

EPSCI Course Catalogue 2010-11

Important Information about Selecting Your Courses

This is the EPSCI Course Catalogue for 3rd and 4th year courses in 2010-2011. It includes details of all the courses offered to exchange students during both semesters of the academic year. Detailed course outlines can be found on the www.epsci.com homepage.

How to choose your courses from the EPSCI Course Catalogue

Double Degree Students

You must meet all the EPSCI requirements to earn your double degree at EPSCI, including enrolling for 30 ECTS credits each semester. Your classes are to be chosen from the EPSCI 3rd year course schedule during the Fall Semester and the EPSCI 4th Year schedule during the Spring Semester.

Fall Semester requirements

- 6 required core courses;
- 1 or 2 optional courses from the options available (Entrepreneurship counts as 2 courses);
- 2 foreign languages, one of which must be French.
- A total of 30 ECTS credits

Spring Semester requirements

- 7 required core courses;
- 9 optional ECTS;
- 1 foreign language (French);
- a total of 30 ECTS credits;
- **At least 4 of the classes in Spring Semester must be in French.**

The Negotiation Skills Workshop is open to you in the Spring semester.

Full Year Exchange Students

In order to validate your semester or year of study, you must choose courses in agreement with your home university advisor and have them validated by your international study coordinator. You do not have to meet EPSCI's course conditions (required core courses, specific number of optional courses, etc). You may therefore choose any number of core courses or none at all. The Negotiation Skills Workshop is open to you in the Spring semester.

Semester Exchange Students

You may notice that there are differences in the courses between the Fall and Spring semesters, both in course availability, as well as in the languages in which the courses are taught. Please choose your courses only from the catalog corresponding to the semester when you are at EPSCI.

One class, the Negotiation Skills Workshop, is open only to Fall semester exchange students in the Fall semester. It is open to all students in the Spring semester.

Courses Specifically for Exchange Students

- These courses are held in both Fall and Spring Semesters and are designed specifically for non-French students.
- Semester exchange students may choose any number of these courses.
- Most of these courses are repeated in the Spring Semester, so full year students may take these courses only once.
- **However**, you may sign up for French Language classes at advanced and intermediate level and French Civilization (given in French) from one semester to another, as they have been designed as year-long courses.

Important Caveat!

EPSCI reserves the right to cancel any course should unforeseen circumstances arise or should not enough students enroll for the class.

EPSCI 3rd Year Course Catalogue

(Available Fall Semester Only)

Double Degree Students must take the courses indicated **on the bottom lines printed in red**.
Semester Exchange Students may choose any number of core courses or none at all.

Please also note that some courses, which only apply to a Franco-French context, are not open to International Exchange Students and have therefore not been included here.

CORE COURSES

Management Sciences and Techniques Module	
CPTG 13132	FINANCIAL MANAGEMENT <i>GESTION FINANCIÈRE</i>
Language of Instruction:	English
Content:	Part I: Value and Risk A) The notion of present value and its use when making investment decisions B) The value of shares C) Risk, return and the opportunity cost of capital D) Risk and investment decisions Part II : Corporate Financing Solutions A) Debt financing B) The issue of shares C) The structure of capital and the creation of value Part III :Financial Planning and Financing Decisions A) Planning and appraising financing needs B) Strategy and control of financial decisions
Textbook:	Reference reading: Brealey & Myers, principles of corporate finance
Contact Hours:	15
ECTS Credits:	3
Pre-Requisite:	Introductory and intermediate finance courses or a sound knowledge and understanding of basic finance and accounting principles.
DD Required	This course is required for all DD students.

ECOS 13144	EUROPEAN ECONOMICS
Language of Instruction:	English
Content:	The economic aspects of integration in the E.U., including common policies, monetary union, convergence, as well as discussion of the recent economic development of the main member states.
Contact Hours:	25
ECTS Credits:	3
Pre-Requisite:	Minimum one year's study of economics at a university level.
Please note:	This course is on offer only for international exchange students.
DD Required	This course is required for all DD students.

CPTG 13134	CONSOLIDATED ACCOUNTS
Language of Instruction:	English
Content:	<p>Part I : introduction to group accounts and to IAS/IFRS</p> <p>A) The notion of group</p> <p>B) The regulations and legal framework</p> <p>C) The consolidation process and the scope of consolidation</p> <p>Part II : Consolidation methods</p> <p>A) Full consolidation</p> <p>B) Proportional method</p> <p>C) Equity method</p> <p>Part III : Presentation of consolidated accounts</p> <p>A) Goodwill and Badwill</p> <p>B) Restatement of intercompany operations</p> <p>C) Multinational accounting and foreign currency translations</p> <p>D) Segment(al) reporting and financial instruments</p>
Reading List:	Several books, among which <i>Advanced Financial Accounting</i> by Pearl Tan and Peter Lee, MacGraw Hill.
Contact Hours:	25
ECTS Credits:	3
Pre-Requisite:	Information forthcoming. Please check www.epsci.com for all course updates.

FINE 13134	INTERNATIONAL CASH FLOW MANAGEMENT <i>GESTION DE TRESORERIE INTERNATIONALE</i>
Language of Instruction:	French
Objectives:	The course is designed to provide students with a practical understanding of cash flow management. Topics include: interest rate and interest rate risk analysis, foreign exchange and exchange rate risk analysis.
Content:	To enable students to learn the necessary concepts and techniques to enable them to analyse the risk arising from exchange rate fluctuations, and how best to manage the treasury of an international business in an uncertain environment.
Contact Hours:	25
ECTS Credits:	3

Marketing and International Trade Development Module

MKGM 13141	INTERNATIONAL MARKETING <i>MARKETING INTERNATIONAL</i>
Language of Instruction:	English
Objectives:	To give the student an understanding of the effects of internationalisation on the marketing strategies and management of a company.
Content:	Applying the concepts of marketing in an international environment, examining market opportunities in an international environment, and developing appropriate strategies.
Contact Hours:	25
ECTS Credits:	3
DD Required	This course is required for all DD students.

ECOS 13148	AREA STUDIES: LATIN AMERICA, ASIA, NORTH AMERICA <i>MARCHES D'AMERIQUE LATINE, D'ASIE ET D'AMERIQUE DU NORD</i>
Language of Instruction:	French
Objectives:	To enable students to examine the social, economic, and political environment of different world regions and their specificities, with a view to doing better business.
Contact Hours:	25
ECTS Credits:	3
DD Required	This course is required for all DD students.

LPSP 13119	SALES FORCE MANAGEMENT <i>MANAGEMENT DES FORCES DE VENTE</i>
Languages of Instruction:	French or English
Objectives:	<p>The objectives of this international operational marketing and sales force management course is, first of all, to familiarize students with new marketing techniques as well as the different sales force management techniques in international marketing as varied as:</p> <ul style="list-style-type: none"> - Industrial products - Services - Big-box retailing. <p>Students will acquire the concepts and tools in the management, leadership, training and organization of a sales team to be created or reorganized.</p> <p>Once the course is finished and their diploma earned, students will have acquired the expertise to join a sales team in France or abroad by bringing to it real added value. This expertise will enable them to position themselves for a future management track.</p>
Content:	<p>Class no.1: The two main sales strategies.</p> <p>Tutorial no.1: The sales profession and its place in the firm.</p> <p>Class no.2: Assignments and techniques of a Sales Force Manager.</p> <ul style="list-style-type: none"> - History and change in sales forces since the 1990's.

	<ul style="list-style-type: none"> - The sales force as a complex human system, - Determining the number of sales reps and their profile in a sales force. <p>Class no.3: Piloting and management of a sales force</p> <ul style="list-style-type: none"> - The ten principles to motivate the members of a sales team; - New piloting trends: from classic directive management towards a closer relationship (the sales manager as a coach). <p>Tutorial no. 2: Reorganising the sales force of the Zurful-Feller Company.</p> <p>Class no.4: Sales rep. pay packages (or remuneration as a strategic motivational lever):</p> <ul style="list-style-type: none"> - Introduction: Executive pay and corporate logic; - How remunerating sales reps responds to the objectives of "M.A.L.I.N.S.;" - Choice of sales reps' statuses. <p>Tutorial no.3: Valeo Vision</p> <p>Class no.5: Recruitment and integration of a sales rep.:</p> <ul style="list-style-type: none"> - Matching the profile to the sales C.T./M.T./L.T. strategy; - Matching the profile desired by the firm with training and experience; - Matching candidates' competencies, motivation and personalities to the existing sales system; - Criteria for proper integration of a new recruit into the firm. <p>Tutorial no.4: Newman International</p> <ul style="list-style-type: none"> - Group presentation during the tutorial with a written dossier to turn in. <p>Class no.6: Efficient sales rep. coaching "Where and how to improve sales reps.' results ? "</p>
Contact Hours:	25
ECTS Credits:	3
Pre-Requisite:	<p>The French version of this course requires an upper-intermediate level of French minimum.</p> <p>Both courses require prior knowledge in marketing as well.</p>

LPSP 13120	PURCHASING <i>ACHATS</i>
Languages of Instruction:	French or English
Objectives:	To provide students with a basic understanding of the role of purchasing and its challenges and objectives within corporate enterprises.
Content:	Specific examples from industry (chemical, pharmaceutical or cosmetic) will be discussed. Different types of contractual relations with suppliers and the various possible supplier strategies will also be examined—manufacture or purchase, third-party providers, outsourcing, relocation, etc.
Contact Hours:	25
ECTS Credits:	3

Economic and Legal Environment Module

SHSH 13111	HUMAN RESOURCE MANAGEMENT <i>GESTION DES RESSOURCES HUMAINES</i>
Language of Instruction:	French
Objectives:	To examine the nature of Human Resource Management in today's organisation.
Content:	The basic principles of Human Resource Management, recruitment selection, training performance, appraisal reward systems - HRM as a strategic management function - the international dimension in HRM.
Contact Hours:	25
ECTS Credits:	3
DD Required	This course is required for all DD students.

ECOS 13149	EUROPEAN UNION <i>UNION EUROPÉENNE</i>
Language of Instruction:	French for learners of French
Objectives:	An introduction to the history, the institutions, and the policies of the European Union. Particular attention will be paid to the legal aspects of the E.U.
Contact Hours:	25
ECTS Credits:	3
Pre-Requisite:	Minimum intermediate level of French.
Please note:	The professor of this class moderates his language for international students of an intermediate level and who are learning French. Please sign up for this class only if this is your personal situation—no beginning or lower-intermediate level students are allowed.
Please note:	This course is on offer only for international exchange students.
DD Required	This course is required for all DD students.

Entrepreneurial Skills Module	
STME 13110	Entrepreneurship <i>Entrepreneuriat</i>
Language of Instruction:	English
Objectives:	Objectives : The course aims to introduce participants to entrepreneurship as a wealth creation and value adding process, and give them the necessary conceptual and practical background on what is involved in creating a new enterprise. It is oriented toward providing students with the various cultures of entrepreneurial activities (covering fully, but not restricted to, the venture-capital funded start-up).
Content:	Through the various cases and guests, the course also addresses specific themes related to entrepreneurship : <ul style="list-style-type: none"> - Funding of nascent firms - Starting a technology-based company - Social and responsible entrepreneurship - Starting new business within an established firm

	(intrapreneurship)
Contact Hours:	45
ECTS Credits:	6
Special note:	Most or all of this course will take place during the Fall Break.

Fall Semester Exchange Students Only

SHSO 14042	NEGOTIATION SKILLS WORKSHOP SÉMINAIRE DE NÉGOCIATION
Language of Instruction:	English or French
Objectives:	To provide students with basic negotiation skills, using an interactive teaching approach.
Contact Hours:	21, in a 3-day intensive seminar format.
ECTS Credits:	3
Pre-Requisite:	French is available for this course, but due to its specific and sophisticated content, only those students totally fluent in French should enroll in the French version of this course.
Please note:	Course reserved for Fall Semester Exchange Students in Fall 2010. Double Degree and Full year students take this class in Spring Semester 2011 only.
Enrollment Deadline:	June 1, 2010 No late enrollments or changes may be accepted.

International Exchange Student Course Module

ECOS 13143	CIVILISATION FRANÇAISE FRENCH CIVILIZATION
Language of Instruction:	French
Objectives:	Designed for non-French visiting students, this course is an introduction to modern French society, politics, and culture in the broadest sense. 1. Regions of France: cultural specificities, folklore and customs, historical significance and artistic life. Areas studied: West, North and Northeast, Southeast and South, Southwest, Center

	<ol style="list-style-type: none"> 2. The Île de France Region 3. Institutions of the 5th Republic. <i>First assessment.</i> 4. Legal organization and major tribunals. 5. France within Europe and in the world 6. The major artistic movements. <i>Second assessment.</i> 7. Changes in French philosophy. 8. Cinema: spotlight on Cédric Klapisch and given French actors/actresses. 9. Music and the <i>chanson française</i>. <i>Third assessment (presentation).</i> 10. Final exam.
Contact Hours:	25
ECTS Credits:	3
Pre-Requisite:	Minimum upper-intermediate level of French.

ECO 13131	GEOPOLITICS
Language of Instruction:	English
Objectives:	To give students a comprehensive set of concepts helping them to understand the challenges of a globalized world with special focus on European issues (E.U. and Central and Eastern Europe).
Contact Hours:	25
ECTS Credits:	3

MKGF 13144	E-BUSINESS
Language of Instruction:	English
Objectives:	To provide students with a general knowledge of the E-Business sector.
Content:	Overview of the E-Business sector; evolution of the knowledge, problems and business models; glossary and concepts necessary for understanding what website design, maintenance and promotion requires.
Contact Hours:	25
ECTS Credits:	3
Please note:	This course is somewhat different from that on offer in the Spring semester.

Foreign Language Module – International Students Only

LGFR 13132	ADVANCED BUSINESS FRENCH
Language of Instruction:	French
Content:	A course for Advanced level International Students in modern business French.
Contact Hours:	30
ECTS Credits:	3
Pre-Requisite:	Advanced level in French on the written and oral placement tests.

LGFR 13133	INTERMEDIATE BUSINESS FRENCH
Language of Instruction:	French
Objectives:	At intermediate level, this class will give International Students further practice in French grammar. But emphasis will be placed on business topics and business vocabulary in French. DOUBLON!
Content:	While continuing to work on the 4 different language skills (listening-reading-speaking-writing), the students will either learn or revise complex grammatical & syntax issues, with a view to understanding and expressing themselves better and with greater spontaneity. Some business French questions will be covered later on in the year.
Contact Hours:	30
ECTS Credits:	3
Please note:	This level will be divided into two individual classes at upper and lower intermediate levels.

LGFR 13130	TOTAL BEGINNER FRENCH
Language of Instruction:	French
Objectives:	Learn the basic grammar, syntax, conjugations of every day French, including “survival” language .
Content:	This is a general language class—very little business French (if any) will be covered in it due to learners’ level.

Contact Hours:	30
ECTS Credits:	3
Pre-Requisite:	Only rank beginners are allowed in this class. If you have already studied some French, please sign up for one of the intermediate levels of French.
Please note:	Total Beginner level French classes will be offered if a <u>minimum of 10 students</u> are enrolled.

LGAN 13132	ADVANCED BUSINESS ENGLISH
Language of Instruction:	English
Content:	This course is organized and available for international students only—no French students take part in this class. Various aspects of the language of business will be covered, and students will be expected to participate actively orally, as well as to provide various types of business writing examples, as assigned.
Contact Hours:	30
ECTS Credits:	3
Pre-Requisite:	Advanced level of English.

LGES 13150	TOTAL BEGINNER SPANISH
Language of Instruction:	French and Spanish
Objectives:	Learn the basic grammar, syntax, conjugations of every day Spanish, including “survival” language .
Content:	This is a general language class—very little business Spanish (if any) will be covered in it due to learners’ level.
Contact Hours:	30
ECTS Credits:	3
Please note:	French will be used to learn Spanish, meaning that you must already have a good level of French. The course will, however, finish 100% in Spanish.

Other Languages—with French Students	
	ADVANCED GERMAN, ITALIAN, RUSSIAN, SPANISH
Language of Instruction:	Each class is given entirely in the target language by native speaker instructors.
Contact Hours:	15
ECTS Credits:	1
Pre-Requisite:	Minimum advanced level according to the results of a level test given by the ESSEC CRL staff.
Please note:	These classes are primarily reserved for French EPSCI students. International students may sign up for them only if there is sufficient space and if their level corresponds to that of the given course.

	LOWER INTERMEDIATE CHINESE, ITALIAN, RUSSIAN, SPANISH
Language of Instruction:	Each class is given inasmuch as it is possible in the target language by native speaker instructors.
Contact Hours:	15
ECTS Credits:	1
Pre-Requisite:	Courses designed for students who have a minimum 1 year's study in the language concerned. False beginner level is thus acceptable for enrollment in these courses.
Please note:	These classes are primarily reserved for French EPSCI students. International students may sign up for them only if there is sufficient space and if their level corresponds to that of the given course.

☞ Please note that due to timetabling constraints, we cannot guarantee a place for International Students in the language classes which are held with EPSCI French Students.

EPSCI 4th Year Course Catalogue

(Available Spring Semester Only)

- In Spring 2011, Double Degree Students must take **all** 7 core courses (indicated as “**DD Required**” in red), business French language, as well as 9 ECTS in electives for a total of 30 ECTS.

Note concerning electives. Certain elective modules:

- Management Sciences and Techniques
- Marketing and International Trade Development
- Logistics

include courses (indicated in green) which DD students must take if choosing that elective module. Other courses in that module may subsequently be taken.

- Exchange Students may choose any number of courses—in accordance with their home university’s requirements—for a maximum of 30 ECTS.

MANAGEMENT SCIENCES & TECHNIQUES MODULE	
FINM 14033	FINANCIAL MARKETS <i>Marchés Financiers</i>
Language of Instruction:	French or English
Objectives:	To understand the importance of financial markets in the world economy.
Content:	To understand the economics functions of capital markets, how they function, the financial instruments used, and their relationship to the financial needs of business.
Contact Hours:	25
ECTS Credits:	3
Pre-requisite:	DD students must take this course if choosing this and other courses in this module.

FINE 14042	INTERNATIONAL FINANCIAL ENGINEERING <i>Ingénierie Financière Internationale</i>
Language of Instruction:	English
Objectives:	The course deals with financial engineering in M & A and in structured finance projects.
Content:	This course provides basic tools to assess Companies (net business asset, goodwill, Def, etc/) and to optimize financial plans with LBO.

Contact Hours:	25
ECTS Credits:	3
Pre-Requisite:	<ul style="list-style-type: none"> - Enrollment in FINM 14033 Financial Markets (DD students only). - A sound knowledge and understanding of basic finance and accounting principles. The French accounting system will be used. Some course material will be written in French and a glossary in English provided.
Please note:	EPSCI reserves the right to exclude any students who do not have sufficient background knowledge to complete this course successfully.

SIDM 14020	MATHEMATIQUES APPLIQUEES <i>Applied Mathematics</i>
Language of Instruction:	French or English
Objectives:	This course focuses on the mathematical notions necessary to work in finance and more specifically in market finance.
Methodology:	Lectures, case-studies and compulsory readings given by the teacher.
Content:	<p><u>I- NOTIONS OF MATHEMATICS APPLIED TO FINANCIAL ACTIVITIES</u></p> <ol style="list-style-type: none"> 1) Sequences and numerical series (arithmetic progression, geometric progression, properties, including convergence...) 2) Real functions (derivatives and partial derivatives, logarithm, exponential function, integrals) 3) Matrices and matrix calculations 4) Vectors 5) Statistics and probability (expected value, standard deviation, variance, moment, discrete and infinite variables, Bernouilli's principle, Poisson distribution, binomial law, normal distribution, linear regression and coefficient of determination R^2) <p><u>II-EXAMPLES OF APPLICATIONS</u></p> <ol style="list-style-type: none"> 1) Actuarial calculations (interest rate markets, bonds) 2) The pricing of options, Black-Scholes model and Brownian motion 2) Gordon Shapiro model (dividends, PER)

	<p>ASSESSMENT</p> <p>Two individual exams 50% 50%, the continuous assessment grade will stand for 40% of the final grade. One final individual exam of two hours representing 60% of the final grade.</p>
Contact Hours:	25
ECTS Credits:	3
Pre-Requisite:	<ul style="list-style-type: none"> - Enrollment in FINM 14033 Financial Markets (DD students only). - 1 year university mathematics

MARKETING AND INTERNATIONAL TRADE DEVELOPMENT MODULE

ECOS 14045	<p>AREA STUDIES: MIDDLE AND FAR EAST, CENTRAL AND EASTERN EUROPE, ASIA</p> <p><i>APPROCHE MARCHES INTERNATIONAUX : PROCHE ET MOYEN ORIENT, PECO, ASIE</i></p>
Language of Instruction:	French
Content:	To enable students to examine the social, economic, and political environment of different world regions and their specificities, with a view to doing better business.
Contact Hours:	25
ECTS Credits:	3
DD Required	This course is required for all DD students.

SHSO 14041	<p>NEGOTIATION SKILLS WORKSHOP</p> <p><i>SÉMINAIRE DE NÉGOCIATION</i></p>
Language of Instruction:	English or French
Objectives:	To provide students with basic negotiation skills, using an interactive teaching approach.
Contact Hours:	15, in an intensive seminar format.
ECTS Credits:	2
Pre-Requisite:	French is available for this course, but due to its specific and sophisticated content, only those students totally fluent in French should enroll in the French version of this course.

Please note:	This course is open to all students in the Spring semester.
Enrollment Deadline:	December , 2010 No late enrollments or changes may be accepted.
DD Required	This course is required for all DD students.

MKGF 14043	COMMUNICATION POLICY <i>Politique de Communication</i>
Language of Instruction:	English or French
Objectives:	TBA
Contact Hours:	25
ECTS Credits:	3
Pre-requisite:	<ul style="list-style-type: none"> - DD students must take this course if choosing this and other courses in this module. - 1 year university marketing

MKGS 14046	BUSINESS TO BUSINESS AND SERVICES MARKETING <i>Marketing Industriel et Marketing des Services</i>
Language of Instruction:	French or English
Objectives:	To learn specific marketing concepts for services and industrial business.
Content:	<p>The aim of the course is to enable students to acquire and apply specific concepts to companies working together. Students will study how to analyse the market for service industries and industrial companies. They will also learn to draw up a business market plan and various other action plans involving aspects such as:</p> <ul style="list-style-type: none"> • communication • launching new industrial or service products • developing customer loyalty and customer satisfaction • developing appropriate strategies for industrial and service products
Contact Hours:	25
ECTS Credits:	3
Pre-Requisites:	<ul style="list-style-type: none"> - Enrollment in MKGF 14043 Communication Policy (DD students only). - Upper-intermediate level of French minimum - Prior knowledge in marketing.

MKGF 14047	E-MARKETING PRINCIPLES & TECHNIQUES
Language of Instruction:	English
Objectives:	<p>On completion, participants will :</p> <ul style="list-style-type: none"> i) understand the technological elements that drive successful electronic commerce initiatives; ii) be able to participate in the design, development, implementation and assessment of electronic business projects; iii) understand current trends and issues in the electronic marketplace; iv) be prepared for the operational, tactical and strategic management of electronic business projects.
Content:	eBusiness technology, B2C and B2B applications, models and economics; approaches to website design; search engine marketing; electronic marketing; payment; security and trust online; mobile commerce; legal, ethics, and social issues.
Overview:	<p>EBusiness is the ability to exchange information and perform transactions between enterprises, their business partners and consumers using electronic media. The growth in the use of the World Wide Web as a consumer information and transaction media has had a huge impact on the operations and management of most business in the early 21st century. In many cases, the nature and power structure of the entire sector has changed practically overnight. Organizations of all size are being forced to consider the implications of ecommerce for their continued growth and survival. Furthermore, eBusiness has brought new opportunities for organizations to innovate in different industry sectors. Adopting a managerial approach, this module provides students with the knowledge needed to participate in such decisions.</p>
Assessment:	<p>A variety of different assessment methods, both practical and theoretical, will be used in this course. Specifically these will include :</p> <ul style="list-style-type: none"> - A written final exam - A search engine optimisation project : Groups of students are assigned a domain name and asked to achieve two objectives; (1) to optimize its position on Google UK and Altavista UK using a given set of keywords, and (2) to maximize the number

	of unique visitors to their site - An EBusiness strategy report (in class and on the wiki)
Contact Hours:	25
ECTS Credits:	3
Bibliography:	JELASSI Enders, "Strategies for e-Business : Creating Value through Electronic and Mobile Commerce", Prentice Hall, 2008 PAPAZOGLU Ribbers, "e-business : Organizational and Technical foundations", Wiley, 2006
Pre-Requisite:	Enrollment in MKGF 14043 Communication Policy (DD students only).

MKGF 14046	INTERCULTURAL MARKETING
Language of Instruction:	English
Objectives:	To make students aware of intercultural differences that exist between countries and how these differences influence marketing-mix decisions. Socio-cultural environment is the most important and the most difficult environmental dimension of international marketing; special emphasis will be put on religion and values.
Contact Hours:	25
ECTS Credits:	3
Please note:	This course is available only in Spring semester.
Pre-Requisite:	Enrollment in MKGF 14043 Communication Policy (DD students only).

MKGM 14041	INTERNATIONAL MARKETING <i>Marketing International</i>
Language of Instruction:	French or English
Objectives:	To give the student an understanding of the effects of internationalisation on the marketing strategies and management of a company.
Content:	Applying the concepts of marketing in an international environment, examining market opportunities in an international environment, and developing appropriate

	strategies.
Contact Hours:	25
ECTS Credits:	3
Pre-Requisite:	Enrollment in MKGF 14043 Communication Policy (DD students only).

ECONOMIC AND LEGAL ENVIRONMENT MODULE

ECO 14030	MACROECONOMICS AND INTERNATIONAL FINANCE <i>Macroeconomie et Finance Internationale</i>
Language of Instruction:	French
Objectives:	TBA
Contact Hours:	25
ECTS Credits:	3
DD Required	This course is required for all DD students.

ECO 14031	SUSTAINABLE DEVELOPMENT AND SOCIAL RESPONSIBILITY <i>Developpement Durable et Responsabilite Societale</i>
Language of Instruction:	French
Objectives:	TBA
Contact Hours:	15
ECTS Credits:	2
DD Required	This course is required for all DD students.

ECOS 14049	EUROPEAN UNION <i>UNION EUROPÉENNE</i>
Language of Instruction:	French for learners of French (see pre-requisites)
Objectives:	An introduction to the history, the institutions, and the policies of the European Union. Particular attention will be paid to the legal aspects of the E.U.
Contact Hours:	25
ECTS Credits:	3

Pre-Requisite:	<ul style="list-style-type: none"> - Minimum intermediate level of French. - Enrollment in MKGF 14043 Communication Policy (DD students only).
Please note:	The professor of this class moderates his language for international students of an intermediate level and who are learning French. Please sign up for this class only if this is your personal situation—no beginning or lower-intermediate level students are allowed.
Please note:	This course is on offer only for international exchange students.

ECOS 14032	EUROPEAN ECONOMICS
Language of Instruction:	English
Objectives:	The economic aspects of integration in the E.U., including common policies, monetary union, convergence, as well as discussion of the recent economic development of the main member states.
Content:	<p>Session 1. Introduction. European Economy at a glance. Main economic indicators and the global performance of the European Economy. A comparison with the US. Internet resources <i>Datastream</i> and <i>Factiva</i>.</p> <p>Session 2. 1. Theory. The money supply and monetary policy Application: Monetary Policy in the Euro-area. Monetary Policy in the other EU countries. Interest rate rules. 2. Theory. Exchange rate determination. Application: Understanding the euro/dollar fluctuations. Exchange rate policy for Euro-area candidates.</p> <p>Session 3. Theory. The Keynesian paradigm. Application: Fiscal policy in the European Union.</p> <p>Session 4. Theory. Main labour market models. Application: Employment and unemployment in Europe. How do institutions impact on labor market performance ?</p>

	<p>Session 5. Theory. Growth accounting and growth models. Applications: 1. Convergence between EU member countries. 2. Growth perspectives for transition economies that joined the EU.</p> <p>Session 6. Written examination 1 (sessions 1 to 5) – one hour. Theory. The rationale for free trade. Application: Trade Integration in the EU area and beyond. The Common Agricultural Policy</p> <p>Session 7. Industrial organization issues (A). Theory. <ul style="list-style-type: none"> • Production and cost functions. • The logic of competition • Monopoly and market power. Natural monopoly. Application: The EU Antitrust Policy. EU regulation policy in Energy and Telecommunication.</p> <p>Session 8. Industrial organization issues (B) Theory. <ul style="list-style-type: none"> • Oligopoly and duopoly. • Mergers and acquisitions. • Economy of scale vs. market power. Application: The restructuring of the EU industrial base. The banking sector.</p> <p>Session 9. Theory. Elements of public economics Application: Europe and its main social issues. Focus on research and education.</p> <p>Session 10. Written examination 2 (sessions 6 to 9)</p>
Contact Hours:	25
ECTS Credits:	3

Pre-Requisites:	<ul style="list-style-type: none"> - Minimum one year's study of economics at a university level. - Enrollment in MKGF 14043 Communication Policy (DD students only).
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ENTREPRENEURSHIP MODULE

STME 14110	ENTREPRENEURSHIP 2 – BUSINESS PLAN <i>Entrepreneuriat 2 – Business Plan</i>
Language of Instruction:	English
Objectives:	<p>The purpose of this course is to enable students to use the knowledge acquired in specialized courses and their professional skills to produce a business plan.</p> <p>Students who plan to start a new venture a new venture creation will find an environment where they can submit their project to a systematic market investigation and business planning methodology.</p> <p>Students who do not intend to create their business in the short term will acquire business planning skills that are highly sought and appreciated in established firms.</p>
Learning Outcome:	Business plans produced by teams of 3-4 students, acquisition of a business planning methodology, and a better integration of the knowledge acquired in specialized courses.
Contact Hours:	45
ECTS Credits:	6
Please Note:	This course is designed for students who plan to start up a company or who wish to enhance their business planning skills.

STRATEGY MODULE

STMS 14031	INTRODUCTION TO CORPORATE STRATEGY <i>MANAGEMENT STRATÉGIQUE</i>
Language of Instruction:	English or French
Objectives:	The primary objective of the course is to develop skills in strategic analysis, strategy formulation and strategy implementation.

Content:	This capstone course builds on previous work and provides students with the tools for analysing various business situations, defining and implementing appropriate strategies, and doing this in an international environment.
Contact Hours:	25
ECTS Credits:	3
Pre-Requisite:	Strong upper-intermediate to advanced level required in French to participate in the groups in French for this course.
DD Required	This course is required for all DD students.

STMM 14043	ORGANIZATIONAL BEHAVIOR <i>MANAGEMENT DES ORGANISATIONS</i>
Language of Instruction:	English or French
Objectives:	TBA
Content:	TBA
Contact Hours:	25
ECTS Credits:	3
Pre-Requisite:	Strong upper-intermediate to advanced level required in French to participate in the groups in French for this course.
DD Required	This course is required for all DD students.

STMS 14032	INTERNATIONAL BUSINESS STRATEGY SIMULATION <i>JEU DE STRATEGIE INTERNATIONALE</i>
Language of Instruction:	English
Content:	The Global View business simulation provides a direct computer based testing ground for the more theoretical approach normally found in the classroom. The simulation is run in conjunction with the California State University at Chico, and other partner institutions, linked together through internet. Various teams participate from some ten different sites in Europe, North America and Asia.
Contact Hours:	25
ECTS Credits:	2
DD Required	This course is required for all DD students.

LOGISTICS MODULE	
LPSP 14031	SUPPLY CHAIN MANAGEMENT <i>Management de la Supply Chain</i>
Language of Instruction:	French or English
Objectives:	The course deals with the activities involved in the logistics of the firm.
Contact Hours:	25
ECTS Credits:	3

SIDI 14043	MANAGEMENT INFORMATION SYSTEMS <i>Management des Systèmes d'Information</i>
Language of Instruction:	French or English
Objectives:	This course examines the basic framework for management information systems in industrial and commercial organisations. The emphasis is on information systems for transaction processing, including requirements in business functional areas and integrated systems.
Content:	Major topics to be addressed include transaction processing systems, office information systems and human resource management information systems. This course will also address the technological infrastructure for information processing.
Contact Hours:	25
ECTS Credits:	3
Pre-Requisite:	Enrollment in LPSP 14031 Supply Chain Management (DD students only).

SIDI 14044	ERP INFORMATION TECHNOLOGY <i>Informatique (ERP)</i>
Language of Instruction:	English
Objectives:	This course deals with the techniques in and practice of ERP—Enterprise Resource Planning.
Content:	TBA
Contact Hours:	25
ECTS Credits:	3
Pre-Requisite:	Enrollment in LPSP 14031 Supply Chain Management (DD students only).

BUSINESS ENVIRONMENT MODULE

ECOA 14032	GEOPOLITICS
Language of Instruction:	English
Objectives:	To give students a comprehensive set of concepts helping them to understand the challenges of a globalized world with special focus on European issues (E.U. and Central and Eastern Europe).
Contact Hours:	25
ECTS Credits:	3

ECOS 14043	FRENCH CIVILIZATION <i>CIVILISATION FRANÇAISE</i>
Language of Instruction:	French or English
Objectives:	Enable students to find out about French culture from the point of view of its unity and diversity. Little by little, students should grasp the rules of <i>savoir vivre</i> (proper behaviour) and <i>savoir être</i> (knowing how to be one's self) in France, which will enable them to become integrated more quickly into the host society.
Assessment:	Course participation, oral presentations and periodic exams: 40% Final examination: 60%
Content:	1. Regions of France: cultural specificities, folklore and

	<p>customs, historical significance and artistic life. Areas studied: West, North and Northeast, Southeast and South, Southwest, Center</p> <ol style="list-style-type: none"> 2. The Île de France Region 3. Institutions of the 5th Republic. <i>First assessment.</i> 4. Legal organization and major tribunals. 5. France within Europe and in the world 6. The major artistic movements. <i>Second assessment.</i> 7. Changes in French philosophy. 8. Cinema: spotlight on Cédric Klapisch and given French actors/actresses. 9. Music and the <i>chanson française</i>. <i>Third assessment (presentation).</i> 10. Examen final.
<p>Simplified Bibliography:</p>	<p>Textbooks</p> <p>Ross Steele, <i>Civilisation progressive du Français</i>, Clé International</p> <p>Zeldin, Théodore ; <i>Les français</i>, collection poche (available in English or French)</p> <p>Reading</p> <ul style="list-style-type: none"> - Ndiaye Marie, Prix Goncourt 2009 – <u>Trois femmes puissantes</u>, Gallimard, 2009 - Anna Gavalda, <u>Ensemble, c'est tout</u> - Orsenna, Erik, de l'académie française - <u>La Grammaire est une chanson douce</u>, Editions Stock, 2003 - Orsenna. Erik. – <u>Les chevaliers du subjonctif</u>, Editions Stock, Août 2004. - Marc Levy, <u>Si c'était vrai ... , Où es-tu ? , Sept jours pour une éternité</u> - Michel Tournier : <u>La goutte d'or, Vendredi ou les limbes du Pacifique</u> - De Ligny, C. & Rousselot, M., <u>La littérature française, repères pratiques</u>, Editions Nathan, avril 2002. - Lacassin, Francis – <u>Si les fées m'étaient contées, 140 contes de fées de Charles Perrault à Jean Cocteau</u>, Editions Omnibus, mars 2003 - Seignolle, Claude – <u>Contes, récits et légendes des pays de France</u>, Editions Omnibus, mars 1997 - Cossem, Michel – <u>Contes traditionnels des Pyrénées</u>, Editions Milan, Tomes 1 et 2 , 2003. - Prévert, Jacques – <u>Paroles</u>, Editions Folio - Brassens, Georges, <u>Poèmes et chansons</u>, Editions Point Virgule

	<ul style="list-style-type: none"> - Brel, Jacques, Poèmes et chansons, Editions Folio - Bjork, Christina & Anderson, Lena, Le jardin de Monet, Editions Casterman - Magazine de langue et civilisation <i>Bien dire</i> - Capelle, Guy & Gidon, Noëlle, Méthode de français avec vidéo intégrée, <i>Reflets 2, 3</i> - - Vagabondages 1 & 2 avec vidéo intégrée <p>Multimedia</p> <ul style="list-style-type: none"> - DVD: <i>L'allée du Roi</i> (Life of Louis XIV in Versailles) - DVD: <i>Les choristes</i> (changes in education) - DVD: <i>Vipère au poing</i> (adaptation of the novel by Hervé Bazin) - Voicebook: Set of CD Roms to cover in the multimedia centre covering different themes of French civilization. <p>Website www.bonjourdefrance.com (intermediate and advanced comprehension)</p>
Contact Hours:	25
ECTS Credits:	3

FOREIGN LANGUAGE MODULE

DD Required

A course in French as a foreign language (either upper-intermediate or advanced level) is required for all DD students.

LGFR 14232	ADVANCED BUSINESS FRENCH
Language of Instruction:	French
Content:	A course for Advanced level International Students in modern business French.
Contact Hours:	30
ECTS Credits:	3
Pre-Requisite:	Advanced level in French on the written and oral placement tests.

LGFR 14233	INTERMEDIATE BUSINESS FRENCH
Language of Instruction:	French
Content:	At intermediate level, this class will give International Students further practice in French grammar. Emphasis will be placed on business topics and business vocabulary in French.
Contact Hours:	30
ECTS Credits:	3
Please note:	This level will be divided into two individual classes at upper and lower intermediate levels.

LGFR 13130	TOTAL BEGINNER FRENCH
Language of Instruction:	French
Objectives:	Learn the basic grammar, syntax, conjugations of every day French, including "survival" language .
Content:	This is a general language class—very little business French (if any) will be covered in it due to learners' level.
Contact Hours:	30
ECTS Credits:	3
Pre-Requisite:	Only rank beginners are allowed in this class. If you have already studied some French, please sign up for one of the intermediate levels of French.
Please note:	Total Beginner level French classes will be offered if a <u>minimum of 10 students</u> are enrolled.

LGAN 13132	ADVANCED BUSINESS ENGLISH
Language of Instruction:	English
Objectives:	<p>The goals and objectives of this class are to improve communication skills in the four major areas of competence (reading, writing, speaking and listening) and to use the resources of the students' various backgrounds to create an enriching cross-cultural experience.</p> <p>The course will concentrate on five main areas.</p> <ol style="list-style-type: none"> 1. Discussion and analysis of current business, social and issues. 2. Improvement of public speaking skills. 3. Cross-cultural analysis. 4. Vocabulary building 5. Case-Study analysis
Content:	<ol style="list-style-type: none"> 1. Introductions and the world economy today 2. The economic crisis and financial reform 3. The food industry 4. Advertising 5. The world of low-cost 6. Mid-term exam 7. The media business and the challenges of the internet 8. Equality in the workplace 9. The travel industry 10. Sustainable development
Methods:	<ol style="list-style-type: none"> 1. Short case studies 2. Readings of press articles 3. Documentary videos 4. Student presentations 5. Role-plays and group discussion 6. Vocabulary exercises 7. Grammar review when necessary 8. Essay writing
Assessment:	<p>Final Exam: 60%</p> <p>Continuous Assessment: 40%</p>
Contact Hours:	30
ECTS Credits:	3

LGES 15200	LOWER INTERMEDIATE SPANISH
Language of Instruction:	French and Spanish
Objectives:	Learn the basic grammar, syntax, conjugations of every day Spanish, including "survival" language .
Content:	This class is the continuation of the beginner level class held in Fall Semester 2008. Spring Semester students may only be enrolled if space is available.
Contact Hours:	30
ECTS Credits:	3
Please note:	French will be used to learn Spanish, meaning that you must already have a good level of French. The course will, however, finish 100% in Spanish.

	ADVANCED GERMAN, ITALIAN, RUSSIAN, SPANISH
Language of Instruction:	Each class is given entirely in the target language by native speaker instructors.
Contact Hours:	30
ECTS Credits:	3
Pre-Requisite:	Minimum advanced level according to the results of a level test given by the ESSEC CRL staff.
Please note:	These classes are primarily reserved for French EPSCI students. International students may sign up for them only if there is sufficient space and if their level corresponds to that of the given course.

	LOWER INTERMEDIATE CHINESE, ITALIAN, RUSSIAN, SPANISH
Language of Instruction:	Each class is given inasmuch as it is possible in the target language by native speaker instructors.
Contact Hours:	30
ECTS Credits:	3
Pre-Requisite:	Courses designed for students who have a minimum 1 year's study in the language concerned. False beginner level is thus acceptable for enrollment in these courses.
Please note:	These classes are primarily reserved for French EPSCI students. International students may sign up for them only if there is sufficient space and if their level corresponds to that of the given course.

Third Year, First Semester (Semester 5) <i>Corresponds to September Semester for Exchange Students</i>			
Management Sciences and Techniques			
	Language of Instruction	Hours / Student	ECTS / Subject
• Financial Management	EN	15	3
• Consolidated Accounts	EN	25	3
• International Cash Flow Management	FR	25	3
Marketing and International Trade Development			
• International Marketing	EN	25	3
• Approach to International Markets: Latin America, Asia, North America	FR	25	3
• Sales Force Management	FR/EN	25	3
• Purchasing Management	FR/EN	25	3
Economic and Legal Environment			
• Human Resource Management	FR	25	3
Personal Development and Entrepreneurial Skills			
• Entrepreneurship	EN	45	6
Courses for International Exchange Students			
• European Union	FR for learners	25	3
• European Economics	EN	25	3
• Geopolitics	EN	25	3
• French Civilization	FR	25	3
Foreign Languages (DD students must choose French + 1 other language)			
• French (language)	FR	30	3
• Advanced Business English	EN	30	3
• Beginning Spanish	ES	30	3

Fourth Year, Second Semester (Semester 8) <i>Corresponds to February Semester for Exchange Students</i>			
Management Sciences and Techniques Module [3]			
	Language of Instruction	Hours / Student	ECTS / Subject
• Financial Markets	FR/EN	25	3
• Financial Engineering	EN	25	3
• Applied Mathematics	FR/EN	25	3
Marketing and International Trade Development Module			
• Negotiation Skills Workshop	FR/EN	15	2
• Approach to International Markets: Middle and Far East, Central and Eastern Europe, Southeast Asia	FR	25	3
• Communication Policy	FR/EN	25	3
• B2B and Services Marketing	FR/EN	25	3
• E-Marketing	EN	25	3
• Intercultural Marketing	EN	25	3
• International Marketing	FR	25	3
Economic and Legal Environment Module			
• Macroeconomics and International Finance	FR	25	3
• Sustainable Development and Societal Responsibility Workshop	FR	25	2
• European Union	FR	25	3
• European Economics	EN	25	3
Personal Development and Entrepreneurial Skills Module			
• Entrepreneurship 2	EN	25	6
Strategy Module			
• Strategic Management	FR/EN	25	3
• Organizational Behavior	FR/EN	25	3
• International Trade Simulation--Global View	EN	25	2
Logistics Module			
• Supply Chain Management	FR/EN	25	3
• Information Systems Management	FR/EN	25	3
• E.R.P.	EN	25	3
Business Environment Module			
• Geopolitics	EN	25	3
• French Civilization	FR/EN	25	3

Foreign Languages			
• Business French (language) (DD required)	FR	30	3
• French (beginner level)	FR	30	3
• Advanced Business English	EN	30	3
• False Beginner Spanish	ES	30	3

[3] In each module, students choose up to 2 courses.

[4] Students who did not take this module in Semester 5 may take it this semester.