning Case Studies Presentations (oral or group)

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continuous Assessment Individual	100%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

REQUIRED READING

Digitalized blended learning course package

22_M1_LI_BM_S1_LV2_SPA_7141: LV2 SPANISH

DEGREE	Master in Management PGE
PROGRAMME	M1 Business Management
STUDENT HOURS	18
SEMESTER	Semester 1
COORDINATOR / EMAIL	Maguiña RAMILO / maguina.ramilo@edhec.com

LEVEL	Master 1
ACADEMIC YEAR	2021-2022
ECTS	2
CAMPUS	Lille

COURSE OBJECTIVES

- Deepen students' general and professional language mastery
- Foster students' awareness about the language cultural, political, economic and social background.
- Sharpen students' communicative competence and professional managerial vocabulary knowledge through business-related topics and activities

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 Business in Latin America
- LO2 Current political, cultural or economic context in Latin America

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 Giving a clear and well-structured presentation in Spanish
- LO4 Pitch a project (a product, a service, a company...)

PREREQUISITES

B2 level

COURSE CONTENT

Presentation and successes of major companies and start-ups in Latin America
Economic results Latin America
Discuss nowadays major political, cultural or economic events Latin America

MAIN TEACHING & LEARNING METHODS

Case Studies

Presentations (oral or group)

Blended Learning

Class Discussions

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continuous Assessment Individual	100%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

REQUIRED READING

Students will be provided with a digitalized course package, all course documents are available on Blackboard®

22_M1_LI_BM_S1_LV2_SPA_603: LV2 SPANISH BEGINNERS

DEGREE	Master in Management PGE	LEVEL	Master 1
PROGRAMME	M1 Business Management	ACADEMIC YEAR	2021-2022
STUDENT HOURS	18	ECTS	2
SEMESTER	Semester 1	CAMPUS	Lille
COORDINATOR / EMAIL	Maguiña RAMILO / maguina.ramilo@edhec.com		

COURSE OBJECTIVES

- Acquire basic Spanish language skills : listening, speaking, reading and writing
- Foster students' awareness about some Spanish and Latinamerican companies
- Develop basic communicative and professional vocabulary

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 Can introduce themselves
- LO2 Can answer/ask basic questions about personal details
-

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 Can speak about in a simple way the companies studied in class using business related vocabulary
- LO4 Can interact in role play situations according to the vocabulary learnt in class

PREREQUISITES

No prerequisite, beginners' level

COURSE CONTENT

Introduce myself/Use basic tenses / Locate myself into time and space / Use basic business related vocabulary

MAIN TEACHING & LEARNING METHODS

Presentations (oral or group)

Blended Learning

Class Discussions

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continuous Assessment Individual	100%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

REQUIRED READING

Students will be provided with a digitalized course package, all course documents are available on Blackboard®

22_M1_LI_BM_S1_LV2_SPA_7140: LV2 SPANISH ELEMENTARY

DEGREE	Master in Management PGE	LEVEL	Master 1
PROGRAMME	M1 Business Management	ACADEMIC YEAR	2021-2022
STUDENT HOURS	18	ECTS	2
SEMESTER	Semester 1	CAMPUS	Lille
COORDINATOR / EMAIL	Maguiña RAMILO / maguina.ramilo@edhec.com		

COURSE OBJECTIVES

- Improve grammatical and lexical knowledge in every day's life and in business environment.
- Interact and communicate in Spanish in a simple way

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 Can answer/ask basic questions about personal details
- LO2 Can use different verb tenses in present, past and future

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 Can speak about in a simple way about professions/jobs studied in class using business vocabulary and explain their responsibilities
- LO4 explain in a simple way every day's life situations

PREREQUISITES

A1

COURSE CONTENT

Use different verb tenses / Locate myself into time and space / Use basic business related vocabulary

MAIN TEACHING & LEARNING METHODS

Presentations (oral or group) Blended Learning Class Discussions

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continuous Assessment Individual	100%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

REQUIRED READING

Students will be provided with a digitalized course package , all course documents are available on Blackboard®

22_PO_LI_CLA_S1_CCO_FLE_BEG_7174 : FRENCH LANGUAGE COURSE BEGINNERS

DEGREE	Non Degree	LEVEL	/
PROGRAMME	Master Incoming	ACADEMIC YEAR	2021-2022
STUDENT HOURS	30	ECTS	5
SEMESTER	Semester 1	CAMPUS	Lille
COORDINATOR / EMAIL	Lucie BENAGROUBA / lucie.benagrouba@edhec.edu		

COURSE OBJECTIVES

Acquire a level in French from total beginner (A0) to beginner (A1) according to CEFRL.

- Improve grammatical and lexical knowledge in order to practice French in everyday life and business situations.
- Be able to communicate in speaking and in writing, adapting the language to the situation.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 Basic information (in writing or orally) concerning the close environment of the student
- LO2 Various types of inputs (advertisements, articles, interviews, videos, administrative documents, e-mails, ...)

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 introduce themselves, and their family, talk about their physical state, introduce their country
- LO4 interact in basic everyday life situations (order in a restaurant, make an appointment, ask or give directions, ...)

PREREQUISITES

Total beginner in French (A0). Each level will fit Students starting point level within the group according to their needs and expectations. Students are positioned in the different groups after a placement process at the beginning of each semester

COURSE CONTENT

- Introducing myself/Everyday life situations: asking and answering basic questions
- Buying: Food, clothes, bank, ...
- Housing: describe my living space
- Using basic tenses: Present, close Future
- Locating myself in time and space / Describing a place.

MAIN TEACHING & LEARNING METHODS

Lectures Group Work Presentations (oral or group) Collaborative Learning

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continous Assessment Individual	100%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

REQUIRED READING

<https://pro2fle.wordpress.com/>

<https://www.lepointdufle.net/>

22_PO_LI_CLA_S1_CCO_FLE_ELE_7150: FRENCH LANGUAGE COURSE ELEMENTARY

DEGREE	Non Degree	LEVEL	/
PROGRAMME	Master Incoming	ACADEMIC YEAR	2021-2022
STUDENT HOURS	30	ECTS	5
SEMESTER	Semester 1	CAMPUS	Lille
COORDINATOR / EMAIL	Lucie BENAGROUBA / lucie.benagrouba@edhec.edu		

COURSE OBJECTIVES

Acquire a level in French from elementary A1 to elementary first step (A2 –) according to CEFR

- Improve grammatical and lexical knowledge in order to practice French in all day life and business situations.
- Be able to communicate by speaking and writing adapting the language to the situation.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 short information written or oral messages concerning the academic, social and professional environment of the student
- LO2 various types of inputs (advertisements, articles, interviews, videos, administrative documents, e-mails, ...)

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 Describe a fact, an event, analyze it and give their opinion
- LO4 To relate their experiences and projects by writing or speaking

PREREQUISITES

A1 or A1-. Each level will fit Students starting point level within the group according to their needs and expectations. Students are positioned in the different groups after a placement process at the beginning of each semester

COURSE CONTENT

- Understand and interact in the working world: vocabulary and syntax.
- Improve my Oral and written Communication
- Discovering France.
- Present tense complex forms, past and future tenses, personal and relative pronoun, complex basic sentences, ...

MAIN TEACHING & LEARNING METHODS

Lectures Group Work Presentations (oral or group) Collaborative Learning

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continuous Assessment Individual	100%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

REQUIRED READING

<https://pro2fle.wordpress.com/>

<https://www.lepointdufle.net/>

22_PO_LI_CLA_S1_CCO_FLE_INT_7151: FRENCH LANGUAGE COURSE INTERMEDIATE

DEGREE	Non Degree	LEVEL	/
PROGRAMME	Master Incoming	ACADEMIC YEAR	2021-2022
STUDENT HOURS	30	ECTS	5
SEMESTER	Semester 1	CAMPUS	Lille
COORDINATOR / EMAIL	Lucie BENAGROUBA / lucie.benagrouba@edhec.edu		

COURSE OBJECTIVES

Acquire a level in French from elementary (A2/ A2-) to intermediate first step according to CEFR.

- Improve grammatical and lexical knowledge to practice French in everyday life and business situations.
- Be able to communicate by speaking and writing adapting the language to the situation.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 French typical business and society elements
- LO2 Various types of inputs (advertisements, articles, interviews, videos, administrative documents, e-mails, ...)

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 Describe a fact, an event, analyze it and give their opinion, relate their experiences and projects.
- LO4 Interact in the professional, academic, and social world in speaking or in writing

PREREQUISITES

A2 or A2- . Each level will fit Students starting point level within the group according to their needs and expectations. Students are positioned in the different groups after a placement process at the beginning of each semester

COURSE CONTENT

- Advertisement and business strategy
- National and local News
- Urban development issues
- Culture and Arts.

MAIN TEACHING & LEARNING METHODS

Lectures Group Work Presentations (oral or group) Collaborative Learning

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continuous Assessment Individual	100%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

REQUIRED READING

<https://pro2fle.wordpress.com/>

<https://www.lepointdufle.net/>

22_PO_LI_CLA_S1_CCO_FLE_ADV_7152: FRENCH LANGUAGE COURSE ADVANCED

DEGREE	Non Degree	LEVEL	/
PROGRAMME	Master Incoming	ACADEMIC YEAR	2021-2022
STUDENT HOURS	30	ECTS	5
SEMESTER	Semester 1	CAMPUS	Lille
COORDINATOR / EMAIL	Lucie BENAGROUBA / lucie.benagrouba@edhec.edu		

COURSE OBJECTIVES

Acquire a level in French from intermediate (B1/B1+) to first step advanced (B2/C1) according to the ECFRL.

- Improve grammatical and lexical knowledge to practice French in everyday life and business situations.
- Be able to communicate by speaking and writing adapting the language to the situation.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 French typical business and society elements
- LO2 various types of inputs (advertisements, articles, interviews, videos, administrative documents, e-mails, ...)

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 to attend a job interview in French, describe an event, a social phenomenon, analyze it and give their opinion
- LO4 describe an experience and projects by writing or speaking, use several rhetorical tones to convince

PREREQUISITES

B1 or B1+ level. Each level will fit Students starting point level within the group according to their needs and expectations. Students are positioned in the different groups after a placement process at the beginning of each semester

COURSE CONTENT

- Brands and marketing
- Understand and interact in the working world
- Cultural implicit.

MAIN TEACHING & LEARNING METHODS

Lectures Group Work Presentations (oral or group) Collaborative Learning

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continuous Assessment Individual	100%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

REQUIRED READING

<https://pro2fle.wordpress.com/>

<https://www.lepointdufle.net/>

22_M1_LI_BM_S1_LV2_FLE_1337: MIM FLE BEGINNERS

DEGREE	Master in Management PGE	LEVEL	Master 1 PGE
PROGRAMME	M1 Business Management	ACADEMIC YEAR	2021-2022
STUDENT HOURS	36	ECTS	2
SEMESTER	Semester 1	CAMPUS	Lille
COORDINATOR / EMAIL	Lucie BENAGROUBA / lucie.benagrouba@edhec.edu		

COURSE OBJECTIVES

Acquire a level in French from total beginner (A0) to beginner first step (A1) according to CEFRL

- Improve grammatical and lexical knowledge in order to practice French in everyday life and business situations.
- Be able to communicate in speaking and in writing, adapting the language to the situation.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 Basic information (in writing or orally) concerning the close environment of the student
- LO2 Various types of inputs (advertisements, articles, interviews, videos, administrative documents, e-mails, ...)

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 introduce themselves, and their family, talk about their physical state, introduce their country
- LO4 interact in basic everyday life situations (order in a restaurant, make an appointment, ask or give directions, ...)

PREREQUISITES

Total beginner in French (A0) Each level will fit students' starting point levels within the group according to their needs and expectations. Students are positioned in the different groups after a placement process at the beginning of Semester 1.

COURSE CONTENT

- Introducing myself/Everyday life situations: asking and answering basic questions
- Buying: Food, clothes, bank, ...
- Housing: describe my living space
- Using basic tenses: Present, close Future
- Locating myself in time and space / Describing a place.

MAIN TEACHING & LEARNING METHODS

Lectures Group Work Collaborative Learning Coaching

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continuous Assessment Individual	100 %	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

REQUIRED READING

<https://pro2fle.wordpress.com/>

<https://www.lepointdufle.net/>

22_M1_LI_BM_S1_LV2_FLE_7146: MIM FLE ELEMENTARY

DEGREE	Master in Management PGE	LEVEL	Master 1 PGE
PROGRAMME	M1 Business Management	ACADEMIC YEAR	2021-2022
STUDENT HOURS	36	ECTS	2
SEMESTER	Semester 1	CAMPUS	Lille
COORDINATOR / EMAIL	Lucie BENAGROUBA / lucie.benagrouba@edhec.edu		

COURSE OBJECTIVES

Acquire a level in French from elementary A1 to elementary first step (A2 –) according to CEFRL

- Improve grammatical and lexical knowledge in order to practice French in everyday life and business situations.
- Be able to communicate by speaking and writing adapting the language to the situation.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 Short written or oral messages concerning the academic, social and professional environment of the student
- LO2 Various types of inputs (advertisements, articles, interviews, videos, administrative documents, e-mails, ...)

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 describe a fact, an event, talk about their academic experience, introduce a cultural element, talk about their habits and tastes
- LO4 talk about their projects, write notes and simple short messages

PREREQUISITES

A1 or A1-. Each level will fit students' starting point levels within the group according to their needs and expectations. Students are positioned in the different groups after a placement process at the beginning of Semester 1.

COURSE CONTENT

- Understanding and interacting in the workplace: vocabulary and syntax.
- Improving my oral and written Communication
- Discovering France.
- Present tense complex forms, past and future tenses, personal and relative pronoun, complex basic sentences, ...

MAIN TEACHING & LEARNING METHODS

Lectures Group Work Collaborative Learning Coaching

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continuous Assessment Individual	100 %	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

REQUIRED READING

<https://pro2fle.wordpress.com/>

<https://www.lepointdufle.net/>

22_M1_LI_BM_S1_LV2_FLE_7147: MIM FLE INTERMEDIATE

DEGREE	Master in Management PGE	LEVEL	Master 1 PGE
PROGRAMME	M1 Business Management	ACADEMIC YEAR	2021-2022
STUDENT HOURS	36	ECTS	2
SEMESTER	Semester 1	CAMPUS	Lille
COORDINATOR / EMAIL	Lucie BENAGROUBA / lucie.benagrouba@edhec.edu		

COURSE OBJECTIVES

Acquire a level in French from elementary (A2/ A2-) to intermediate first step according to CEFR

- Improve grammatical and lexical knowledge in order to practice French in all everyday and business situations.
- Be able to communicate in speaking and in writing, adapting the language to the situation.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 French typical business and society elements, basic French recruitment process
- LO2 Various types of inputs (advertisements, articles, interviews, videos, administrative documents, e-mails, ...)

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 describe a company, its products and business model, an event, analyze it and give their opinion.
- LO4 interact in the professional, academic, and social world by speaking or writing

PREREQUISITES

A2 or A2- . Each level will fit students' starting point levels within the group according to their needs and expectations. Students are positioned in the different groups after a placement process at the beginning of Semester 1.

COURSE CONTENT

- Advertisement and business strategy
- Urban development issues
- Understand and interact in the working world.

MAIN TEACHING & LEARNING METHODS

Lectures Group Work Collaborative Learning Coaching

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continuous Assessment Individual	100 %	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

REQUIRED READING

<https://pro2fle.wordpress.com/>

<https://www.lepointdufle.net/>

22_M1_LI_BM_S1_LV2_FLE_7148: MIM FLE ADVANCED

DEGREE	Master in Management PGE	LEVEL	Master 1 PGE
PROGRAMME	M1 Business Management	ACADEMIC YEAR	2021-2022
STUDENT HOURS	36	ECTS	2
SEMESTER	Semester 1	CAMPUS	Lille
COORDINATOR / EMAIL	Lucie BENAGROUBA / lucie.benagrouba@edhec.edu		

COURSE OBJECTIVES

Acquire a level in French from intermediate (B1/B1+) to first step advanced (B2/C1) according to the ECFRL.

- Improve grammatical and lexical knowledge in order to practice French in any everyday life, academic, social and business situation.
- Be able to communicate by speaking and writing adapting the language to the situation.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 French typical business and society elements
- LO2 Various types of inputs (advertisements, articles, interviews, videos, administrative documents, e-mails, ...)

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 to attend a job interview in French, describe an event, a social phenomenon, analyze it and give their opinion
- LO4 describe an experience and projects by writing or speaking, use several rhetorical tones to convince

PREREQUISITES

B1 or B1+ level. Each level will fit students' starting point levels within the group according to their needs and expectations. Students are positioned in the different groups after a placement process at the beginning of Semester 1.

COURSE CONTENT

- Brands and marketing
- Understand and interact in the working world
- Build my internship research project.

MAIN TEACHING & LEARNING METHODS

Lectures Group Work Collaborative Learning Coaching

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continuous Assessment Individual	100 %	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

REQUIRED READING

<https://pro2fle.wordpress.com/>

<https://www.lepointdufle.net/>

22_M1_LI_BM_S1_LV2_FLE_7149: MIM FLE BUSINESS FRENCH

DEGREE	Master in Management PGE	LEVEL	Master 1 PGE
PROGRAMME	M1 Business Management	ACADEMIC YEAR	2021-2022
STUDENT HOURS	36	ECTS	2
SEMESTER	Semester 1	CAMPUS	Lille
COORDINATOR / EMAIL	Lucie BENAGROUBA / lucie.benagrouba@edhec.edu		

COURSE OBJECTIVES

Acquire a level in French from advanced (B2+/ C1) or bilingual speaker to a first step full specialized ability

- Improve grammatical and lexical knowledge in order to practice French in any academic, social and business situations.
- Be able to communicate by speaking and writing adapting the language to the situation.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 French typical business and society elements, idioms, cultural and communication implicit elements
- LO2 Various types of inputs (advertisements, articles, interviews, videos, administrative documents, e-mails, ...)

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 describe a fact, an event, a phenomenon analyze it and give their opinion. Use subtle rhetorical elements to convince.
- LO4 describe their experiences and projects by writing or speaking

PREREQUISITES

B2+/C1 level or Bilingual in French. Each level will fit students' starting point levels within the group according to their needs and expectations. Students are positioned in the different groups after a placement process at the beginning of Semester 1.

COURSE CONTENT

- Business Indicators
- Industrial strengths and weaknesses
- Global working market, the intercultural point of view.

MAIN TEACHING & LEARNING METHODS

Lectures Group Work Collaborative Learning Coaching

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continuous Assessment Individual	100 %	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

REQUIRED READING

<https://pro2fle.wordpress.com/>

<https://www.lepointdufle.net/>

22_PO_LI_BM_S1_CCO_4499: SOCIO-CULTURAL FRANCE

DEGREE	Non Degree	LEVEL	Master 2 PGE (transversal/outgoing)
PROGRAMME	Master Incoming	ACADEMIC YEAR	2021-2022
STUDENT HOURS	36	ECTS	6
SEMESTER	Semester 1	CAMPUS	Lille
COORDINATOR/EMAIL	Martijn JUNGST		

COURSE OBJECTIVES

In alignment with the shift from the former socialist president Francois Hollande to left-leaning fiscal conservative president Emmanuel Macron, France is ready for a change. We 'need a strong France with a sense of its own destiny' (Macron, 2017). To succeed in the French dynamic knowledge based business environment, individuals need to understand the unique French socio-cultural environment. As a potential future French manager, you will need to understand the French workers' rights and draw the links between business and political ideals. Hence, the primary objective of the course socio-cultural France is to develop the necessary skills to understand the complexity of French business.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

LO1 Develop a managerial perspective on the importance of culture within different areas of French management.

LO2 Understand the main conceptual frameworks within intercultural management, such as Hofstede and Globe Study.

More specifically, participants should be able to (skill- and competency-based outcomes)

LO3 Develop the cross-cultural intelligence and sensitivity needed to interact with people from France.

LO4 Acquire the skills to work effectively within a French context.

PREREQUISITES

Bachelor level Organizational Behavior

COURSE CONTENT

Building social capital in France, Innovation in France, Life in contemporary France, Leading in France, Politics in France, France and the European Union, and the French Business Environment.

MAIN TEACHING & LEARNING METHODS

Class Discussions Group Work Case Studies Presentations (oral or group)

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Format - Invigilation	Duration	Main Learning Objective Evaluated
1	Final Exam	50%	Exam outside class (Hub + schedule)	120 minutes	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4 <input type="checkbox"/> All LO
2	Continuous Assessment Group	30%	Written Work in class (Prof)	Not apply	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4 <input checked="" type="checkbox"/> All LO
3	Continuous Assessment Group	20%	Assignment (Prof)	Not apply	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4 <input checked="" type="checkbox"/> All LO

REQUIRED READING

- Moran, M. (2011) Opposing Exclusion: The political significance of the Riots in French Suburbs (2005-2007). *Modern and Contemporary France*, 19:3, 297-312.
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- Schmidt. V. (2003). French capitalism-transformed, yet still a third variety of capitalism. *Economy and Society* 32:4, 526-554.
- Schmidt. V (2006). Procedural democracy in the EU: the Europeanization of national and sectoral policy-making processes. *Journal of European Public Policy*, 13:5, 670-691.
- Pieterse, A., Van Knippenberg, D., Schippers, M. (2010). Transformational and transactional leadership and innovative behavior: the moderating role of psychological empowerment. *Journal of Organizational Behavior*, 31:4, 609-623.
- Editorial (2015). Managing by design. *Academy of Management*, 58:1, 1-7.
- Burt, R. Hogarth, R., Michaud, C. (2000). The social capital of French and American Managers. *Organization Science*, 11:2, 123-147.

22_M1_LI_BM_S2_CCO_MGT_639: BUSINESS DEVELOPMENT AND INNOVATION

DEGREE	Master in Management (PGE)	LEVEL	Master 1 (PGE)
PROGRAMME	M1 Business Management	ACADEMIC YEAR	2021-2022
STUDENT HOURS	12 (+ 1 day EDHEC Open innovation Challenge)	ECTS	2
SEMESTER	Semester 2	CAMPUS	Lille
COORDINATOR/EMAIL	Pierre-Jean BARTLATIER / pierre-jean.bartlatier@edhec.edu		

COURSE OBJECTIVES

Globalization and Digitalization are drastically transforming the way companies innovate. To be competitive in such context, firms need to be able to innovate better and faster, relying on recent open innovation approaches based on collaboration; customer centricity and agility. In this course, you will address real business situations from various industries to develop your innovative skills and competencies.

The course addresses the following questions: why innovation is important? What are the best practices as well as the pitfalls to avoid? What are the key steps of an open, user-centric innovation process? What are the right approaches and tools to use in order to avoid developing something that nobody wants? In particular, you will participate in the EDHEC Open Innovation challenge (Season 11) during which you will work in team to solve real business cases provided by operational managers from 20+ companies like Ubisoft, L'Oreal, Danone, PWC...

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

LO1 Understand key contemporary innovation approaches and tools such as Design Thinking, Lean Startup, Value proposition Design, Open innovation.

LO2 Understand the value of experiments and rapid prototyping

More specifically, participants should be able to (skill- and competency-based outcomes)

LO3 Achieve an innovation challenge through the 3 steps of Inspiration, Ideation and Validation

LO4 Formulate and present recommendations in a convincing way (using adequate frameworks, presentation and pitch techniques)

PREREQUISITES

None

COURSE CONTENT

SESSION TOPICS

#1 Innovation Principles	Introduction to the course. Innovation purpose and difficulties (lecture)
#2 Experimentation	Marshmallow Challenge (workshop)
#3 Design Thinking	Overview of the Design thinking approach, frameworks and tools (e-learning)
#4 Inspiration phase	Inspiration phase approach and toolkit (incl. customer interviews) (Workshop)
#5 Ideation phase	Synthesis & Ideation phase approach and toolkit (incl.brainstorming) (Workshop)
#6 Lean startup	Overview of the Lean start up approach, frameworks and tools (e-learning)
#7 Validation phase	Validation phase approach and toolkit (incl. BMC, MVP &Solution interviews) (Workshop)
#8 Pitch	Pitch objectives, tips and tools (e-learning)
#9 Open Innovation challenge	Recommendations finalization + Pitch competition (challenge day with managers)

MAIN TEACHING & LEARNING METHODS

Lectures Case Studies Coaching Group Work

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Format - Invigilation	Duration	Main Learning Objective Evaluated
1	Continuous Assessment Individual	15%	Quiz outside class (Prof + schedule)	30 minutes	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4 <input type="checkbox"/> All LO
2	Continuous Assessment Individual	15%	Quiz outside class (Prof + schedule)	30 minutes	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4 <input type="checkbox"/> All LO
3	Continuous Assessment Group	30%	Assignment (Prof)	Over several days	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4 <input type="checkbox"/> All LO
4	Continuous Assessment Group	40%	Assignment (Prof)	Over several days	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4 <input type="checkbox"/> All LO

REQUIRED READING

No compulsory reading, recommendations will be made during the course.

22_M1_LI_BM_S2_CCO_HUM_642: CORPORATE SOCIAL RESPONSIBILITY

DEGREE	Master in Management (PGE)	LEVEL	Master 1 (PGE)
PROGRAMME	M1 Business Management	ACADEMIC YEAR	2021-2022
STUDENT HOURS	12	ECTS	2
SEMESTER	Semester 2	CAMPUS	Lille
COORDINATOR/EMAIL	Bastiaan VAN DER LINDEN / Bastiaan.VANDERLINDEN@edhec.edu		

COURSE OBJECTIVES

Businesses engage with many different kinds of value: they pay dividends, provide work and income, make products and services, consider the environment, avoid child labor, and so on. Although some of these values have started to receive our attention only relatively recently, companies have always engaged with different values – and they have always leveraged opportunities in doing so. Nowadays, “multiple value creation” has (re)gained the explicit attention of practitioners and scholars under the label of corporate social responsibility (CSR). In this course we discuss some of the strategic challenges this poses to managers, and the opportunities it promises for developing new business models.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes):

LO1: Contemporary approaches to CSR, business and human rights

LO2: Business models, what are the important dimensions of business models for sustainability, and what are the societal drivers of these new business models

More specifically, participants should be able to (skill- and competency-based outcomes):

LO3: Articulate their informed view on what CSR is, identify human rights risks and impacts in a concrete case and propose an appropriate business response

LO4: Develop their own sustainable business model.

PREREQUISITES

/

COURSE CONTENT

SESSION	TOPIC
1. Workgroup	Introduction, find your own examples of CSR
2. Lecture	Taking away some misunderstandings about CSR, and three contemporary approaches
3. Workgroup	Present your examples from workgroup 1 and explain what to do using the three approaches
4. Lecture	Business and human rights risks; the UN Guiding Principles for Business and Human Rights
5. Workgroup	Analyze cases using the UN Guiding Principles for Business and Human Rights
6. Lecture	What are business models, and how can we make them sustainable
7. Workgroup	Analyze examples of sustainable business models and make your own sustainable business model
8. Video Lecture	Societal and economic developments that drive new sustainable business models

MAIN TEACHING & LEARNING METHODS

Class Discussions Case Studies Group Work Lectures

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Format - Invigilation	Duration	Main Learning Objective Evaluated
1	Continuous Assessment Group	25%	Assignment (Prof)	Not apply	<input checked="" type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input type="checkbox"/> LO4 <input type="checkbox"/> All LO
2	Continuous Assessment Group	25%	Assignment (Prof)	Not apply	<input checked="" type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input type="checkbox"/> LO4 <input type="checkbox"/> All LO
3	Continuous Assessment Individual	50%	Assignment (Prof)	Not apply	<input type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4 <input type="checkbox"/> All LO

REQUIRED READING

Freeman, R.E., Harrison, J.S., Wicks, A.C., Parmar, B.L., & De Colle, S. (2010). Stakeholder Theory: The State of the Art. Cambridge University Press.
McWilliams, A., & Siegel, D. (2001). Corporate social responsibility: A theory of the firm perspective. *Academy of management review*, 26(1), 117-127.
Scherer, A. G., & Palazzo, G. (2011). The new political role of business in a globalized world: A review of a new perspective on CSR and its implications for the firm, governance, and democracy. *Journal of management studies*, 48(4), 899-931.
United Nations Guiding Principles for Business and Human Rights
United Nations Guiding Principles for Business and Human Rights - An Interpretive Guide

22_M1_LI_BM_S2_CCO_ACC_4841: COST ACCOUNTING & MANAGEMENT CONTROL

DEGREE	Master in Management (PGE)	LEVEL	Master 1 (PGE)
PROGRAMME	M1 Business Management	ACADEMIC YEAR	2021-2022
STUDENT HOURS	24	ECTS	4
SEMESTER	Semester 2	CAMPUS	Lille
COORDINATOR/EMAIL	Claire GREVET		

COURSE OBJECTIVES

The course examines how cost accounting and management control can help managers to monitor an efficient running of a business strategy. It discusses how to disseminate and interpret management accounting information to make decisions and plans, so as to try to ensure that the plans come to fruition.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1: Describe the role of management accounting in an organization including an introduction of the impact of technological changes
- LO2: Compute the level of activity required to break-even and Identify differential costs in decision making
- LO3: Deduce the full cost of a cost unit using traditional and activity-based-costing methods

LO4: Undertake

variance analysis and discuss possible reasons for the variances calculated

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO5: Approach CVP analysis and Relevant costs analysis in decision making as a way of thinking rather than a mechanical set of procedures
- LO6: Prepare and interpret an action analysis report using ABC data
- LO7: Build up budgets and consider some criticisms of budgeting as a performance management system
- LO8: Illustrate strategic management accounting through the elaboration of a dashboard

PREREQUISITES

Basic knowledge in financial accounting is an imperative prerequisite to this course. If needed, incoming students are invited to take a remedial Financial accounting on-line course (freely provided by Edhec). Students should also be able to use basics Microsoft Excel including the PivotTable function.

COURSE CONTENT

Session 1	What is and why management accounting? Introduction to cost terms and concepts.
Session 2	Decision making in CVP analysis: optimum combination of costs, selling price and sales volume
Session 3	CVP analysis and Relevant information in decision making
Session 4	Full costing - Traditional approach versus Activity-Based Costing
Session 5	Budgeting
Session 6	Variance analysis process and interpretation
Session 7	Strategic management accounting in brief – Application to the dashboard

MAIN TEACHING & LEARNING METHODS

Blended Learning Class Discussions Group Work Case Studies

The course banishes pure lectures and expects students to be individually and collectively engaged in the course, following three steps:

Step 1 – Prepare: self-study through e-learning, slides, quizzes and/or exercises.

Step 2 – Clarify and dig deeper: in class discussion with the whole group and with your team mates

Step 3 - Consolidate: after the class, complete the remaining suggested exercises, go over the solutions to problems and ask for assistance if needed.

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Format - Invigilation	Duration	Main Learning Objective Evaluated
1	Continuous Assessment Individual	10% (Online quiz in class. Personal computer required)	Written Work in class (Prof)	30 minutes	☑LO2 ☑LO5
2	Midterm Exam	10% (Online quiz. Personal computer required)	Exam outside class (Hub + schedule)	30 minutes	☑LO3 ☑LO6
3	Continuous Assessment Group	30% = 2 x 15% (two case studies)	Written Work in class (Prof)	Not apply	☑All LO
4	Final Exam	50%	Choose an item.	120 minutes	☑All LO

REQUIRED READING

P. Atrill & E. McLaney –8th ed. 2015. Management Accounting for Decision Makers – Pearson

22_M1_LI_BM_S2_HUM_6506: EMOTIONAL INTELLIGENCE FOR LEADERS

DEGREE	Master in Management	LEVEL	Master 1
PROGRAMME	M1 Business Management	ACADEMIC YEAR	2021-2022
STUDENT HOURS	12	ECTS	2
SEMESTER	Spring (2)	CAMPUS	Lille
COURSE COORDINATOR	Sylvie Deffayet Davrout Leadership Development Chair		

COURSE OBJECTIVES

While IQ is the best indicator for educational status, Emotional Intelligence seems to be the best determinant of one's level of personal achievement and success in most professions (Goleman 2006). This blended course will provide the opportunity to experience 4 out of 5 Goleman's competencies: that are Self awareness, Self regulation, Empathy and Social skills. The course is also an invitation to a deep understanding and practice of the Science of Personal Development based on the last findings in Positive Psychology.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 recognize the emotion
- LO2 understand the intent of the emotion

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 express emotion: enriching my vocabulary and embodying it
- LO4 regulate emotion and use it appropriately in my relationships
- LO5 build positive leadership habits to fuel my growth and performance

PREREQUISITES

12 hours online and out of class learning (6 hours online classes + 6 hours sharing in buddy groups)

COURSE CONTENT

- The Sharp model (developed by *Potentialife*): Strengths, Health, Absorption, Relationships, Purpose : level 1
- Emotional Perception, Emotional Control, Emotional Sharing

MAIN TEACHING & LEARNING METHODS

Collaborative Learning Group Work Blended Learning Online Lectures

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Final Exam	30%	30 minutes class test	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4 <input checked="" type="checkbox"/> LO5
2	Continous Assessment Individual	70%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4 <input checked="" type="checkbox"/> LO5

REQUIRED READING

Tap here to enter text.

22_M1_LI_BM_S2_CCO_LAW_647: LEGAL ENVIRONMENT & BUSINESS DECISION MAKING

DEGREE	Master in Management (PGE)	LEVEL	Master 1 (PGE)
PROGRAMME	M1 Business Management	ACADEMIC YEAR	2021-2022
STUDENT HOURS	24	ECTS	4
SEMESTER	Semester 2	CAMPUS	Lille
COORDINATOR/EMAIL	Christophe COLLARD		

COURSE OBJECTIVES

Through this course, students will learn in what extent (and how) the legal environment may impact strategic and operational decision-making. This course is not only based on a technical approach of legal issues in an international context, it also favours both institutional and organisational visions of how law matters for business strategy and operations.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

LO1 What is the influence of legal environments on various key-issues for companies

LO2 How to use law and the tools it offers to pursue opportunities, create and capture value while managing risks during the different stages of business development

More specifically, participants should be able to (skill- and competency-based outcomes)

LO3 Demonstrate agility to integrate legal issues into business and strategic decisions

LO4 Participate in the development and implementation of effective compliance programmes

PREREQUISITES

Fundamental notions in law

Good understanding of the global economy issues

Basic notions in organisational studies

COURSE CONTENT

Law and Globalization. Regulatory Competition: attractiveness/avoidance of some legal systems. Extraterritorial application of some laws.

International tax optimization. Tax avoidance. Tax ruling.

Key concepts of liability. Criminal/civil/ corporate/managerial liability. Executive duties and liability for damages of the company.

Value creation through the law. Value destruction caused by the law.

Compliance Management. Reasons for compliance.

Synthesis Case study.

MAIN TEACHING & LEARNING METHODS

Case Studies

Case Studies

Class Discussions

Group Work

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Format - Invigilation	Duration	Main Learning Objective Evaluated
1	Continuous Assessment Group	40	Assignment (Prof)	Not apply	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4 <input checked="" type="checkbox"/> All LO
2	Final Exam	60	Exam outside class (Hub + schedule)	90 minutes	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4 <input checked="" type="checkbox"/> All LO

REQUIRED READING

Bagley C., Managers and the Legal Environment: Strategies for Business, 9th edition, Cengage, 2019

22_M1_LI_BM_S2_CCO_MGT_651: MANAGEMENT OF INFORMATION SYSTEMS

DEGREE	Master in Management (PGE)	LEVEL	Master 1 (PGE)
PROGRAMME	M1 Business Management	ACADEMIC YEAR	2021-2022
STUDENT HOURS	36	ECTS	6
SEMESTER	Semester 2	CAMPUS	Lille
COORDINATOR/EMAIL	Mohamed Hédi CHARKI / mhc@edhec.edu		

COURSE OBJECTIVES

Information Systems (IS) are fundamental assets of the success of any business. Every single transaction, task, or process depends on IS. Thus, IS provide significant business opportunities for organizations but also present substantial challenges. The Management of Information Systems (MIS) course introduces IS and aims at endowing the students with capabilities to make sense of and solve MIS challenges that influence crucial business outcomes.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

LO1 Understand the technical foundations of Information Systems

LO2 Evaluate business processes

More specifically, participants should be able to (skill- and competency-based outcomes)

LO3 Analyze business decisions by using Enterprise Resource Planning Systems

LO4 Apply business analytics techniques to make business decisions

PREREQUISITES

Strategic Management
Introduction to Management

COURSE CONTENT

Information Technology Infrastructure
IT Project Management
Business Process Mapping
Business Intelligence
Business Analytics
Business Analytics Software
Enterprise Resource Planning Systems
SAP ERPsim game

MAIN TEACHING & LEARNING METHODS

Case Studies Group Work Consulting Report

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Format - Invigilation	Duration	Main Learning Objective Evaluated
1	Continuous Assessment Individual	15%	Oral in class (Prof)	Over several days	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4 <input type="checkbox"/> All LO
2	Continuous Assessment Group	15%	Assignment (Prof)	Not apply	<input type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4 <input type="checkbox"/> All LO
3	Continuous Assessment Group	20%	Assignment (Prof)	Not apply	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4 <input type="checkbox"/> All LO
4	Final Exam	50%	Exam outside class (Hub + schedule)	180 minutes	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4 <input type="checkbox"/> All LO

REQUIRED READING

Refer to the list of readings on BlackBoard

22_M1_LI_BM_S2_CCO_MGT_652: OPERATIONS & PROJECT MANAGEMENT

DEGREE	Master in Management (PGE)	LEVEL	Master 1 (PGE)
PROGRAMME	M1 Business Management	ACADEMIC YEAR	2021-2022
STUDENT HOURS	24	ECTS	4
SEMESTER	Semester 2	CAMPUS	Lille
COORDINATOR/EMAIL	Cedric VERBEECK / Cedric.VERBEECK@edhec.edu & Martijn JUNGST / Martijn.JUNGST@edhec.edu		

COURSE OBJECTIVES

Companies are facing international competition and are required to pursue commercial opportunities rapidly. They must modify and introduce products constantly and respond to customer demand as fast as possible. The development of these new products, services, and processes are predominantly carried out in project groups. This course offers an insight in the role of project management and operations management in different organizational contexts by focusing on project planning, resource allocation, and project control and tools adopted from operations management.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

LO1 Develop a managerial perspective on the role of project management and its integration into overall business management.

LO2 Understand the linkages between Operations management and the other functions to deliver value

More specifically, participants should be able to (skill- and competency-based outcomes)

LO3 Acquiring competencies in the tools, techniques, methods, and models for managing projects

LO4 Acquiring practical experience in teamwork when designing processes and applying basic operation management tools

PREREQUISITES

Project Team Dynamics, Project Scope, Resource Management, Scheduling, Risk and Uncertainty Management, and Quality management

COURSE CONTENT

MAIN TEACHING & LEARNING METHODS

Blended Learning Group Work Class Discussions Collaborative Learning

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Format - Invigilation	Duration	Main Learning Objective Evaluated
1	Continuous Assessment Individual	25	Quiz outside class (Prof + schedule)	30 minutes	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4 <input checked="" type="checkbox"/> All LO
2	Continuous Assessment Individual	25	Quiz outside class (Prof + schedule)	30 minutes	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4 <input checked="" type="checkbox"/> All LO
3	Continuous Assessment Group	50	Assignment (Prof)	Not apply	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4 <input checked="" type="checkbox"/> All LO

REQUIRED READING

Harvard Business Press (2003). Managing Projects Large and Small: Harvard Business Essentials.

22_M1_LI_BM_S2_LV2_GER_600: LV2 GERMAN

DEGREE	Master in Management PGE
PROGRAMME	M1 Business Management
STUDENT HOURS	18
SEMESTER	Semester 2
COORDINATOR / EMAIL	Monika GEBHART / monika.gebhart@edhec.edu

LEVEL	Master 1
ACADEMIC YEAR	2021-2022
ECTS	2
CAMPUS	Lille

COURSE OBJECTIVES

Deepen the student's general and professional language mastery.
Foster student's awareness about the language cultural, political, economic and social background.
Develop communicative competence and professional managerial vocabulary knowledge through business-related topics and activities

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 A Year in the Life of a Startup (Part II).
- LO2 Event and project management in Germany

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 Conduct business meetings and negotiations in a well-structured and goal-oriented manner.
- LO4 Pitch a project

PREREQUISITES

B2 level

COURSE CONTENT

A Year in the Life of a Startup (Part II): Surviving Your First Year
Your first trade show in Germany

MAIN TEACHING & LEARNING METHODS

Blended Learning Collaborative Learning Case Studies Presentations (oral or group)

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continuous Assessment Individual	100%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

REQUIRED READING

Digitalized blended learning course package

22_M1_LI_BM_S2_LV2_ITA_604: ITALIAN

DEGREE	Master in Management PGE
PROGRAMME	M1 Business Management
STUDENT HOURS	18
SEMESTER	Semester 2
COORDINATOR / EMAIL	Luisiana NASO / luisiana.naso@edhec.edu

LEVEL	Master 1
ACADEMIC YEAR	2021-2022
ECTS	2
CAMPUS	Lille

COURSE OBJECTIVES

To help students understand Italy's main business sectors in an international context.
To provide students with the necessary skills for effective professional managerial communication in Italian (management, negotiation...)

COURSE OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1: The different Italian business sectors
- LO2: The Italian art of negotiation

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3: Lead and actively participate in a meeting
- LO4: Analyse and handle crisis situations

PREREQUISITES

B2 level

COURSE CONTENT

- The made-in-Italy in the world
- The different Italian business sectors
- Counterfeiting
- The Italian management style
- The Italian art of negotiation
- Organizing and leading meetings
- Italian news

MAIN TEACHING AND LEARNING METHODS

Case studies Group work Debates Presentations

ASSESSMENT METHODS

	EVALUATION TYPE	% OF GRADE	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continuous assessment	100%	Not apply	LO1☒ LO2☒ LO3☒ LO4☒

REQUIRED READING

Written press: L'Espresso; La Repubblica; Il Sole 24 Ore ... Books: «L'Italia geoeconomica», Utet Libreria; Florence Vidal, «Le management à l'italienne»; Christian Marechal, «Communiquer avec ses partenaires européens», Nathan

22_M1_LI_BM_S2_LV2_SPA_7141: LV2 SPANISH

DEGREE	Master in Management PGE
PROGRAMME	M1 Business Management
STUDENT HOURS	18
SEMESTER	Semester 2
COORDINATOR / EMAIL	Maguiña RAMILO / maguina.ramilo@edhec.com

LEVEL	Master 1
ACADEMIC YEAR	2021-2022
ECTS	2
CAMPUS	Lille

COURSE OBJECTIVES

- To improve the student's lexical, syntactical and grammatical proficiency in a business context
- To expand intercultural communication and negotiations skills

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 Current political, cultural or economic context in Spain and Latin America
- LO2 Basic financial concepts in Spanish

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 Negotiate with Spanish or Latin American speakers
- LO4 Participate successfully in meetings in Spain and Latin America

PREREQUISITES

B2 Level

COURSE CONTENT

Intercultural negotiations, best practices

How to invest in a Spanish Start up, major start ups opportunities, finance vocabulary

Economic results of Spain and Latin America

Discuss nowadays major political, cultural or economic events in Spain and Latin America

MAIN TEACHING & LEARNING METHODS

Case Studies

Presentations (oral or group)

Blended Learning

Class Discussions

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continuous Assessment Individual	100%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

REQUIRED READING

Students will be provided with a digitalized course package, all course documents are available on Blackboard®

22_M1_LI_BM_S2_LV2_SPA_603: SPANISH BEGINNERS

DEGREE	Master in Management PGE	LEVEL	Master 1
PROGRAMME	M1 Business Management	ACADEMIC YEAR	2021-2022
STUDENT HOURS	18	ECTS	2
SEMESTER	Semester 2	CAMPUS	Lille
COORDINATOR / EMAIL	Maguiña RAMILO / maguina.ramilo@edhec.com		

COURSE OBJECTIVES

- Acquire basic Spanish language skills : listening, speaking, reading and writing
- Foster students' awareness about some Spanish and Latin American companies
- Develop basic communicative and professional vocabulary

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 Can introduce themselves and can answer/ask very basic questions about personal details
- LO2 Can present the companies studied in class using business related vocabulary
-

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 Can interact in a simple way
-

PREREQUISITES

No prerequisites beginners level

COURSE CONTENT

Grammar rules /Use basic tenses / Use basic business-related vocabulary in presentations / role play exercises

MAIN TEACHING & LEARNING METHODS

Presentations (oral or group) Blended Learning Class Discussions

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continuous Assessment Individual	100%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3

REQUIRED READING

Students will be provided with a digitalized course package, all course documents are available on Blackboard®

22_M1_LI_BM_S2_LV2_SPA_7140: LV2 SPANISH ELEMENTARY

DEGREE	Master in Management PGE	LEVEL	Master 1
PROGRAMME	M1 Business Management	ACADEMIC YEAR	2021-2022
STUDENT HOURS	18	ECTS	2
SEMESTER	Semester 2	CAMPUS	Lille
COORDINATOR / EMAIL	Maguiña RAMILO / maguina.ramilo@edhec.com		

COURSE OBJECTIVES

- Improve grammatical and lexical knowledge in every day's life and in business environment.
- Interact and communicate in Spanish in a simple way

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 Can answer/ask basic questions about health
- LO2

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 Can interact in a bank and use the basic transactions vocabulary
- LO4 Explain in a simple way health situations using a role play

PREREQUISITES

A1

COURSE CONTENT

Use different verb tenses / Use basic business related vocabulary/ Bank vocabulary/ health vocabulary

MAIN TEACHING & LEARNING METHODS

Presentations (oral or group) Blended Learning Class Discussions Role

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continuous Assessment Individual	100%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

REQUIRED READING

22_PO_LI_CLA_S2_CCO_FLE_BEG_7174: FRENCH LANGUAGE COURSE BEGINNERS

DEGREE	Non Degree	LEVEL	/
PROGRAMME	Master Incoming	ACADEMIC YEAR	2021-2022
STUDENT HOURS	30	ECTS	5
SEMESTER	Semester 2	CAMPUS	Lille
COORDINATOR / EMAIL	Lucie BENAGROUBA / lucie.benagrouba@edhec.edu		

COURSE OBJECTIVES

Acquire a level in French from total beginner (A0) to beginner (A1) according to CEFRL.

- Improve grammatical and lexical knowledge in order to practice French in everyday life and business situations.
- Be able to communicate in speaking and in writing, adapting the language to the situation.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 Basic information (in writing or orally) concerning the close environment of the student
- LO2 Various types of inputs (advertisements, articles, interviews, videos, administrative documents, e-mails, ...)

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 introduce themselves, and their family, talk about their physical state, introduce their country
- LO4 interact in basic everyday life situations (order in a restaurant, make an appointment, ask or give directions, ...)

PREREQUISITES

Total beginner in French (A0). Each level will fit Students starting point level within the group according to their needs and expectations. Students are positioned in the different groups after a placement process at the beginning of each semester

COURSE CONTENT

- Introducing myself/Everyday life situations: asking and answering basic questions
- Buying: Food, clothes, bank, ...
- Housing: describe my living space
- Using basic tenses: Present, close Future
- Locating myself in time and space / Describing a place.

MAIN TEACHING & LEARNING METHODS

Lectures Group Work Presentations (oral or group) Collaborative Learning

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continous Assessment Individual	100%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

REQUIRED READING

<https://pro2fle.wordpress.com/>

<https://www.lepointdufle.net/>

22_PO_LI_CLA_S2_CCO_FLE_ELE_7150: FRENCH LANGUAGE COURSE ELEMENTARY

DEGREE	Non Degree	LEVEL	/
PROGRAMME	Master Incoming	ACADEMIC YEAR	2021-2022
STUDENT HOURS	30	ECTS	5
SEMESTER	Semester 2	CAMPUS	Lille
COORDINATOR / EMAIL	Lucie BENAGROUBA / lucie.benagrouba@edhec.edu		

COURSE OBJECTIVES

Acquire a level in French from elementary A1 to elementary first step (A2 –) according to CEFRL

- Improve grammatical and lexical knowledge in order to practice French in everyday life and business situations.
- Be able to communicate in speaking and in writing, adapting the language to the situation.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 Short written or oral messages concerning the academic, social and professional environment of the student
- LO2 various types of inputs (advertisements, articles, interviews, videos, administrative documents, e-mails, ...)

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 Describe a fact, an event, analyze it and give their opinion
- LO4 Talk about their experiences and projects in writing or in speaking

PREREQUISITES

A1 or A1-. Each level will fit Students starting point level within the group according to their needs and expectations. Students are positioned in the different groups after a placement process at the beginning of each semester

COURSE CONTENT

- Understanding and interacting in the workplace: vocabulary and syntax.
- Improving oral and written Communication
- Discovering France.
- Present tense complex forms, past and future tenses, personal and relative pronouns, complex basic sentences, ...

MAIN TEACHING & LEARNING METHODS

Lectures Group Work Presentations (oral or group) Collaborative Learning

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continuous Assessment Individual	100%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

REQUIRED READING

<https://pro2fle.wordpress.com/>

<https://www.lepointdufle.net/>

22_PO_LI_CLA_S2_CCO_FLE_ADV_7152: FRENCH LANGUAGE COURSE ADVANCED

DEGREE	Non Degree	LEVEL	/
PROGRAMME	Master Incoming	ACADEMIC YEAR	2021-2022
STUDENT HOURS	30	ECTS	5
SEMESTER	Semester 2	CAMPUS	Lille
COORDINATOR / EMAIL	Lucie BENAGROUBA / lucie.benagrouba@edhec.edu		

COURSE OBJECTIVES

Acquire a level in French from intermediate (B1/B1+) to first step advanced (B2/C1) according to the ECFRL.

- Improve grammatical and lexical knowledge to practice French in everyday life and business situations.
- Be able to communicate by speaking and writing adapting the language to the situation.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 French typical business and society elements
- LO2 various types of inputs (advertisements, articles, interviews, videos, administrative documents, e-mails, ...)

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 to attend a job interview in French, describe an event, a social phenomenon, analyze it and give their opinion
- LO4 describe an experience and projects by writing or speaking, use several rhetorical tones to convince

PREREQUISITES

B1 or B1+ level. Each level will fit Students starting point level within the group according to their needs and expectations. Students are positioned in the different groups after a placement process at the beginning of each semester

COURSE CONTENT

- Brands and marketing
- Understand and interact in the working world
- Cultural implicit.

MAIN TEACHING & LEARNING METHODS

Lectures Group Work Presentations (oral or group) Collaborative Learning

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continuous Assessment Individual	100%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

REQUIRED READING

<https://pro2fle.wordpress.com/>

<https://www.lepointdufle.net/>

22_PO_LI_CLA_S2_CCO_FLE_INT_7151: FRENCH LANGUAGE COURSE INTERMEDIATE

DEGREE	Non Degree	LEVEL	/
PROGRAMME	Master Incoming	ACADEMIC YEAR	2021-2022
STUDENT HOURS	30	ECTS	5
SEMESTER	Semester 2	CAMPUS	Lille
COORDINATOR / EMAIL	Lucie BENAGROUBA / lucie.benagrouba@edhec.edu		

COURSE OBJECTIVES

Acquire a level in French from elementary (A2/ A2-) to intermediate first step according to CEFRL.

- Improve grammatical and lexical knowledge to practice French in everyday life and business situations.
- Be able to communicate by speaking and writing adapting the language to the situation.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 French typical business and society elements
- LO2 Various types of inputs (advertisements, articles, interviews, videos, administrative documents, e-mails, ...)

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 Describe a fact, an event, analyze it and give their opinion, relate their experiences and projects.
- LO4 Interact in the professional, academic, and social world in speaking or in writing

PREREQUISITES

A2 or A2- . Each level will fit Students starting point level within the group according to their needs and expectations. Students are positioned in the different groups after a placement process at the beginning of each semester

COURSE CONTENT

- Advertisement and business strategy
- National and local News
- Urban development issues
- Culture and Arts.

MAIN TEACHING & LEARNING METHODS

Lectures Group Work Presentations (oral or group) Collaborative Learning

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continuous Assessment Individual	100%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

REQUIRED READING

<https://pro2fle.wordpress.com/>

<https://www.lepointdufle.net/>

22_PO_LI_CLA_S2_CCO_FLE_ADV_7152: FRENCH LANGUAGE COURSE ADVANCED

DEGREE	Non Degree	LEVEL	/
PROGRAMME	Master Incoming	ACADEMIC YEAR	2021-2022
STUDENT HOURS	30	ECTS	5
SEMESTER	Semester 2	CAMPUS	Lille
COORDINATOR / EMAIL	Lucie BENAGROUBA / lucie.benagrouba@edhec.edu		

COURSE OBJECTIVES

Acquire a level in French from intermediate (B1/B1+) to first step advanced (B2/C1) according to the ECFRL.

- Improve grammatical and lexical knowledge to practice French in everyday life and business situations.
- Be able to communicate by speaking and writing adapting the language to the situation.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 French typical business and society elements
- LO2 various types of inputs (advertisements, articles, interviews, videos, administrative documents, e-mails, ...)

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 to attend a job interview in French, describe an event, a social phenomenon, analyze it and give their opinion
- LO4 describe an experience and projects by writing or speaking, use several rhetorical tones to convince

PREREQUISITES

B1 or B1+ level. Each level will fit Students starting point level within the group according to their needs and expectations. Students are positioned in the different groups after a placement process at the beginning of each semester

COURSE CONTENT

- Brands and marketing
- Understand and interact in the working world
- Cultural implicit.

MAIN TEACHING & LEARNING METHODS

Lectures Group Work Presentations (oral or group) Collaborative Learning

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continuous Assessment Individual	100%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

REQUIRED READING

<https://pro2fle.wordpress.com/>

<https://www.lepointdufle.net/>

22_M1_LI_BM_S2_LV2_FLE_1337: MIM FLE BEGINNERS

DEGREE	Master in Management PGE	LEVEL	Master 1
PROGRAMME	M1 Business Management	ACADEMIC YEAR	2021-2022
STUDENT HOURS	36	ECTS	2
SEMESTER	Semester 2	CAMPUS	Lille
COORDINATOR / EMAIL	Lucie BENAGROUBA / lucie.benagrouba@edhec.edu		

COURSE OBJECTIVES

Acquire a level in French from total beginner (A0) or false beginner (A1-) to elementary level (A1) according to CEFRL

- Improve grammatical and lexical knowledge in order to practice French in all everyday and business situations.
- Be able to communicate by speaking and writing adapting the language to the situation.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 Basic information (in writing or orally) concerning the close environment of the student
- LO2 Various types of inputs (advertisements, articles, interviews, videos, administrative documents, e-mails, ...)

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 interact in speaking and in writing in everyday life situations
- LO4 Ask specific questions to get to know a professional, describe the actions of the day, make appointments, basic professional communication

PREREQUISITES

A1- or A1 level (first semester) Each level will fit Students' starting point levels within the group according to their needs and expectations. Students are positioned in the different groups after a placement process at the beginning of Semester 1.

COURSE CONTENT

- Explain or understand a lived experience
- Ask questions
- Compare
- Describe a job
- Talk about personal plans
- Improve my communication.

MAIN TEACHING & LEARNING METHODS

Lectures Group Work Collaborative Learning Coaching

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continuous Assessment Individual	100%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

REQUIRED READING

<https://pro2fle.wordpress.com/>

<https://www.lepointdufle.net/>

22_M1_LI_BM_S2_LV2_FLE_7146: MIM FLE ELEMENTARY

DEGREE	Master in Management PGE	LEVEL	Master 1
PROGRAMME	M1 Business Management	ACADEMIC YEAR	2021-2022
STUDENT HOURS	36	ECTS	2
SEMESTER	Semester 2	CAMPUS	Lille
COORDINATOR / EMAIL	Lucie BENAGROUBA / lucie.benagrouba@edhec.edu		

COURSE OBJECTIVES

Acquire a level in French from elementary first step to intermediate (A2+) according to CEFRL.

- Improve grammatical and lexical knowledges in order to practice French in everyday life and business situations.
- Be able to communicate in speaking and in writing, adapting the language to the situation.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 French typical business and society elements
- LO2 Various types of inputs (advertisements, articles, interviews, videos, administrative documents, e-mails, ...)

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 describe a fact, an event, talk about their academic experience, introduce a cultural element, talk about their habits and tastes
- LO4 talk about their projects, write notes and simple short messages, make comments about a fact, compare, give suggestions, ...

PREREQUISITES

A1+ or A2. Each level will fit Students' starting point levels within the group according to their needs and expectations. Students are positioned in the different groups after a placement process at the beginning of Semester 1.

COURSE CONTENT

- Health and Environment Issues
- Appearance, dress codes and fashion
- Keys to understand France and French people.
- Lexical abilities, syntax complex forms, questions, opinion and emotions.

MAIN TEACHING & LEARNING METHODS

Lectures Group Work Collaborative Learning Coaching

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continuous Assessment Individual	100%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

REQUIRED READING

<https://pro2fle.wordpress.com/>

<https://www.lepointdufle.net/>

22_M1_LI_BM_S2_LV2_FLE_7147: MIM FLE INTERMEDIATE

DEGREE	Master in Management PGE	LEVEL	Master 1
PROGRAMME	M1 Business Management	ACADEMIC YEAR	2021-2022
STUDENT HOURS	36	ECTS	2
SEMESTER	Semester 2	CAMPUS	Lille
COORDINATOR / EMAIL	Lucie BENAGROUBA / lucie.benagrouba@edhec.edu		

COURSE OBJECTIVES

Acquire a level in French from elementary (A2/A2+) to intermediate (B1) according to the CEFRL

- Improve grammatical and lexical knowledges in order to practice French in everyday life and business situations.
- Be able to communicate in speaking and in writing adapting the language to the situation.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 French typical business and society elements
- LO2 Various types of inputs (advertisements, articles, interviews, videos, administrative documents, e-mails, ...)

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 describe a fact, an event, an innovation, predict some evolutions
- LO4 interact in the professional, academic, and social world in speaking or in writing

PREREQUISITES

A2+ level. Each level will fit Students' starting point levels within the group according to their needs and expectations. Students are positioned in the different groups after a placement process at the beginning of Semester 1.

COURSE CONTENT

- Environment issues
- Tech Innovations
- Culture and Arts.
- Complex syntax, past and future tenses, express aim, cause, opinion.

MAIN TEACHING & LEARNING METHODS

Lectures Group Work Collaborative Learning Coaching

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continuous Assessment Individual	100%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

REQUIRED READING

<https://pro2fle.wordpress.com/>

<https://www.lepointdufle.net/>

22_M1_LI_BM_S2_LV2_FLE_7148: MIM FLE ADVANCED

DEGREE	Master in Management PGE	LEVEL	Master 1
PROGRAMME	M1 Business Management	ACADEMIC YEAR	2021-2022
STUDENT HOURS	36	ECTS	2
SEMESTER	Semester 2	CAMPUS	Lille
COORDINATOR / EMAIL	Lucie BENAGROUBA / lucie.benagrouba@edhec.edu		

COURSE OBJECTIVES

Acquire a level in French from intermediate (B1/ B1+) to advanced (B2/C1) according to CEFRL.

- Improve grammatical and lexical knowledges in order to practice French in everyday life and business situations.
- Be able to communicate in speaking and in writing adapting the language to the situation.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 French typical business and society elements
- LO2 various types of inputs (advertisements, articles, interviews, videos, administrative documents, e-mails, ...)

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 describe a fact, an event, comment and analyze it and give their opinion in a structured and organized way.
- LO4 relate their experiences and projects by writing or speaking,

PREREQUISITES

B1 or B1+ level. Each level will fit Students' starting point levels within the group according to their needs and expectations. Students are positioned in the different groups after a placement process at the beginning of Semester 1.

COURSE CONTENT

- Social inequalities
- International news
- Professional communication.
- French rhetorical tools

MAIN TEACHING & LEARNING METHODS

Lectures Group Work Collaborative Learning Coaching

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continuous Assessment Individual	100%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

REQUIRED READING

<https://pro2fle.wordpress.com/>

<https://www.lepointdufle.net/>

22_M1_LI_BM_S2_LV2_FLE_7149: MIM FLE BUSINESS FRENCH

DEGREE	Master in Management PGE	LEVEL	Master 1
PROGRAMME	M1 Business Management	ACADEMIC YEAR	2021-2022
STUDENT HOURS	36	ECTS	2
SEMESTER	Semester 2	CAMPUS	Lille
COORDINATOR / EMAIL	Lucie BENAGROUBA / lucie.benagrouba@edhec.edu		

COURSE OBJECTIVES

Acquire a level in French from advanced (B2+/ C1) or bilingual speaker to a full specialized ability

- Improve grammatical and lexical knowledge in order to practice French in everyday life and business situations.
- Be able to communicate in speaking and in writing, adapting the language to the situation.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 French typical business and society elements, idioms, cultural and communication implicit elements
- LO2 Various types of inputs (advertisements, articles, interviews, videos, administrative documents, e-mails, ...)

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 Describe a fact, an event, a phenomenon, analyze it and give their opinion. Use subtle rhetorical elements to convince.
- LO4 To talk about their experiences and projects in writing or speaking

PREREQUISITES

4 or 5 levels from Beginner to Advanced level (A 0 to C 2) are available; Each level will fit Students' starting point levels within the group according to their needs and expectations. Students are positioned in the different groups after a placement process at the beginning of Semester 1.

COURSE CONTENT

- The French Tech
- Family Business
- Culture and entertainment policy and Business management

MAIN TEACHING & LEARNING METHODS

Lectures Group Work Collaborative Learning Coaching

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Duration (if invigilated exam) and format	Main Learning Objective Evaluated
1	Continuous Assessment Individual	100%	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4

REQUIRED READING

<https://pro2fle.wordpress.com/>

<https://www.lepointdufle.net/>

22_PO_LI_ALL_S2_CCO_1333: FAMILY BUSINESS

DEGREE	Non Degree	LEVEL	Master 2 (transversal/outgoing)
PROGRAMME	Master Incoming	ACADEMIC YEAR	2021-2022
STUDENT HOURS	36 hours	ECTS	6
SEMESTER	Spring (2)	CAMPUS	Lille
COURSE COORDINATOR	Prof. Dr. Fabian Bernhard		

COURSE OBJECTIVES

Family-owned and -run businesses dominate in most economies. According to latest figures, around 83 percent of French businesses are family businesses. Similarly, worldwide family businesses account for around 70 to 90 percent of all businesses. In the US, family businesses constitute 85 percent of private sector employment and one-third of the S&P 500. The probability is high that many students will pursue careers in or with family businesses. Jobs in investment banking, wealth management, consulting and management all relate to some extent to family businesses. However, few understand this special type of business as family firms (both private and publicly-traded) face unique challenges. These difficulties are primarily related to the interaction of family, management and ownership - particularly where the family wishes to preserve its influence and control from generation to generation. Goal of the course is therefore to familiarize students with the notion of a family business and its challenges, as well as to provide more specific exposure to family firms in France and worldwide.

LEARNING OUTCOMES

The learning objective of the course is to:

- Learn and raise awareness why a family firm is a distinctive form of organization
- Increase students' understanding of family firms and their role in the economy

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

- LO1 the major issues and problems of family businesses as well as basic ideas how these challenges can be solved to improve family business performance
- LO2 Improve students' team building and business case writing skills

More specifically, participants should be able to (skill- and competency-based outcomes)

- LO3 develop skills related to data gathering on family businesses, as well as critical and analytical thinking
- LO4 actively seek and propose for solutions to common family business challenges (competencies related to consulting family businesses), which enhances students' future entrepreneurial and managerial capabilities in a family business context

PREREQUISITES

Basic understanding of the fundamental theories in management as taught in the introductory courses in management (e.g. agency theory, resource-based view, stewardship theory, etc.)

COURSE CONTENT

Definition and Characteristics of a Family Business, Economic Relevance of Family Firms, Overview on Advantages and Disadvantages of Family Businesses, Examples of Specific Challenges, Family Businesses as Systems, Emotions in the Family Business, Management and Ownership Succession, Planning for the Transfer of Power, Specific Challenges and Problems in the Succession Process, Preservation of Entrepreneurship and Innovation over Generations, Corporate Governance in Family Businesses

MAIN TEACHING & LEARNING METHODS

Lectures Case Studies Class Discussions Group Work

ASSESSMENT METHODS

	Evaluation Type	% of Grade	Format - Invigilation	Duration	Main Learning Objective Evaluated
1	Midterm Exam	25	Written Work in class (Prof)	60 minutes	<input checked="" type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4 <input type="checkbox"/> All LO
2	Continuous Assessment Group	50	Assignment (Prof)	Over several days	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4 <input checked="" type="checkbox"/> All LO
3	Continuous Assessment Individual	25	Written Work in class (Prof)	Over several days	<input type="checkbox"/> LO1 <input type="checkbox"/> LO2 <input type="checkbox"/> LO3 <input type="checkbox"/> LO4 <input checked="" type="checkbox"/> All LO

REQUIRED READING

- Bernhard, F. & Labaki, R. (2016). To sell or not to sell? The financial and socio-emotional dilemma of the ownership decision in the family business. In Arora, A. & Bacouel-Jentjens, S. (eds.), International Fragmentation: Impacts and Prospects for Manufacturing, Marketing, Economy, and Growth (pp. 141-151). London: Palgrave-Macmillan.
 - Carney, M. (2005). Corporate governance and competitive advantage in family-controlled firms. *Entrepreneurship Theory and Practice*, 29(3), 249-265.
 - Sharma, P., Blunden, R., Labaki, R., Michael-Tsabari, N., & Algarin, J. (2013). Analyzing family business cases: Tools and techniques. *Case Research Journal*, 33(2), 1-20.
 - Zellweger, T. (2017). *Managing the family business: theory and practice*. Edward Elgar Publishing.
- Technical notes and cases (e.g. The Gucci case) will be provided during the course.