



ECOLE SUPERIEURE DE COMMERCE

MSc Programmes – Dijon Campus
Exchange students – Full year
2023-2024

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The contents of this document are liable to changes, and adjustments could be made due to academic reasons.

AVAILABLE CHOICES

Next September, you will begin your full year exchange in BSB.

You have to make the choice of only one MSc.

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

Master of Science (MSc)			Hours	ECTS
French & Culture Courses	Intercultural Management and Communication – Fall semester		21	4
	Intercultural Management and Communication – Spring semester		21	4
	French (Elementary / Intermediate / Advanced) – Fall semester		15	2
	French (Elementary / Intermediate / Advanced) – Spring semester		15	2
Specialisation Courses	1 MSc to choose (1)	Fall semester	200	24
		Spring semester	200	18
TOTAL			472	54

(1) Number of hours depending on the MSc programme

IMPORTANT INFORMATION

- You are required to take all the modules of the MSc chosen.
- Admission is subject to academic performance and interview.
- For MSc and specialisation taught in English, you must have a minimum of 750 TOEIC grade (or 6.0 IELTS).

Yours sincerely,

Sophie RAIMBAULT

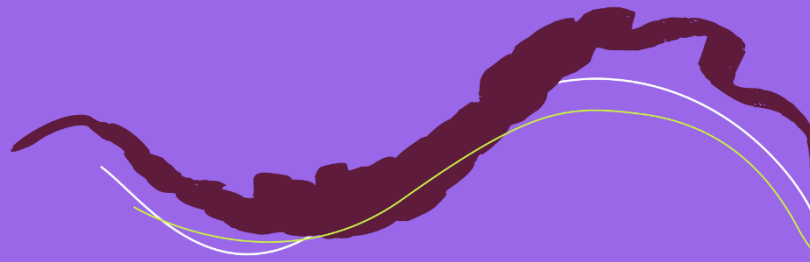
Directrice de programme - Program Director

Camille PELLETIER

Directrice des Études - Director of Studies



MASTER OF SCIENCE (MSc)



MSC IN FINANCE :

- MSc Corporate Finance & Investment Banking (MSc CFIB)

MSC IN ARTS & CULTURE :

- MSc Arts & Cultural Management (MSc ACM)

MSC IN MANAGEMENT :

- MSc Data Science and Organisational Behaviour (MSc DSOB)

IN MARKETING :

- MSc Luxury Management and Innovation (MSc LMI)

MSc Corporate Finance & Investment Banking (MSc CFIB)

Specialisation's Manager:	Phan Huy Hieu Tran	Email : phan-huy-hieu.tran@bsb-education.com
Department:	<i>Finance, Accounting, Law</i>	
Maximum number of places:	2	

Admission requirements:

- English test: IELTS (6.0), TOEIC (750), or Duolingo (95)
- First round of selection: CV and motivation letter
- Second round of selection: Interview

Admission process:

- Please send your résumé, covering letter, and your academic transcript of records to the Head of Programme (phan-huy-hieu.tran@bsb-education.com)
- If you pass the pre-selection step, you are invited to attend individual selection interviews with the Head of Programme

Structure:

1st term (Autumn): MSc CFIB core courses

2nd term (Spring): MSc Concentration Courses

3rd term (Summer): Professional thesis and internship (if applicable)

Presentation and objectives:

The Master of Science Corporate Finance & Investment Banking aims to cultivate and develop an advanced knowledge of international business management and finance. This programme was built around the CFA requirements, providing you with the necessary skills and expertise to succeed in the challenging careers of investment banking, private equity, corporate banking and the financial advisory sector.

If you have strong mathematical abilities and technical skills and you are looking to acquire in-depth knowledge of corporate decision-making at a global level, then this is the perfect programme for you. The course will teach you techniques to assess acquisitions, manage cash flow, engage in market risk analysis and raise capital in financial markets.

The program is designed to equip you with practical skills and advanced knowledge that will prepare you for a career in investment banking, private equity, M&A, auditing and financial consulting.

CURRICULUM

Course module	Contact hours	Learning Goals
<i>FIRST SEMESTER - MSc Core courses</i>		
<i>Block 1- Educational Module – 18 hours</i>		
Green Chrono Diagnosis ECTS: 2	18H	The module concerns the realization, in groups of 4 to 6 students, of a green strategic and financial diagnosis of a company quoted in France or abroad. The name of the company is revealed at the last minute.
<i>Block 2 – Conceptual Modules – 105 hours</i>		
Advanced Corporate Finance ECTS: 5	42H	If the future depends on creating value, what's in store for you? Return cash to shareholders or invest it? Merge, spin-off or sell? Is the risk worth the pain? These questions can all feature on a value-creating agenda. Gain the confidence to go after growth with our Financial Strategies for Value Creation program. This

		<p>module provides theoretical and analytical knowledge required in making financial policy decisions on what projects and other business activities a firm should invest finance in. Taking the CFO perspective, this unit will give students the opportunity to analyze and develop a company's preferred financial strategy.</p> <p>A hands-on, practical course dedicated to the deep understanding of the connections between the financial statements, by learning the proper way to build a business plan from scratch on a spreadsheet.</p>
Applied Quantitative Methods ECTS: 5	42H	<p>This course is designed to give you an elementary overview of important statistical and economic methods of quantitative finance. To this end, it looks at important models as well as statistical concepts prominently used in the field of financial economics. The course is inside a wide module involving other concepts such as law, taxation, and management; thus, students will be involved in a large variety of theoretical concepts in a multidisciplinary way. The teaching of the course is mainly practical. Therefore, it is backed by applications in the form of simple examples as well as market statistics. At the end of the course, the students should thus have a good idea about the usefulness of the methods presented in the course.</p>
Financial Reporting ECTS: 2	21H	<p>Financial reporting system; analysis of principal financial statements; consolidated financial statement; analysis of inter-corporate investments. Students also learn how to use Bloomberg to track a company's financial items.</p>
Block 3 – Professional Modules – 84 hours		
Green Equity and Green Bonds ECTS: 5	42H	<p>Green financial investment definition; Equity pricing, volatility, Equity and green equity indexes; Learn how to search, download, and analyze data from Bloomberg and other data sources to write an equity report of a green company.</p> <p>The course will equip students with:</p> <ul style="list-style-type: none"> • green equity and green bonds definition/issuance. • practical data analysis: <ul style="list-style-type: none"> ✓ find a currently listed green company ✓ search/download/analyze data of the company from Bloomberg: management & governance, stock price, bonds and green bonds issuance, structure of shareholders/bondholders... ✓ create and modify excel model spreadsheets to estimate WACC and firm value using the Discounted Cash Flow method ✓ write an equity report • equity report structuring, writing, presenting skills presentation skills
Merger and Acquisitions ECTS: 5	42H	<p>This course will provide a detailed understanding of the financial issues within a strategic context regarding mergers & acquisitions from an international perspective. It includes an overview of corporate restructuring through analysis of mergers and acquisitions; overview of causes of financial distress, key indicators and crisis management and workout solution.</p>

<u>SECOND SEMESTER- MSc Concentration courses</u>		
<i>Block 4 – Conceptual Modules (core courses) - 30 hours</i>		
Economics for Investment Decision Makers ECTS: 2	30H	<p>In a general sense, economics, is the study of production, distribution, and consumption and can be divided into two broad areas of study: macroeconomics and microeconomics. Macroeconomics deals with aggregate economic quantities, such as national output and national income. Macroeconomics has its roots in microeconomics, which deals with markets and decision making of individual economic units, including consumers and businesses. Microeconomics is a logical starting point for the study of economics.</p> <p>This course is full of the application of economics problems, but you cannot understand the application without understanding the economic theory behind the application. Theory and practice are not antithetical to each other in economics. A thorough understanding of practical problems requires an in depth understanding of the underlying theory.</p>
<i>Block 5- Professional Modules – 189 hours</i>		
LBO, Private Equity & Valuation ECTS: 2	21H	<p>This course has for objective to give to the students the principles of a financial transaction with leverage (IPO, LBO, MBO). In this course we focus our attention on what is generally referred to as enterprise valuation, which is the valuation of a business of going concern.</p> <p>Students will learn how LBOs and IPOs practically work, through the study of existing LBOs & IPOs. For LBOs, they will learn to prepare their own LBO financing spreadsheet model. For IPOs, they will learn to build capitalization tables, from company's inception to its eventual IPO.</p> <p>This course takes also the perspectives of a private equity investor and applies the hybrid valuation methods, which are particularly well suited to the types of investments made by private equity forms.</p>
Advanced Corporate Finance (S2) ECTS: 2	21H	<p>The modern corporate is a very efficient and effective means of raising capital, obtaining needed resources and generating products and services. These and other advantages have caused the corporate form of business to become the dominant one in many countries. The modern corporation is subject to a variety of conflicts of interest. This fact leads to the following two major objectives of corporate governance:</p> <ol style="list-style-type: none"> 1. To eliminate or mitigate conflicts of interest, particularly those between managers and shareholders. 2. To ensure that the assets of the company are used efficiently and productively and in the best interests of its investors and other stakeholders. <p>This course also provide a methodology to perform a high level analysis of the financial statements of a company, and relate those financial statements to the company's current market capitalization.</p>

Enterprise Risk Management ECTS: 2	21H	The rise in the volume and complexity of risks facing organizations - whether from insider threats, cyber-attacks, shooters, or brand damage - requires more effective risk avoidance, risk mitigation, risk transfer and asset (human and physical) protection. Enterprise Risk Management (ERM) is a structured, proven process for proactively identifying and evaluating how events and forces of change impact an organization and its strategy, and for developing measures for dealing with the risks that constantly threaten the achievement of an organization's objectives. Enterprise risk managers provide the leadership, innovation, and management necessary to identify, evaluate, manage, and monitor an organization's portfolio of risks.
CFA Certification ECTS: 3	42H	Providing exam focus and knowledge application (CFA Level 1) including Ethics, ESG and corporate governance.
Tax aspects of transactions and restructuration ECTS: 2	21H	The objective of the course is to familiarize the students with the major principles that govern the tax system of companies (Merger, splits, asset transfers)
Green Investment Strategy & Portfolio Management ECTS: 2	21H	Overview of the asset management industry: structure, employment, green investment trends, trading platforms... Diversification for individual investors and firms. Stock selection and creation of portfolio. Calculation of Portfolio performance measurement tools: Sharpe, Treynor and Jensen ratios, using data from Bloomberg. Integrate ESG ratings into portfolio performance metrics.
Socially Responsible Investment and Financial Analysis ECTS: 3	42H	The financial analysis of a company is a process of selecting, evaluating, and interpreting financial data, along with other pertinent information, in order to formulate an assessment of the company's present and future financial condition and performance. We can use financial analysis to evaluate the efficiency of a company's operations, its ability to manage expenses, the effectiveness of its credits policies and its creditworthiness, among other things. Introduction to the theory and application of consolidated financial statements taking an IFRS approach; key concepts of financial analysis and management of international groups. We also include: ESG risk mapping, sustainability strategy, SRI involvement and Corporate non-financial reporting.

Teaching Methods:

The teaching methods are based on a mix of

- conceptual and theoretical courses given by academics, professors and researchers
- practical applications through applied lectures by practitioners, case studies and projects
- students' personal work (including reading textbooks and sector related news).
- Professional seminars
- Field Trips

MSc Arts and Cultural Management (MSc ACM)

Specialisation's Manager:	Nick WARE	Email : nick.ware@bsb-education.com
Department:	<i>Humanities and Arts Management</i>	
Minimum number of places:	2	

Admission requirements:

- English language certificate (for non-native speakers): TOEIC (750), IELTS (6.0), Duolingo (95)

Admission process:

You can now send us your application. Please find below the list of elements to send by email to Angélique Soyer (angelique.soyer@bsb-education.com):

- Your updated CV
- A cover letter presenting your professional project and the reasons for your application.

Structure:

1st term (autumn): MSc core courses

2nd term (Spring): MSc advanced courses

3rd term (summer): Professional thesis and internship (if applicable)

Presentation and objectives:

The MSc Arts and Cultural Management is an English-taught postgraduate program that aims to train future arts and cultural managers, who will be able to work in the dynamic and market of cultural and creative organizations, both at a national and international level.

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

A one-week field trip in a European capital is also part of the MSc program, including a series of study visits and a conference.

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

The cultural industries are one of the biggest employers in the world. In addition to museums and galleries, there are many governmental and non-governmental agencies that work to preserve, research and promote cultural heritage and artistic and creative production. Recent developments of the sector have also emphasized the increasing relevance of creative industries.

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

The teaching program of the present MSc is organized to include the three dimensions mentioned here below and courses are built over the two semesters accordingly and modules are grouped in three "blocs":

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

During the first semester, international students will be required to attend a course in French language. This is a requisite for the study visits to some French cultural institutions (activities carried out in French).

CURRICULUM

Course module	Contact hours	Learning Goals
<i>FIRST SEMESTER - MSc core courses</i>		
<i>Block 1 – Arts in Context - 84 hours</i>		
History of the Art and Cultural Policy ECTS: 4	42h	<ul style="list-style-type: none"> • History of Art • Cultural Policy • Cultural diplomacy
Socio-economic context of Arts & Culture ECTS: 4	48h	<ul style="list-style-type: none"> • Philosophy of the arts and contemporary debates • Sociology of the arts • Cultural economics
<i>Block 2 – Arts and Cultural Management & entrepreneurship (core courses) - 105 hours</i>		
Arts Marketing ECTS: 3	21h	Introduction to marketing for the arts and cultural sector, addressing issues related to the peculiarities of marketing for cultural and creative industries.
Cultural Entrepreneurship (1) ECTS: 3	21h	Introduction to the main concept of cultural entrepreneurship and the characteristics of the entrepreneurial business modelling in the arts and cultural sector. Includes partnership with local enterprise hub.
Intellectual Property and Copyright ECTS: 3	21h	Main legal challenges for the arts, focusing in particular on issues of Intellectual Property and copyright
Arts Budgeting ECTS: 3	21h	Introduction to project budgeting and arts production, with specific sub-sectoral focuses on dedicated sectors (e.g. performing arts, edition, cinema) and seminars
Cultural Project engineering (1) ECTS: 4	27h	Introduction to Event Management and project management. Includes the participation of students in professional consultation with a major arts organization in the region.
<i>SECOND SEMESTER –MSc advanced courses</i>		
<i>Block 3 – Arts and Cultural Management & entrepreneurship (advanced) - 156 hours</i>		
Cultural Entrepreneurship (2) ECTS: 2	21h	Advanced course on arts and cultural Entrepreneurship; new trends in entrepreneurship for the arts, ecosystem thinking for entrepreneurship development
Fundraising for Arts and Cultural Organizations ECTS: 2	21h	Development of a fundraising strategy in cooperation with relevant stakeholders and members of the cultural and creative ecosystem
Digitization & Creative industries ECTS: 3	30h	<ul style="list-style-type: none"> • Digitalization, social media and communication in the arts and cultural sector (16 hours) • New developments in the preservation, management and enhancement of cultural heritage (14 hours)
Cultural project engineering (2) ECTS: 3	42h	<ul style="list-style-type: none"> • Cultural project engineering – the tools and skills of project management (21 hours)

		<ul style="list-style-type: none"> Challenges in arts management, including the project management a cultural event with a major local arts organisation (21 hours)
Sectoral challenges for arts (advanced) ECTS: 3	42h	<ul style="list-style-type: none"> Field trip. A visit to a European city with a series of study visits, conferences and encounters with professionals, providing students with an international perspective on arts management and the cultural and creative industries (21 hours) Issues in the cultural and creative industries: contemporary debates in the cultural and creative field with leading professionals + CULTURAL DIARY (21 hours)
Block 4 – Cultural Entrepreneurship and Territorial Development - 51 hours		
Destination Governance and Cultural Tourism ECTS: 2	21h	Destination governance and development of tourism strategies in an ecosystem perspective
Creative Cities and Cultural heritage ECTS: 3	30h	Evolution of the creative city concept and the strategies for increasing the attractiveness of cultural heritage, Urban regeneration through cultural entrepreneurship related challenges, Territorial cultural governance
Pedagogy: The teaching methods are based on a mix of <ul style="list-style-type: none"> conceptual and theoretical courses given by academics, visiting professors and researchers event organization practical applications through applied lectures by practitioners, case studies and projects study visits and meetings with professionals, cultural institutions and cultural policy makers. Students' personal work (including The program includes two "temps forts": <ul style="list-style-type: none"> The organisation of cultural events or the development of cultural projects (cultural project engineering, team work) The development and presentation of a "cultural diary" (individual work) 		

MSc Data Science and Organisational Behaviour (MSc DSOB)

Specialisation's Managers:	Angela Sutan Frank Lentz	Email: angela.sutan@bsb-education.com Email: frank.lentz@bsb-education.com
Department:	<i>Economie et Sciences Sociales</i>	
Maximum number of places:	2	

Admission requirements:

- English language certificate (for non-native speakers): TOEIC (750), IELTS (6.0), Duolingo (95)
- Knowledge in information technologies

Admission process:

- Please contact Head of Programme for interview when submitting application. You will be required to pass a test and you will be called to an interview.

Structure:

The MSc Data Science and Organisational Behaviour intends to train future leaders, data scientists and academics to the management of big data and behavioural change to a high level of expertise.

The specificity of the program relies in the rigorous understanding of the intersection between data management and behavioural tools.

The program:

- offers students a unique program and advanced knowledge in behavioural and data sciences;
- is taught by scientists, researchers and corporate partners in complete connection with their own activities in the field.

This program is taught and defined in partnership with PWC Luxembourg.

Professional skills:

Creating value from information.

The power of data.

Statistics and Data analytics.

Understanding how data can be used to make business.

Communication with data users.

Data representation.

Data transformation and analysis for decision makers.

Ethical reasoning.

Reduce, sample, create analytics, summarize information, present it in a useful way to the decision maker and make a set of scattered data something useful for users of them.

Career perspectives:

We form experts with a unique knowledge in the intersection between management, data science and behaviour, able to put in practice effective tools to understand and modify decision making and deal with data in organizations. We form professionals with a strong and useful research background likely to act in functions such as data analysts, data scientists, global strategists, analysts in counselling companies, chiefs in marketing services, management consultants, government officials, economists in banks and financial organizations, human resources managers etc... or develop their own company.

Structure:

1st term (Autumn): 2 blocks of study, Data Management and Behavioral Sciences

2nd term (Spring): 2 blocks of study, Data Management and Behavioral Sciences, advanced.

3rd term (summer): Professional thesis and internship (if applicable)

CURRICULUM

Autumn modules (1st term):	
Block 1: Data Management	
Programming Language for Data Science #DS3511 Contact hours: 42h ECTS: 4	Outline: Introduction to Data Sciences languages (R and Python) for data wrangling and analysis Learning goals: <ul style="list-style-type: none"> • Master the basics of R and Python • Master the libraries for data wrangling and cleaning • Produce basic analysis
Sql and data bases #DS3512 Contact hours: 18h ECTS: 2	Outline: Databases conception and Data manipulation Learning goals: <ul style="list-style-type: none"> • Understand the structure of databases • Master DDL, DML and DCL • To be able to create and populate a database in the context of a Data Science project
Business-Oriented Data Governance #DS3513 Contact hours: 18h ECTS: 2	Outline: Organization and Data Governance , data and business processes, process mining Learning Goals: <ul style="list-style-type: none"> • To be able to conduct a reflection on the governance of a company • Using data governance for effective governance • Understand process mining
Data General Knowledge #3514 Contact hours: 18h ECTS: 2	<ul style="list-style-type: none"> • To identify the different types of data • To understand the organisation of data in a business • To understand the management of data in the data science process and identify the related technologies and practices • Understand ETL, Data, Data Prep, reporting, dashboard, user experience. Practice with Alterix or alike.
Seminars Series & Partner Class 1 #3531 Contact hours: 30h ECTS: 4	Classes by our partners (PWC Luxembourg, ...) and invited researchers and Case studies on real business cases The topics change every year Examples of topics: <ul style="list-style-type: none"> – Information systems audit – Big Data Tools – Data visualisation – Data analytics in sports – Fraud Detection – Market Basket Analysis – Spatial Analysis – Data Management – IA Ethics ...
Block 2: Behavioural Sciences	
Applied Information Analysis (intermediate) #OB3521 Contact hours: 42h ECTS: 4	Outline: Statistics with R applied to OB cases Learning goals: <ul style="list-style-type: none"> • Descriptive statistics • Parametric tests • Non Parametric tests • ANOVA • Linear Regression

Behavioural Tools #OB3522 Contact hours: 42h ECTS: 4	Outline: designing and developing decision making and behavioural economics experiments. Learning goals: <ul style="list-style-type: none"> • Being able to create your own behavioural scenario using Ztree, Otree, ... • Master the basis of python to code experiments
Behavioural Decision Making and Communication #OB3523 Contact hours: 18h ECTS: 2	Outline: Influence tools, nudges, experimental designs, AI ethics, human vs. machine intelligence, singularity, project chief simulations, root cause analysis (RCA), feedback Learning goals: Learn to design interventions in companies.
Spring Modules (2nd term):	
Block 1: Data Management	
Machine Learning #DS3611 Contact hours: 50 h ECTS: 3	Outline: Introduction to machine learning and Neural Networks Learning goals: <ul style="list-style-type: none"> • Understand the main machine learning algorithms • Select an algorithm correctly according to the business case • Be able to use the main machine learning algorithms with R Python or MatLab • Have an understanding of neural networks and their applications to deepl learning
Interactive Dashboards And Data Visualization #DS3612 Contact hours: 27 h ECTS: 2	Outline: Dashboards and Business intelligence and Data Visualization Learning goals: To be able to implement interactive dashboards Tools: R Shiny, PowerBI or Tableau, Alterix
Cloud Computing Fundamentals #DS3613 Contact hours: 15 h ECTS: 2	Outline : Introduction to cloud computing and preparation to Microsoft Cloud Fundamentals certification Learning goals: To be able to understand cloud computing fundamentals Tools: Microsoft Azure; Microsoft Learning Labs
Introduction to Text Mining and Web Scrapping #DS3614 Contact hours: 15 h ECTS: 2	Outline: Automatically mine information from the web and derive quality information from it Learning goals: <ul style="list-style-type: none"> • To be able to set up a web scraping process • To be able to identify the main topics in a text • To be able to conduct a basic sentiment analysis Tools: R or Python, cloud
Seminars Series & Partner Class 2 Contact hours: 51 h ECTS: 2	Classes by our partners (PWC Luxembourg, ...) and invited researchers and Case studies on real business cases The topics change every year Examples of topics: <ul style="list-style-type: none"> – Information systems audit – Big Data Tools – Data visualisation – Data analytics in sports

	<ul style="list-style-type: none"> – Fraud Detection – Market Basket Analysis – Spatial Analysis – Data Management ...
Block 2: Behavioural Sciences	
Experimental tools #OB3622 Contact hours: 27 h ECTS: 2	Outline: At the intersection of data science and behavioural sciences, this module analyses several applications of behavioural techniques into business. Participants learn to set up Economic Experiments. How can we apply the understanding of behaviours to business decisions? Ethical and legal considerations Learning goals: <ul style="list-style-type: none"> • Evaluate business needs, design and develop field interventions on specific industry problems. • Understand the legal and ethical concerns • To be able to set up an economic experiment and use the results for business Tools: Otree (with Python)
Social & Economic Network Analysis #OB3623 Contact hours: 15 h ECTS: 2	Outline: Representation and measurement of real-life networks <ul style="list-style-type: none"> • Understanding networks • Describing networks • Real life networks • Representing networks • Mesuring networks Tools: R
Applied Information Analysis (Advanced) Contact hours: 34 h ECTS: 3	Outline: Statistics and econometrics applied to OB Learning goals: <ul style="list-style-type: none"> • Initiation to Bloomberg • Time series and financial data analysis • Probit / Logit • Factorial Analysis • Bayesian Statistics Tools: <ul style="list-style-type: none"> • R, Gretel, Matlab, Bloomberg

MSc Luxury Management and Innovation (MSc LMI)

Specialisation's Manager:	Patrice PICCARDI	Email : patrice.piccardi@bsb-education.com
Department:	<i>Marketing</i>	
Maximum number of places:	5	

Admission requirements:

- English language certificate (for non-native speakers): IELTS (6.0), TOEIC (750), Duolingo (95)

Admission process:

- Please contact Head of Programme for interview when submitting application

Structure:

Semester 1 (Sep-Dec): seminar and core courses

Semester 2 (Jan-May) : concentration courses

Presentation and objectives:

- The global luxury market has a market value of approximately €1.3 trillion.*
- The luxury market encompasses a broad range of categories such as personal luxury goods, luxury cars, luxury hospitality, and fine art.
- The luxury market is truly global. Chinese consumers represent a third of the global luxury market which is set to increase to 40% by 2025.**
- Luxury brands are facing disruptive forces which are set to transform the global luxury industry.
- New generation of luxury consumers, digital disruption, corporate and social commitment, and emerging markets are some of the critical factors which will create new competitive pressures. Will luxury brands be ready to embrace the future?
- Innovation is a key strategic priority for luxury executives.
- MSc in Luxury Management & Innovation sets out to develop skills and competencies with the objective to design and implement effective competitive strategies.
- The course prepares students to apply the principles of innovation in the “new normal” of luxury management.
- A holistic approach is undertaken in order to apply best practices of luxury management and innovation.

*Bain & Company 2019 Luxury Goods Worldwide Market Study

** Mckinsey & Co China luxury report 2019

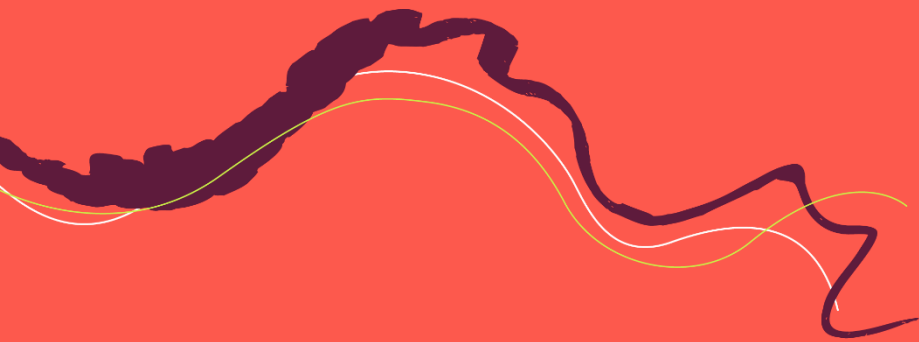
CURRICULUM

Course module	Contact hours	Learning Goals
<u>Seminar courses – 42 hours</u>		
Field trip	21 h	Discover the dynamics of the luxury environment with a retail safari.
Foundations of Luxury Management ETCS: 2	21 h	Gain an in-depth understanding of history of luxury, cultural luxury, and traditional and emerging luxury industries.
<u>FIRST SEMESTER - MSc Core courses – 160 hours</u>		
Disruptive Strategic Management ETCS: 3	21 h	Operational tools and methods to design, implement and evaluate a disruptive strategy.
Consumer behavior and Psychology of Luxury ETCS: 3	21 h	Outline The aim of the module is to understand the specificities of luxury consumerism; to understand the consumers' segmentation for luxury.

Digital Project Consulting ETCS: 6	51 h	Outline This project will enable students to gain an overview of digital disruptions including commerce, e-commerce and marketplace, IOT (Internet Of Things). Learning goals <ul style="list-style-type: none"> To assess and evaluate critical issues of e-commerce. To gain market specific knowledge about the marketplace business model. To understand how it is important to be consumer centric.
Global Marketing Strategy ETCS: 3	21h	Outline The course will enable students to situate international and global marketing strategy within the wider business strategy. The key emphasis lies on the maximisation of company resources in order to exploit competitive advantage. Learning goals <ul style="list-style-type: none"> To be able to take into account the complexity of global marketing.
International Luxury Marketing ETCS: 4	21 h	Outline Principles of luxury brand management Designing and implementing international luxury marketing strategies Managing luxury brands over geographic boundaries Learning goals <ul style="list-style-type: none"> To critically analyse theoretical marketing concepts and frameworks within a luxury context. To identify key success factors of luxury brand management with the objective to plan and evaluate international luxury branding strategies To assess and apply best practices of international luxury marketing with the objective to recommend appropriate brand marketing elements for luxury goods and services
Online & remote Negotiation ETCS: 3	21 h	Learning goals <ul style="list-style-type: none"> To be able to take into account the complexity of negotiation in a global context
<u>SECOND SEMESTER- MSc Concentration courses – 212 hours</u>		
Advanced Luxury track ETCS: 3	30 h	Fashion forecasting Sustainable development Emerging Markets Gastronomy and Hospitality
Detecting and Implementing Business Opportunities ETCS: 3	30 h	Outline The primary objective of this course is to uncover salient issues related to international marketing. International business requires employees with valuable international expertise. Theories and frameworks of international marketing coupled with real-life cases will be the basis for team projects and discussion. Students will apply their acquired knowledge to the product and country specific case examples that they will face in their future careers. Provides students the opportunity to work on a marketing plan which can be demonstrated to prospective employers. Learning goals <ul style="list-style-type: none"> To gain a pragmatic international business overview. To design, develop, implement and evaluate international marketing strategies.

		<ul style="list-style-type: none"> To apply acquired knowledge in order to develop a specific marketing strategy for a designated company.
Business Cases ETCS: 3	42 h	A case study is a product success story. It tells how a company solved a problem using a specific product, process, method or idea, as with other marketing techniques.
Reinventing Luxury ETCS: 2	21 h	<p>Description of Content:</p> <p>Block 1: "Disruptions to Luxury Fundamentals"</p> <ul style="list-style-type: none"> An evaluation of how different luxury sectors are disrupted in the current climate. An examination of how consumer shifts have impacted demand for luxury goods. <p>Block 2: "Role of Digitalization"</p> <ul style="list-style-type: none"> How social media has shaped the luxury industry. How e-commerce and omni-channels are evolving to meet demands of new consumers. <p>Block 3: "Social and Political Impacts"</p> <ul style="list-style-type: none"> An examination of ethics and value creation in the luxury industry. Strategies for global political and social turmoil that impact luxury. <p>Block 4: "Relevant Cutting age Technologies to luxury"</p> <ul style="list-style-type: none"> Review the roles of social media command centres and big data technologies. Review the roles of artificial intelligence, biometrics (e.g. eye tracking, brain wave, heart rates) and virtual and augmented realities. <p>Learning objectives:</p> <ul style="list-style-type: none"> Re-examine concepts, models and trends that impact luxury in current times of disruption Re-evaluate strategies to protect luxury brand desirability in current times of disruption Examine the roles of cutting edge research technologies, digital revolutions and social and political impacts on the luxury landscape
International Business Project ETCS: 3	60 h	<p>This course aims to coach students to solve real companies' problems and present tangible recommendations to their client. Students organize their work as a business team in order to be as efficient and relevant as possible.</p> <p>Throughout the sessions, students will experience working in project mode, which is key to learning the teamwork codes and leads to a better understanding of their own behavior in such a context.</p>
Luxury Entrepreneurship ETCS: 4	60 h	The Mark Challenge is an international luxury business plan competition. This presents an opportunity for students to pitch a luxury business idea in front of a professional panel, including potential investors. The Mark Challenge empowers students to foster an entrepreneurial spirit within the domain of luxury products and services.
Closing Field Trip ETCS: 0	21 h	Discover the luxury industry
Teaching methods: Lectures, Case studies, Field trips, Problem based learning, Project Based Learning		

FRENCH & CULTURE COURSES



Module's Title:		French - Elementary	
Time volume (in hour):	15	ECTS credits:	2
Language of teaching:	French	Semester:	Autumn & Spring
Module's Manager:	Iryna TALPAIN		
Pre-requisites:	from A0 to A2		
General Description:			
<p>This class focuses primarily on teaching French as a foreign language in a general sense (FLE), while also providing some grounding in Business French (FOS). The aim of the module is to raise the student's language ability to the level where they can speak coherently in simple phrases, formulating responses to topics in their everyday lives and current events, both orally and in writing. Ultimately, they should feel comfortable communicating with native French speakers about their personal lives and to a certain extent their profession.</p> <p>Vocabulary: family, professions, house – daily life: school, purchases, meals – shops, restaurant, receptions desks - public transports – directions, weather</p> <p>Grammar: tenses (present, present perfect, past continuous, future, near future) – subject pronouns – possessive and demonstrative adjectives – interrogation – indefinite, definite articles, uncountables – few spatial prepositions and adverbs for directions</p>			
Learning objectives:			
<p>At the end of this module, students should be able to:</p> <ul style="list-style-type: none">• Communicate in a simple way about familiar and daily topics such as: nationalities, professions, timetables, meals, purchases, weather, seasons, dates, cities, travels.• Understand the grammar described in the detailed content above• Briefly describe past, present and future activities• Ask personal questions and answer them, and then talk freely about that subject• Recognize modern words and phrases, and understand short informative texts• Orally understand the main subject of an audio extract and be able to discuss the topic			
Assessments:			
<ul style="list-style-type: none">• Continuous individual assessment 100%			
Teaching Method:			
<p>The learning of French should be done in an environment where the classroom is considered a French-speaking social space, which places the students in practical situations where they must use their communication skills to carry out both real-life tasks and imagined scenarios.</p> <p>Teaching Methods: Classroom support - Audio-visual learning – E-learning</p> <p>Teaching tools: These tools are tailored to the kind of practical learning that best facilitates the uptake of the French language – Role play – Scenarios – Speaking exercises with particular linguistic constraints</p>			
Bibliography:			
<p>ABRY Dominique (2014), La grammaire des premiers temps A1-A2 avec CD MP3, Grenoble : PUG (Presses Universitaires de Grenoble), 907 ABR</p> <p>BORELLI Nicole (2011), Le FLE au quotidien 100 [cent] dialogues de la vie courante : niveau intermédiaire, Paris : Ellipses, 905 BOR</p> <p>SIREJOLS Evelyne (2007), Vocabulaire en dialogues : niveau débutant, Luçon : CLE International, 907 SIR</p> <p>MIQUEL Claire (2003), Vocabulaire progressif du français : tests d'évaluation : niveau débutant, Luçon : CLE International, 907 MIQ</p>			

MIQUEL Claire (2003), Vocabulaire progressif du français : tests d'évaluation : niveau intermédiaire, Luçon : CLE International, 907 MIQ

- Français.com, français professionnel. Niveau débutant. 2ème édition, Jean-Luc Penfornis, CLE international, novembre 2011.
- Grammaire progressive du français, niveau intermédiaire, nouvelle édition, Maïa GREGOIRE, Odile THIEVENAZ, CLE international, 2010.
- Compréhension orale niveau 1, compétences A2, Michèle BARTEFY, CLE international, août 2015
- Conjugaison progressive du français, Niveau débutant, Odile GRAND-CLEMENT, CLE international, 2013.

Intitulé du module :	French - Intermediate		
Volume horaire en face à face :	15	Crédits ECTS :	2
Langue d'enseignement :	Français	Semestre :	Automne et Printemps
Responsable du module :	Iryna TALPAIN		
Prérequis :	Se soumettre au Test de français organisé avant le début des enseignements. Le positionnement est obligatoire avant les cours.		
Description Générale du cours :			
Ce module est un enseignement généraliste du français langue étrangère (FLE) avec introduction partielle de l'enseignement du français des affaires (FOS). Le module vise à amener l'étudiant à produire un discours simple et cohérent, agir et interagir sur des sujets du domaine personnel et public dans un contexte français à l'oral et à l'écrit.			
Lexique : la vie quotidienne, les personnes, les événements, le monde professionnel, les médias.			
Grammaire : les temps du passé, les temps du futur, le conditionnel présent et passé, le discours rapporté au présent et au passé, la concordance des temps, le subjonctif, le passif, les pronoms relatifs simples et la mise en relief (ce qui / que, c'est...qui / que), les pronoms relatifs composés, ...			
Acquis d'apprentissage visés :			
L'apprenant doit être capable :			
<ul style="list-style-type: none">d'utiliser le vocabulaire thématique étudié concernant des sujets tels que : le portrait moral et physique, les loisirs, le travail, les voyages, l'actualitéde maîtriser les formes grammaticales indiquées dans le contenu détaillé du modulede résumer une source d'informations factuelles : en faire le rapport, justifier des actions et donner son opinionde commencer, poursuivre et terminer une conversation sur des sujets du domaine personnel et public (portrait moral et physique, loisirs, travail, voyages)de comprendre les points significatifs d'un article de journalde comprendre une information factuelle contenue dans un document audiovisuel : travail, école, loisirs, voyages			
Evaluations pédagogiques :			
<ul style="list-style-type: none">Contrôle individuel continu 100%			
Méthodes pédagogiques :			
L'apprentissage du français est organisé selon l'approche actionnelle, d'après laquelle la classe de langue est considérée comme un espace social francophone qui place les étudiants dans des situations de communication simulées ou naturelles et les fait agir comme des acteurs sociaux.			
Outils pédagogiques : CD - Support Audio. E-learning. Support de cours			
Méthodes pédagogiques : Étant la mieux adaptée à l'approche actionnelle car développant l'autonomie et favorisant l'apprentissage, la méthode applicative est privilégiée : jeux de rôles, simulations, exercices d'expression avec contraintes linguistiques, présentations orales, débats, internet			
Références bibliographiques :			
CAQUINEAU-GÜNDÜZ Marie-Pierre, DELATOUR Yvonne, JENNEPIN Dominique, LESAGE-LANGOT Françoise. Les 500 exercices de grammaire B1 – Avec corrigés, HACHETTE F.L.E., 2005			
STEELE Ross (2004), Civilisation progressive du français avec 400 activités : niveau intermédiaire, Luçon : CLE International, 903 STE			
BARFETY Michèle (2005), Compréhension orale / Niveau 2 : manuel + CD audio, Luçon : CLE International, 909 BAR			

POISSON-HARDUIN Marie-Hélène (2007), Grammaire expliquée du français : niveau intermédiaire, Luçon : CLE International, 907 POI

THIEVENAZ Odile (2003), Grammaire progressive du français : niveau intermédiaire : corrigés, Luçon : CLE International, 907 THI

THIEVENAZ Odile (2003), Grammaire progressive du français avec 600 [six cents] exercices : niveau intermédiaire, Luçon : CLE International, 907 THI

BORELLI Nicole (2011), Le FLE au quotidien 100 [cent] dialogues de la vie courante : niveau intermédiaire, Paris : Ellipses, 905 BOR

MIQUEL Claire (2003), Vocabulaire progressif du français : tests d'évaluation : niveau intermédiaire, Luçon : CLE International, 907 MIQ

PENFORNIS Jean-Luc (2004), Vocabulaire progressif du français des affaires avec 200 [deux cents] exercices : corrigés, Luçon : CLE International, 908 PEN

PENFORNIS Jean-Luc (2013), Vocabulaire progressif du français des affaires avec 250 [deux cent cinquante] exercices, Luçon : CLE International, 908 PEN

Intitulé du module :	French - Advanced 1		
Volume horaire en face à face :	15	Crédits ECTS :	2
Langue d'enseignement :	Français	Semestre :	Automne et Printemps
Responsable du module :	Iryna TALPAIN		
Prérequis :	Se soumettre au Test de français organisé avant le début des enseignements. Le positionnement est obligatoire avant les cours.		
Description Générale du cours :			
<p>Il s'agit d'un module d'enseignement du français langue étrangère aux niveaux B2 - C1. Ce module a pour but d'aider les apprenants à améliorer leur pratique de la langue française grâce à l'acquisition d'un lexique précis et la maîtrise de règles structurelles. Il vise aussi à approfondir ses connaissances de la culture et de la langue française à travers des situations quotidiennes, des thèmes d'actualité et des œuvres-phares.</p> <p>Grammaire : • Passé composé / Imparfait / Plus-que-parfait : révision et difficultés particulières • Les conjonctions de temps : exprimer l'antériorité, la simultanéité, la postériorité • Le discours rapporté au passé • La voix passive • Les pronoms compléments : directs, indirects, postposés, "en" et "y" • La comparaison • La concession, l'opposition • L'expression du but • L'expression de la manière • La conséquence et l'intensité • Le conditionnel passé pour exprimer des regrets et des reproches • Le subjonctif : dans l'expression du sentiment et des jugements • Le subjonctif : dans l'expression du doute et de l'incertitude • L'expression de la cause et de la conséquence</p> <p>Lexique : • Caractériser une personne, un groupe • Le langage SMS • L'informatique • Connaissances et savoir • Le travail et l'économie • Les émotions, les sentiments • La santé, les maladies • L'appréciation • L'architecture • Les transformations, les changements • Comptabiliser, quantifier • L'environnement, l'écologie</p>			
Acquis d'apprentissage visés :			
<ul style="list-style-type: none">• Améliorer et affiner sa communication en langue française au quotidien dans une grande variété de situations.• Acquérir des savoirs linguistiques, sociolinguistiques, culturels et pragmatiques permettant de perfectionner ses communications quotidiennes et d'approfondir ses connaissances de la culture française.• Favoriser les échanges interculturels et l'intercompréhension entre les étudiants de nationalités différentes. Développer ses capacités communicatives en langue étrangère avec un public varié. Présenter sa culture d'origine, et élargir sa vision et sa compréhension des autres cultures et de l'altérité.• S'impliquer dans des travaux personnels ou collectifs en mettant en pratique des savoirs pragmatiques concernant le discours : réaliser un exposé à l'oral, faire une synthèse de documents oraux, rédiger du courrier professionnel			
Evaluations pédagogiques :			
<ul style="list-style-type: none">• Contrôle individuel continu 100%			
Méthodes pédagogiques :			
<p>La démarche souhaitée est communicative et actionnelle, elle a pour but de mettre les apprenants en situation d'interagir avec des locuteurs français et de réaliser des tâches utiles à la vie étudiante et professionnelle en France.</p> <ul style="list-style-type: none">• Les activités de compréhension orale ou écrite permettent de développer des stratégies pour améliorer ses compétences dans ces domaines grâce à des documents authentiques de sources et de natures variées.• Les fiches de grammaire visent la maîtrise de règles structurelles essentielles au langage courant, elles sont suivies d'exercices d'expression écrite qui ont pour but de favoriser la créativité et la pratique de la langue courante.			

- Des fiches de vocabulaire récapitulent les mots et expressions utiles par thème, les exercices qui suivent incitent les étudiants à faire preuve de précision pour une communication plus efficace au quotidien.
- Les activités d'expression orale permettent d'interagir en petits groupes puis en groupe classe sur des thèmes d'actualité, culturels ou interculturels.
- Les productions écrites sont des tâches utiles pour la vie étudiante et professionnelles en France.

Outils pédagogiques : CD - Support Audio. E-learning. Support de cours

Méthodes pédagogiques : Exercices d'expression orale et écrite avec contraintes linguistiques, simulations des situations de communication, jeux de rôles, présentations orales, débats, interviews

Références bibliographiques :

Édito, niveau B2, 3e édition. Les éditions Didier, 2015. Élodie Heu, Jean-Jacques Mabilat. Alter Ego 4, niveau B2. Hachette livre 2007. Catherine Dollez, Sylvie Pons. Livre de l'élève, cahier d'activités et documents audio. Alter Ego + 4, niveau B2. Hachette livre 2015. Marine Antier, Joelle Bonenfant, Gabrielle Chort, Catherine Dollez, Michel Guilloux, Sylvie Pons. Livre de l'élève, cahier d'activités et documents audio. ? Alter Ego 5, niveaux C1-C2. Hachette livre 2010. Michel Guilloux, Cécile Herry, Sylvie Pons. Livre de l'élève et documents audio.

Communication progressive du français, niveau avancé. Cle International 2016. Claire Miquel. Grammaire progressive du français, niveau avancé, 2e édition. Cle international 2012. Michèle Boularès, Jean-Louis Frérot. 450 nouveaux exercices, grammaire niveau avancé, nouvelle édition. Cle international 2004. Evelyne Siréjols, Pierre Claude. Grammaire progressive du français, niveau perfectionnement. Cle International 2012. Maïa Grégoire, Alina Kostucki. L'expression française écrite et orale, niveaux B2-C1. Presse universitaires de Grenoble 2003. Christian Abbadie, Bernadette Chovelon, Marie-Hélène Morsel. Vocabulaire progressif du français, niveau perfectionnement. Cle International 2015. Claire Miquel. Littérature progressive du français, 2e édition. Niveau intermédiaire. Cle International 2013. Nicole Blondeau, Ferroudja Allouche, Marie-Françoise Né. ? Expression orale, niveau 3, B2. Cle International 2015. Michèle Barféty

Module's Title:	Intercultural Management and Communication		
Time volume (in hour):	21	ECTS credits :	4
Language of teaching:	English	Semester:	Autumn & Spring
Module's Manager:	Iryna TALPAIN		
Pre-requisites:	English proficiency B1		
General Description:			
Foreign culture and communication: foreign students will be mixed in the class to share their experiences and are asked to understand other cultures. They will approach intercultural management during the sessions through exercises and scenarios from other cultures.			
Learning objectives:			
At the end of this module, students should be able to communicate in foreign languages, and they should be more communicative with someone from a foreign culture, as well as having improved their team building skills.			
Assessments:			
<ul style="list-style-type: none">Continuous individual assessment 100%			
Teaching Method:			
Lectures, role plays, case studies, oral presentations			
Bibliography:			
Cultures and Organizations: Software of the Mind, Mc Graw-Hill Cies, 2004 HOFSTEDE,Geert Cultural Intelligence, Intercultural Press, 2004 PETERSON Brooks When Cultures Collide, Nicholas Brealey International, 2006 LEWIS Richard D. Experiential Activities for Intercultural Learning, Intercultural Press, 1996 SEELYE H. Ned BENNETT Milton J. (1998), Basic concepts of intercultural communication : selected readings, Intercultural Press HOFSTEDE Geert (1994), Cultures and organizations : software of the mind : intercultural cooperation and its importance for survival, McGraw-Hill PAIGE Michael (1993), EDUCATION FOR THE INTERCULTURAL EXPERIENCE, Intercultural Press CHANEY Lillian H. (1995), Intercultural business communication, Prentice Hall HALL Edward T. (1990), UNDERSTANDING CULTURAL DIFFERENCES, Intercultural Press			

