

Modules Offered to Exchange Students Spring 2014

You will find below the list of modules that will be offered in Spring 2014

Introduction Year to Business and Management

No Change

<i>English Track</i>	<i>French Track</i>
<ul style="list-style-type: none"> ➤ Cost Management ➤ Introduction to Corporate Finance ➤ Financial Tools and Markets ➤ Financial Accounting 2 ➤ Information Technology ➤ International Economic Environment ➤ Management of Organizations ➤ Market Research ➤ Operations Management ➤ Statistics & Data Processing ➤ French as a Foreign Language (several levels) ➤ French Culture and Society 	<ul style="list-style-type: none"> ➤ Analyse des Coûts ➤ Comptabilité Financière 2 ➤ Environnement Economique International ➤ Étude de Marché ➤ Introduction à la Finance d'entreprise ➤ Outils et Marchés Financiers ➤ Management des Opérations ➤ Outils Informatiques du Manager ➤ Management des Organisations ➤ Méthodes Quantitatives d'Aide à la Décision ➤ Culture & Société ➤ French as a Foreign Language (several levels)

Master 1 Level

The classes on offer to Master 1 students will be changing as of January.

Please find an outline of the changes below.

Both specialisations and optional courses will be available to exchange students

- **Specialisations**

<i>English Track</i>	<i>French Tracks</i>
<p>International Specialization</p> <ul style="list-style-type: none"> ➤ International Negotiation ➤ Management ➤ Marketing Strategy & Plan ➤ Performance Management ➤ French as a Foreign Language ➤ French Culture and Society 	<p>Marketing Specialization</p> <ul style="list-style-type: none"> ➤ Négotiation ➤ Management de la Relation Client ➤ Gestion de l'offre ➤ Panels ➤ Outils et Décision Marketing ➤ French as a Foreign Language ➤ French Culture and Society in French <p>Finance Specialization</p> <ul style="list-style-type: none"> ➤ Contrôle de gestion avancé: Pilotage de la Performance ➤ Fiscalité ➤ Market Finance – Financial Theory (taught in English) ➤ Planification Financière ➤ French as a Foreign Language ➤ French Culture and Society in French <p>Management Specialization</p> <ul style="list-style-type: none"> ➤ Management des Hommes ➤ Management des PME ➤ Management Interculturel ➤ Management Organisationnel ➤ French as a Foreign Language ➤ French Culture and Society in French

- **Optional Modules (Master 1)**

35 optional modules will be taught over 5 weeks. Students will be required to choose 1 optional module per option week. These courses will be taught by both BSB faculty and visiting faculty coming from partner and non-partner universities.

February 3rd – 7th

- Marketing for Entrepreneurs – University of North Texas
- Product Innovation – Uppsala University
- Applied Business Forecasting – Stellenbosch Business School
- Business and Crime – Oxford Brookes University
- Management of Intellectual Property – Oxford Brookes University
- Microfinance – Burgundy School of Business
- Management of Responsible Management – Burgundy School of Business

February 17th – 21st

- Leadership – Uppsala University
- Developing and Deploying Managers for International Competitive Advantage – Oxford Brookes University
- Corporate Strategy and Sustainability – Nottingham Business School
- Brand Management – Universidade Católica Portuguesa
- Entrepreneurship and Innovation -- Hull University
- Experimental Economics – Burgundy School of Business
- Business Creativity – Burgundy School of Business

March 10th – March 14th

- International Human Resource Management – Nottingham Business School
- The Art and Science of Persuasion – Carnegie Mellon University
- Strategic Supply Chain Management – University of North Texas
- Contemporary Employment Relations – Oxford Brookes University
- Wine Business – Burgundy School of Business
- Governance Issues - Burgundy School of Business
- Strategic Management of Innovation – Burgundy School of Business

March 24th – March 28th

- Entrepreneurship Education – University of Wisconsin, Whitewater
- Business Analysis for Management – University of Wisconsin, Whitewater
- Decision Making Skills – Corvinus University of Budapest
- Value Based Metrics and Valuation Companies – Stellenbosch Business School
- Strategy – Oxford Brookes University
- Competitiveness Issues – Burgundy School of Business
- Emotion Management – Burgundy School of Business

April 7th – April 11th

- Cross Cultural Communication & Marketing – Corvinus University Budapest
- Value Creation Through Customer Engagement – Stetson University
- Employment Relations – Nottingham Business School
- Leading and Managing Across Culture – Oxford Brookes University
- Leadership, Strategy & Decision Making – Harvard Faculty of Arts and Sciences
- Social Media Marketing – University of Pécs
- Evidence-Based Marketing– Burgundy School of Business

Master 2 Level: New !

It will be possible for well-motivated graduate exchange students who will have already completed one semester of graduate courses to take classes on our MSc in International Management and International Business Development
They are both taught solely in English

International Business Development:

- Innovation Management
- Business Ethics
- International Business Development Strategy
- International Financial Risk Management
- International Marketing Strategy
- International Sales and Negotiation
- French as a Foreign Language

International Management

- Innovation Management
- Business Ethics
- MNC's Performance Management
- Managing International Business Operations
- Global Supply Chain Management
- Corporate Governance
- French as a Foreign Language