

Université Catholique de l'Ouest

Faculté de Droit, Economie et Gestion

Catalogue de cours



Licence GIEE

**Bachelor degree in International Management,
Economics and Business Ethics**

Année académique 2022-2023
Campus d'Angers

LICENCE GIEE - BACHELOR DEGREE IN INTERNATIONAL MANAGEMENT, ECONOMICS AND BUSINESS ETHICS (english)

FIRST YEAR PROGRAMME

SEMESTER 1

EU1.1 - Languages - 76 hours - 6 ECTS

- LFL1 English **D-LGIEE-S1-1** - 36 hours - 4 ECTS
- LFL2: FLE (French for non-French-speaking students) **D-LGIEE-S1-17**- 20 hours and 2 credits
- Preparation for the International Certification in English (Cambridge **D-LGIEE-S1-13** or TOEFL **D-LGIEE-S1-14**)
- LFL3 (cf. LFL2). Optional (not included in the final report)

EU2.1 – Anglo-saxon accounting D-LGIEE-S1-3 – 48 hours – 6 ECTS

The aim of this course is to provide students with the core notions of financial accounting.

- Evolution of accounting
- Annual accounts: balance sheet, income statement, appendices
- Accounting principles
- Accounting organizational structure
- Customer cycle – sales
- Supplier cycle – purchases
- VAT
- Taxes
- Staff costs
- Liquidities
- Fixed assets
- Stock
- Inventory operations

EU3.1 Introduction to economic analysis D-LGIEE-S1-5 – 30 hours – 3 ECTS

- Fundamental concepts
- The law of diminishing marginal utility
- Supply, demand, arbitrage

- Production
- Exchange and division of labor
- Money and monetary prices
- The origin and nature of interest rates

EU3.1 History of economic thought D-LGIEE-S1-7 – 20 hours – 2 ECTS

- The historical framework of economic activity
- From Antiquity to Adam Smith
- The synthesis of the Middle Ages: scholasticism
- Mercantilism: rebirth of the State and the Political Economy
- Adam Smith and the Scottish School
- Locke, Hobbes, Hume
- Economic thought in the 19th century: the development of liberal thought and its reactions (the English school and the French school/ French and German socialism)
- Economic Thinking in the 20th Century

EU3.1 Mathematics for economics and management D-LGIEE-S1-10 – 36 hours – 4 ECTS

This EU aims to provide the student with basic knowledge in linear algebra and function analysis up to integral calculus. The applications are oriented towards economics and management.

- Introduction to the use of Excel in mathematics
- Affine functions
- Linear algebra: vector spaces in R^n ; elementary matrix calculation; matrix inversion invertible matrix; linear systems; diagonalization
- Functions: continuity / limits
- Derivatives; primitives
- Logarithmic and exponential functions
- Trigonometric functions
- Integral calculation: primitives and integrals; practical calculation; integration by parts; change of variables; average value; series and volumes; integrals over open and bounded intervals.

EU4.1 Ethics D-LGIEE-S1-9 – 24 hours – 2 ECTS

This course is an introduction to various theories of ethics complemented by an introduction to psychology (moral cognitive development). Students will carry out exercises and case studies as well as a group project for which they

will analyze a cinematographic work, addressing an ethical question, preferably concerning the ethics of business, or relating to questions of human dignity. The main concepts observed during the course are the following:

- Introduction to Ethics
- Development and moral identity
- Ethics of virtues
- Christian morality
- Ethics & utilitarianism: the paradigm shift
- Liberalism and ethics, the social contract

The philosophers studied during the course: Platon, Aristotle, Confucius, Augustin, St Thomas, J. Locke, D. Hume, I. Kant, J. Bentham, J.S. Mill, J. Rawls, C.S. Lewis, L. Kohlberg.

EU4.1 Research methodology D-LGIEE-S1-11 – 12 hours – 1 ECTS

The purpose of the course is to introduce to students the fundamentals of academic work, such as taking notes, making a synthesis note, producing a text commentary, writing an analysis and or a thorough and logical synthesis of documents (texts, graphics), making bibliographical searches (knowing how to select works, articles and sites, order them, quote them, reference them and avoid plagiarism) in the context of a personal or group project. The course is also teaching various methods of solving a practical case (management or ethics), preparing and succeeding its oral presentation in foreign language, preparing and succeeding a defense and giving oneself the means to carry out an effective work (develop own learning strategies, time and stress management, improve concentration).

EU5.1 – Principles of management and CSR D-LGIEE-S1-12 – 48 hours – 6 ECTS

The objective of this course is to introduce to students the basics of management, to show that ideas on management apply to most areas of human activity, not just to commercial enterprises, and to make the topic attractive to students with various backgrounds and diverse career intentions. The course is designed to teach students the fundamentals of management as they are practiced today.

- Managing in Organizations

- Models of Management
- Organization Cultures and Contexts
- Managing Internationally
- Corporate Responsibility.

SEMESTER 2

EU1.2 – Languages – 76 hours – 6 ECTS

- LFL1 English **D-LGIEE-S2-1** - 36 hours - 4 ECTS
- LFL2: FLE (French for non-French-speaking students) **D-LGIEE-S2-14**- 20 hours and 2 credits
- Preparation for the International Certification in English (Cambridge **D-LGIEE-S2-4** or TOEFL **D-LGIEE-S2-3**).
- LFL3 (cf. LFL2). Optional (not included in the final report)

EU2.2 – Introduction to French culture and civilization D-LGIEE-S2-5 – 48 hours – 6 ECTS

The target of the course is to acquire a profound and trans-disciplinary knowledge of French history, society, economy.

- Placing France and French culture on the global scene
- France as a political unit (history)
- Geographic and administrative segmentation
- French culture
- French “systems”
- France at a crossroad

EU3.2 Principles of Microeconomics D-LGIEE-S2-5 – 40 hours – 5 ECTS

This course conveys the main tools of standard microeconomic analysis in consumption theory, production theory, partial and general equilibrium analysis. The course consists of three parts:

1. Consumption theory:
 - Consumers and optimizing behaviour based on subjective preferences
 - Optimal consumption bundles based on budget constraints and utility functions
 - The law of demand
 - Individual demand and market demand
2. Production theory:
 - Technology and production functions
 - Cost minimization and profit maximization
 - Supply in a competitive market
 - Supply in a monopolistic market

3. Market analysis:
 - Partial and general equilibrium
 - Consumer and producer surplus in a competitive and monopolistic market
 - Deadweight loss from monopoly and interventions into the market

EU3.2 Statistics for economics and management D-LGIEE-S2-7 – 36 hours – 4 ECTS

The goal of this course is to introduce to students the essential methods and concepts of descriptive statistics. Students will learn how to collect, summarize, analyze, and interpret data using graphical and numerical methods. This course covers descriptive statistics, simple linear regression, probability, time series analysis and random variables.

- Data: Categorical and Quantitative Data, Cross-Sectional and Time Series Data.
- Descriptive Statistics: Tabular and Graphical Presentations.
- Measures of Location: Mean, Median, Mode and Quartiles.
- Measures of Variability: Range, Interquartile Range, Variance and Standard Deviation.
- z-Scores and Chebyshev's Theorem.
- Five-Number Summary and Box Plot.
- Measures of Association Between Two Variables: Covariance and Correlation Coefficient.
- Probabilities: Combinations and Permutations.
- Events and Their Probabilities.
- Conditional Probability and Independent Events.
- Bayes Theorem.
- Discrete Probability Distributions.
- Binomial, Poisson, and Hypergeometric Probability Distributions.
- Continuous Probability Distributions.
- Uniform, Normal and Exponential Probability Distributions.
- Introduction to time series analysis.

EU4.2 Logic D-LGIEE-S2-8 – 18 hours – 2 ECTS

- Introduction
- Avoiding the Question

- Making Assumptions
- Statistical Fallacies
- Propaganda

EU4.2 Social doctrine of the church: intercultural approach D-LGIEE-S2-9 – 18 hours –

2 ECTS

The course presents the Catholic Social Teaching (CST): its biblical foundations as well as the encyclicals from Rerum Novarum (Leo XIII) to Laudato Si (Francis). CST principles and themes are discussed, including aspects of business, politics, and economy. Many excerpts from documents as well as scientific articles will be analyzed. The aim is to link theoretical principles to managerial practices and interculturality in a concrete way. Interventions by company professionals involved in this process may be organized. The key chapters cover:

- History and authority of Catholic social doctrine;
- Rights and responsibilities;
- CST themes and principles;
- CST in the world of enterprise and enterprise (in particular anthropology of work, wages and working conditions);
- The vocation of the entrepreneur, the executive, and the Christian entrepreneur.

EU5.2 – Foundations of law D-LGIEE-S2-11 – 20 hours – 2 ECTS

Law and sources of Law:

- What is law?
- The sources of law. Natural law and positive law
- The foundations of the French and Anglo-Saxon legal systems: civil code versus common law

The internal classification of Law

- Public law
- Private law
- Criminal law

Law enforcement, conflicts of law

- Law enforcement in space
- Enforcement over time

EU5.2 – Digital transformation and sustainability D-LGIEE-S2-12 – 18 hours – 2 ECTS

The course introduces the problematics of omnipresent digitalization, its impact on business and people's lives. How technologies transform industries? How new business models built on digital technologies might have a positive impact on sustainability? What are the best practices of applying technologies to reducing the footprint in production, etc. The overview of the current state of digital transformation within various industries appeals to reflections about the future of technologies and related economic development. The following topics are covered within the course:

- Introduction. Digital transformation: is it omnipresent, can any business avoid it?
- Technological disruption and its implications for economies, politics, and daily life of common people;
- Information Wars;
- Data analysis to Artificial Intelligence, data driven management;
- Sustainable business models and digital transformation.

EU5.2 – Professionalization D-LGIEE-S2-13 – 12 hours - 1 ECTS

This course enables students to develop their professional and personal project and to discover the enterprises' daily functioning and structure.

- Jobs and internships.
- CV and motivation letter.
- "Jobs Fair".
- Interviews, candidates' selection, job offers.
- Rules and ethics of business behavior.

SECOND YEAR PROGRAMME

SEMESTER 3

EU1.3 – Languages – 64 hours – 4 ECTS

Two languages are suggested in the programme: English and one other living foreign language (LFL).

- LFL 1: English **D-LGIEE-S3-1** - 36 hours - 4 ECTS

EU2.3 – Financial analysis D-LGIEE-S3-4 – 52 hours – 6 ECTS.



Pre-requisit : Local GAAP Accounting, having done at least 50 hours.

The objective of this course is to give a solid background of Corporate Finance in terms of theory and techniques (with French and UK/US approaches) enabling students to perform standard techniques used in companies and financial institution. Interested students can follow up by joining master's in finance (in France and abroad).

Fundamentals of Corporate Finance are covered, enabling students to identify where to dig deeper depending on their area of interests (towards company, bank, insurance, financial markets or even financial investments).

Key chapters cover the following topics:

- Financial statement analysis,
- Financial decision making,
- Time value of money,
- Investment decision rules,
- Fundamentals of capital and investment budgeting.

EU3.3 Principles of Macroeconomics D-LGIEE-S3-5 – 40 hours – 5 ECTS

The aim of the course is twofold. It conveys:

1. *the fundamentals of macroeconomic development in the long-term (classical) perspective;*
2. *the fundamentals of short-term macroeconomic fluctuations from a Keynesian perspective as well as alternative points of view.*

The first part is structured as follows:

- Introduction to Macroeconomics
- Measuring a Nation's Income and the Cost of Living
- Production and Growth
- Saving, Investment and Financial Institutions
- Unemployment
- The Monetary System
- Money Growth and Inflation

The second part is structured as follows:

- Introduction to Keynesian Economics: the circular flow model
- The Keynesian Multiplier
- The IS-LM Model
- The Business cycles and policy responses within the IS-LM framework
- Unintended consequences of policy responses
- Monetary policy as a potential cause of business cycles from a Monetarist and Austrian perspective

EU3.3 Entrepreneurship and the Economic theory of the firm D-LGIEE-S3-6 – 18 hours – 2 ECTS

This course analyzes the role of the entrepreneur in economic theory.

- Historical foundations of the theory of the entrepreneurship (Cantillon, Say, Menger)
- Entrepreneur as a fundamental player in economic development (Schumpeter)
- Uncertainty and risk at Knight
- Mises' theory of entrepreneur
- Theory of the firm (Coase)
- Theory of discovery of entrepreneurial opportunities (Kirzner)
- Entrepreneurial judgment (Klein)

The authors studied are Menger, Schumpeter, Mises, Knight, Rothbard, Kirzner, Coase, Klein, Foss...

EU3.3 Mathematics for economics and management 2 D-LGIEE-S3-7 – 36 hours – 4 ECTS

This course aims to deepen the knowledge of the student in mathematics, especially the study of functions of several variables, optimization, and Matrices. Also, it introduces inferential statistics, how to draw conclusions from data and how to estimate parameters of a population using sampling and confidence intervals.

Functions of several variables:

- Partial derivative of a function of several variables.
- Unconstrained optimisation.
- Constrained optimisation.
- Lagrange multipliers.

Matrices:

- Basic matrix operations.
- Matrix inversion.
- Determinant of a matrix.
- Linear systems.
- Cramer's rule.

Inferential statistics:

- Student and chi-squared distributions.
- Sampling distribution.
- Point estimation.
- Central limit theorem.
- Estimation using confidence interval.

Hypothesis tests.

EU4.3 – Business law D-LGIEE-S3-11- 20 hours – 2 ECTS

- Law of Contracts
- Tort law
- Case law on contracts and commercial disputes in Anglo-Saxon business law

EU4.3 – Career development D-LGIEE-S3-9 – 18 hours – 2 ECTS

The aim of this course is to help students build and formalize their professional project. This course includes individual support for students in their search for an internship.

EU4.3 – Inter-disciplinary courses – 18 hours – 2 ECTS

Students choose one of the many transversal courses offered by the UCO.

EU5.3 – Principles of marketing D-LGIEE-S3-10 – 30 hours – 3 ECTS

This course provides students with an overview of the marketing function with an emphasis on creating value through marketing, consumer behavior, pricing strategies, marketing channels, and various methods of mix marketing.

- An overview of marketing history and theory
- The marketing environment
- Consumer behavior
- Organizational buyer behavior
- Market segmentation, targeting and positioning
- Customer relationship marketing (CRM)
- Branding and product development
- Product innovation and the life-cycle approach.
- Promotion
- Pricing
- Distribution

SEMESTER 4

EU1.4 – Languages – 60 hours – 4 ECTS

LFL1 English **D-LGIEE-S4-3** - 20 hours - 2 ECTS - English Tutorial Class.

FL2: FLE **D-LEGEE-S4-3-5** (French for non-French-speaking students) - 20 hours and 2 ECTS

EU2.4 – Management accounting **D-LGIEE-S4-4** – 48 hours – 6 ECTS



Pre-requisit : Financial Analysis class of Semester 3 or equivalent of at least 50 hours of Corporate Finance.

The aim of this course is to provide students with a solid theoretical background on the fundamental notions concerning management control and its impact on the life and development of companies with multiple analyses of concrete cases.

- The role of the management controller within the organisation
- Introduction to basic terms and concepts
- The management control system in Job-costing
- The management control system in Process Costing
- Cost Allocation
- Inventory valuation methods
- Activity-based costing (ABC) approach

EU3.4 – Monetary and financial economics: a Christian approach **D-LGIEE-S4-5** – 18 hours – 2 ECTS

The course presents the main monetary mechanisms, and highlights their implications from the Christian and ethical point of view. We will first analyze the general characteristics of economic goods that serve as currencies. Then we study in some detail the monetary exchanges, respectively the monetary prices, which will lead us to consider the causes of inflation and deflation. Next, we will examine the state's interventions as to their motivations, techniques, and consequences. We will conclude with an analysis of the impact of monetary creation on overall production and economic culture. In the practical part, we will study the thought of the early Christian theorists of money (Nicolas Oresme, St Thomas, Juan de Mariana) and other classical texts of monetary theory.

- The nature of money
- Monetary exchanges
- Mechanisms of inflation and deflation
- State intervention and monetary creation: techniques, motivations and consequences
- Monetary creation and ethical problems

EU3.4 – International economics D-LGIEE-S4-6 – 36 hours – 4 ECTS

The aim of the course is to cover the fundamentals of the theories and empirics of international trade. It provides an overview of the reasons why trade exists at all, why one can expect the flow of trade to conform to certain patterns and how the allocation of productive resources in each country is correspondingly affected, as well as the effects of legal obstacles to trade and their origins. Students should then be able to understand the age-old free trade vs protectionism controversy and its present significance, and what is at stake in the development of international institutions. It is structured as follows:

- Introduction to the World Economy
- International Institutions since WWII
- Comparative Advantages and the Gains from Trade
- More Reasons to Trade
- Tariffs and Quotas
- Commercial Policy
- Labor and Environmental Standards

EU4.4 – Corporate law D-LGIEE-S4-8 – 20 hours – 2 ECTS

This course covers the principles and fundamentals of Corporate Law.

- Company Law
- Legal Method and Legal Reasoning
- Corporate Governance
- Law and Finance, Project Finance
- Competition Law
- Corporate Reconstruction
- Comparative Public Law

- Bankruptcy Law

EU4.4 – European business law D-LGIEE-S4-9 – 36 hours – 4 ECTS

- General Principles of European Business Law
- Organization of the European Business Court
- The European judicial procedure
- The European contract law
- The European jurisprudence on commercial contracts and disputes

EU5.4 – Market Research and Analysis D-LGIEE-S4-10 – 24 hours – 2 ECTS

The course provides students from diverse academic backgrounds with fundamentals skills in collecting and analyzing data for making optimal business decisions.

By the end of this course, students will be able to:

- Plan market research design through a clear step-by-step process
- Define a clear and answerable research question
- Formulate a questionnaire and collect quantitative data through convenience and/or snowball sampling
- Shape a clear interview guide
- Conduct a focus group and a semi-directive interview
- Conduct a correlation analysis and a simple linear regression and interpret the results

EU5.4 – Digital Project Management D-LGIEE-S4-11 – 18 hours – 2 ECTS

The course is divided into 2 main parts: the first one introduces the basics of project management methods widely used within digital organizations and digital projects, like agile and scrum. Within the second part of the course, the students will choose the digital project applied to a real need of a real business. The final project should present the project plan and the budget of digital optimization developed to resolve a real business problem.

EU6.4 – Fundamental anthropology D-LGIEE-S4-12 – 18 hours – 2 ECTS

After defining the concept of anthropology, the class will explore the history of the discipline and its spectrum. After a short review of the basics of Christian theology, we will discover the Christian anthropology and its implications in the political, social and economic fields. The issues of freedom and responsibility, the definition of human rights will be investigated from the standpoint of CST. The class will browse through various other anthropological theories in a historical perspective from antiquity (Plato and Aristotle), via the Middle Ages (Aquinas)

and through Enlightenment philosophers (Rousseau, La Mettrie, Holbach) as well as Kant and Hume, and more contemporary thinkers (Churchland and Singer). Finally, themes such as transhumanism and other life and human dignity issues may be tackled.

- What is anthropology?
- History of anthropology
- The Human Nature in Antiquity
- The Christian anthropology: an integral ecology
- The mechanical vision of Man
- Life issues and human dignity
- The individual person and society - Transhumanism

EU6.4 – Interdisciplinary courses – 20 hours – 2 ECTS

Students choose one of many transversal courses offered by the UCO.

THIRD YEAR PROGRAMME

SEMESTER 5

EU1.5 – Languages – 56 hours – 6 ECTS

- LFL1 Business English **D-LGIEE-S5-1** - 36 hours – 4 ECTS (Lectures – 24 hours ; Practice – 12 hours)
- LFL2: German, Spanish, Arabic, Russian, Chinese, Japanese, Hungarian, Dutch, Portuguese, FLE (French for non-French-speaking students) - 20 hours and 2 ECTS (students registered in L2 must have already studied this language during high school).
- LFL3 (cf. LFL2). Optional (not included in the final report)

EU2.5 – Management of operations and supply chain D-LGIEE-S5-2 – 48 hours – 6 ECTS

The objective of this course is to give an initial knowledge in terms of theory and techniques enabling students to perform standard techniques used in all departments and, eventually, to strengthen this introduction into real expertise by joining master's in Supply Chain, Purchasing or Logistics (in France and abroad). Key chapters cover:

- Operations and Supply Chains strategies,
- Process choice and layout in Manufacturing,
- Business process,
- Quality Management,
- Capacity Management,
- Purchasing/Supply Management,
- Logistics,
- Inventory management.

EU3.5 – International business environment D-LGIEE-S5-3 – 36 hours – 4 ECTS

The aim of the course is to explore, taking a multidisciplinary approach, the various dimensions of the phenomenon known as "globalization", as it affects international business management. The course provides an empirical overview of recent world economic integration while puts special emphasis on the remaining national differences that international business managers need to be familiar with. Insights from economists, sociologists, lawyers, political philosophers and ethicists are mobilized to assess the significance for businesses

of national differences in economic development, cultures, religions, ethical views and their relationships. In addition, it introduces basic notions belonging to the international financial field, in complement to the analysis of international trade they have been exposed to during the 1st semester International Economics class. The course is structured as follows:

- Overview of Globalization
- National Differences in Economic, Legal and Political Systems
- National Differences in Economic Development
- Differences in Culture
- Ethical Dilemmas for International Businesses
- The Foreign Exchange Market
- The International Monetary System

EU3.5 – Anglo-saxon business law D-LGIEE-S5-10 – 36 hours – 4 ECTS

- The foundations of Anglo-Saxon legal systems: Common Law
- The organization of Anglo-Saxon commercial courts
- Contract law
- Tort law
- Case law on contracts and commercial disputes in Anglo-Saxon business law

EU4.5 – Game theory for business D-LGIEE-S5-4 – 18 hours – 2 ECTS

- General Introduction to the Module: Concepts and Typology
- Strategy and structural analysis
- Market analysis and game theory: the price structure
- Competition as the prisoner's dilemma
- Maximin's Strategy

EU4.5 – Entrepreneurship, leadership and decision-making D-LGIEE-S5-11 – 18 hours – 2 ECTS

- The changing business world and the failure of the traditional management.
- Management models: Principles of coordination and decision making, motivation and objective setting.
- The company of the future: changing the nature of work.
- From idea to project. Project based approach.
- Moneyball. The nature of entrepreneurship.
- Case study and Peer-to-peer evaluation.

EU4.5 – Business and commercial planning D-LGIEE-S5-6 – 18 hours – 2 ECTS

This course aims to provide students with tools and frameworks to develop an efficient business plan for an entrepreneurial project. After completing this course, students will be able:

- To understand how to build the business plan
- To report on the economic viability of the project
- To define a marketing and overall budgets
- To present their project in a written form and orally to future partners and collaborators.

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EU5.5 – Business ethics and CSR D-LGIEE-S5-7 – 36 hours – 4 ECTS

The course presents the fundamentals of business ethics and corporate social responsibility (the main theories). The course also allows you to discover the tools for making ethical decisions (methods and analytical tools): The aim of the course is to prepare students to make practical use of these tools to support ethical decision-making through case studies of cultures and sectors. It prepares for the course of deepening (Ethic of virtues).

- Main ethical theories
- Case study principles, ethical analysis
- CSR
- Ethics and strategy
- Marketing ethics
- Environmental ethics
- Financial ethics
- Employers and employees

SEMESTER 6

EU1.6 Internship report and defense D-LGIEE-S6-2 – 40 hours – 5 ECTS

This course offers to students individual support in writing of the internship report. The report is completed by an oral presentation before a jury composed of practitioners and Faculty.

EU2.6 – European integration and sustainable growth D-LGIEE-S6-3 – 24 hours – 2 ECTS

- European integration: history and institutions
- Economics of preferential trade liberalization
- Growth effects of economic integration
- Competition, trade and the common agricultural policies
- European monetary integration and fiscal policy convergence
- Sustainable growth: ambivalence of European integration

EU2.6 – Ethics of virtue D-LGIEE-S6-4 – 18 hours – 2 ECTS

This course is a general introduction to the ethics of virtue. Its objective is twofold: to familiarize students with the main texts dealing with the ethics of the virtues in the scholastic tradition and to stimulate personal reflection on the virtues in Christian leadership.

The course begins with the study of chapters of Ethics in Nicomachus (Aristotle), short extracts from the Confessions (Saint Augustine) and the Summa Theologica (Saint Thomas). It continues with the discussion of modern philosophers, mainly Anglo-Saxons, GEM Anscombe, A. McIntyre, Ph. Foot, J. Annas, and R. Hursthouse.

In order to stimulate the process of personal reflection and to develop a vision of one's own role as a manager or entrepreneur in the service of the common good, a detailed study of vices and virtues will follow (based on the excellent book by A. Young DeKondyke and the Fathers of the Church). The course concludes with case studies illustrating the relationships between Catholic social doctrine, business ethics and the ethics of virtue.

- Aristotle: the search for happiness
- Vices and virtues: Christian ethical tradition
- Renewal of the ethics of virtues in the Anglo-Saxon world in the XX-XXI centuries
- Ethics of Virtues and Leadership (Corporate)
- Business Ethics: Virtue and Catholic Social Doctrine: Case Studies

EU3.6 – Financial Markets and Institutions D-LGIEE-S6-5 – 36 hours – 4 ECTS

This module introduces various types of financial institutions and their role in society including banks, insurance companies and investment management firms. It provides an overview of the major financial markets (money market, capital market and derivative market) and products (stocks, bonds, money market instruments), and how they are related to each other and to financial institutions.

- Introduction: presentation of the different institutions (markets, banks, asset managers etc.), some statistics
- Capital Market: Stock and Bond Market, pricing (and elements of micro-structure), valuation, risk measurement and profile.
- Money Market: Risk, valuation, the role of the interbank market
- Foreign Exchange Market: Role and determinant.
- Banking institution: Balance sheet analysis, Fractional reserve banking system, the Central bank (role, mission and tools), regulation (Basel)
- Investment Funds : Typology, risk, structure

EU3.6 – Data analysis for management D-LGIEE-S6-6 – 24 hours – 2 ECTS

The goal of this course is to learn how to make data-driven decisions in the world that overloaded with data, how to understand and communicate with analysts and turn insights into solutions.

- ETL process (extract, transform, load) basics and SQL basics
- Data visualization
- Data exploration
- Inferential statistics
- Forecasting.

OPTIONS

During this last semester, students choose one of two options: international management or international finance. Both options are taught in English. Each of these options consists of 3 specialized teaching units (EU).

OPTION MANAGEMENT INTERNATIONAL – 124 HOURS – 15 ECTS

The purpose of this option is to bring to the students a set of special educations on the international management and the company. It includes 16 credits ECTS and 138 hours and TD in English language.

EU4.6M – International trade and strategy D-LGIEE-S6-7 – 48 hours – 6 ECTS

The overall objective of this course is to provide students with an understanding of the essential principles and tools of international strategic management with a view to developing the knowledge, skills, and awareness inherent in an international practice in an international context. It is structured around a series of topics that contribute to the emergence of a comprehensive framework and methodology for addressing international development and challenges encountered in the formulation and implementation of firm's internationalization. This course is divided in two blocks.

A first block with the aims to:

- Highlight the key stages of strategic thinking.
- Gives students synthetic elements on the different stages of the strategic diagnosis.
- Enable students to use the main tools at their disposal in carrying out strategic thinking.
- Introduce the concepts to implement a strategic plan in at the different levels of the company.

The second block aims:

- To define the strategic choices of internationalization of a company
- To explore the organizational variation of the strategy by showing the International strategic options to be followed.
- To analyze the different forms of organizational change and propose an internationalization approach.

- To discover and understand the international strategies of companies.
- To understand how an international strategy is formulated within the company.

EU4.6M – International marketing D-LGIEE-S6-1 – 40 hours – 5 ECTS

The course is based on collaborative learning. It fosters the development of critical thinking through discussion, clarification of ideas, and evaluation of others' ideas, which is crucial for designing robust global marketing programs. The course is a mixture of lectures and discussions in class as well as group exercises and presentations in class. Real world examples and cases are used to illustrate international marketing concepts. Students will accomplish two major group assignments that will be graded. Each team will present their findings to the class.

- Global marketing in the firm
- Initiation of internationalization
- Internationalization theories
- Global marketing research
- The political and economic environment
- The sociocultural environment
- The international market selection process

EU5.6M – Digital Marketing D-LGIEE-S6-8 – 36 hours – 4 ECTS

The course explores several aspects of the new digital marketing environment, including topics such as digital marketing strategy and analytics, search engine optimization, social media, influence and content marketing

- Marketing in a digital world
- Digital marketing and strategic communication
- Digital marketing analytics: theory and practice:
 - Identify the web analytic tool for your specific needs
 - Understand valid and reliable ways to collect, analyze, and visualize data from the web
 - Utilize data in decision making for agencies, organizations, or clients
- Growth hacking
- Digital media strategies
- Social media marketing

- Content marketing
- Influence marketing
- Search Engine Optimisation, Search Engine Advertising

The purpose of this option is to bring to the students the concepts and the tools of understanding of the international finance of company. It includes 16 credits ECTS and 138 hours and TD in English language.

EU4.6F – Advanced accounting management D-LGIEE-S6-9 – 36 hours – 4 crédits



Pre-requisit : Management Accounting of Semester 4.

Advanced elements of management accounting are covered, from a theoretical and technical standpoint. The course highlights the importance and the impact that management accounting brings to operational departments inside companies, from selling business units to production lines efficiency, illustrated by numerous examples and simulations.

Key chapters cover:

- Customer profitability analysis,
- Motivation and budgets,
- Variance and management control,
- Overhead variances and management control,
- Yield, mix and quantity effects.

EU4.6F – Anglo-saxon general accounting D-LGIEE-S6-11 – 48 hours – 6 ECTS

The objective of this course is to do the equivalent of the two French accounting modules seen the previous year by detailing all the accounting practices of British companies:

- Introduction to accounting,
- Ancillary books (purchase, sale, cash...),
- Accounting transactions (purchase, sales, VAT, etc.) entries,
- Recognition of investments (depreciations, etc.),
- Valuation of stocks (adjustment entries...),
- Provisions (stocks, customers, etc.) and deferred payments (prepaid expenses, down payment, etc.),

- Bank reconciliation and other reconciliations,
- Specific accountabilities (production account, cost center, profit center...).

EU5.6F Financial theory: corporate finance and portfolio management D-LGIEE-S6-10 – 40 hours – 5 ECTS

This module introduces the various types of financial theories in the field of portfolio management and corporate finance.

- Introduction: risk, return, of an asset and of a portfolio of assets (concept of diversification).
- Market Model, systematic vs specific risk
- Efficient Portfolio and Markowitz theory (with and without a risk-free asset). Tobin separation theory.
- CAPM Model
- Method of Equity and Firm Valuation (Gordon Shapiro – DCF model)
- Financing structure of a firm, Modigliani-Miller Theorem.
- Market Efficiency Hypothesis
- Behavioral finance and technical analysis