New courses for 2024, the content might not yet be available.

SPRING SEMESTER

- CR507E_TC - Ethics and CSR in Finance
  (UNAVAILABLE CONTENT)

- CR528E_TC - Strategy for Net zero

"Strategy for Net Zero" is a business strategy course tailored for graduate-level students, aiming to equip them with the skills to navigate the complexities of climate change and lead sustainable initiatives for carbon emissions reduction. This course provides a comprehensive understanding of the consequences of climate change, ranging from natural resource depletion and extreme weather events to regulatory policy risks and reputation vulnerabilities. Going beyond traditional risk analysis, the course employs specific financial and economic models to examine climate-related risks as systematic risks. Students will delve into the strategic dimension of climate risk mitigation, learning to integrate climate change factors into PESTEL analysis, assess the impact on competitive forces, and utilize tools to evaluate systemic risks induced by climate change. The key learning outcomes include a profound comprehension of climate change's business implications and the ability to develop strategies that contribute to effective climate risk mitigation. By the course's conclusion, students will be empowered to lead strategic efforts aimed at achieving net-zero goals, aligning businesses with sustainable practices, and contributing to the global fight against climate change.

- MK533E_TC - Services Marketing
  (UNAVAILABLE CONTENT)

- QM503E_TC - Decision Science
  (UNAVAILABLE CONTENT)

- SC529E_TC - Purchasing & Sales Management
  (UNAVAILABLE CONTENT)

- ST508E_TC - Political Behaviour of the Firm
  (UNAVAILABLE CONTENT)

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- IS512E - Social Media Intelligence

As social networks like Facebook, Twitter, and YouTube continue to play an important role in mediated communication today, be it at organizational or individual levels, the volume of data generated by their users increase phenomenally. Accordingly, searches and processing of social Web data beyond the limiting level of surface words are becoming increasingly important to business and governmental bodies, as well as to lay Web users. Detection of sentiment, emotion, deception, gender, sarcasm, age, perspective, topic, community, and personality are all valuable social meaning components that promise to be important elements of next generation search engines. The emerging area of extracting social meaning from social network data using automated methods is known as Social Media Intelligence (SMI).

- MK530E - Retail Analytics
  (UNAVAILABLE CONTENT)

- QM522E - Big Data & Business Analytics

This module provides students with advanced insights and practical skills in leveraging big data for business applications. In this module, students will delve deep into sophisticated topics, including big data storage and processing, advanced analytics techniques, machine learning at scale, real-time analytics, and ethical considerations in big data. This module empowers students to tackle complex business challenges using state-of-the-art big data analytics tools and methodologies.

- IS513E - Database for Direct Marketing and E-CRM

1. Organize internally generated customer data.
2. Use external database.
3. Make data-driven decisions associated with the development, pricing, promotion and distribution of goods and services.
4. Understand the nature and concept of direct marketing and E-CRM.
5. Be able to apply key technologies, tools and techniques in direct marketing.
6. Online data analytics skills.

TOPICS COVERED :
. Introduction: Direct Marketing, Data-driving Marketing and eCRM.
. Analysing the market situation using direct marketing.
. Objectives and Strategies within Direct Marketing.
. Direct Marketing Implementation and Control.
. E-CRM and guidelines for analytics in Consumer Relationship Management.
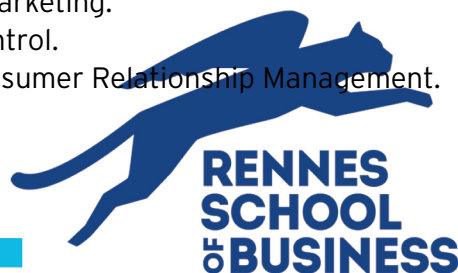
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- MK514E - Omni-Channel Distribution and Retail Management

In the last decades, important technological changes have been impacting on how consumers purchase, and as a consequence on retails and companies' distribution strategies. In this module, students will learn how to manage a distribution strategy from an Omni-channel perspective, designing and implementing integrated marketing channels that focus on creating a distinct and enriching customer experience. Through real cases, students will experience the latest technologies retailing tools, re-define marketers jobs with data centric methods and understand customers seamless shopping expectations and how to respond to them. At the end of the module, they will be able to master the key aspects of the retail business and distribution strategies. They will learn how to conduct the transformation from traditional brick and mortar to Omni-channel echo system. The challenges, innovations, strategies and concepts behind the scene, retailers have to face to stay competitive in modern & fast changing distributions world.

- MK551E - Social Media Advertising
  (UNAVAILABLE CONTENT)

- MK554E - Advanced Digital PR & Corporate Communications
  (UNAVAILABLE CONTENT)

- FI507E - Financial Engineering and Commodity Trading

In today's world, sophisticated vehicles are being created by firms and financial institutions worldwide to limit risk on their financial instruments, commodities or assets. Financial engineering is, in essence, the phenomenon of product/process innovation in the financial industries. Students will be confronted to securities innovation, innovative financial processes, and creative solutions to corporate finance problems. All these innovations are implemented using a few basic techniques. This module will allow students to understand the scope and depth of the derivative markets in terms of risk management, agency and issuance cost reduction, regulation compliance but also how such assets are managed internally by the financial institutions. Options, futures, swaps and structured instruments will be seen and practical application learned. This module will also allow students to familiarize themselves with trading opportunities in those same instruments. To do so, students will have a tutorial in VBA and an initiation to programming in order to build their own trading tools.

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- FI530E - Deep Learning & Neural Networks for Finance

"Neural networks and deep learning for finance" provides an analysis and application of the main algorithms and practices of neural networks and deep learning to finance. There is a decreasing interest in conventional statistics as well as econometrics building blocks: hypothesis testing, theoretically derived estimators, and classical linear models. On the other hand, there is increasing interest in big data and machine learning, mainly prediction and classification, and using deep learning techniques. In this course, we teach the students a range of techniques to create scientific models from empirical data. The course consists of several lectures on data mining techniques with practical exercises in the class. Several lab exercises are designed to introduce the foundations and the application of deep learning in Finance. Students will learn how to work with big datasets.

- FI532E - Financial Data Infrastructure and Text Mining

It is essential to realize that today's students need formal training in areas beyond their central discipline; they need to know data management, computational sciences, and techniques. This means that students will have to understand financial data science much on a sufficient level. The future of social science involves the expansion of automation in all its aspects: data collection, storage of information, hypothesis formation, and experimentation. This course introduces tools for data analytics, machine learning for data analytics, and for exploring and visualizing data. It overviews the background of data analytics, covering the different types of analysis and the basics of using Hadoop as a tool. It focuses on various Hadoop ecosystem tools, like Apache Flume, Apache Spark, Apache Storm, Apache Hive, R, and Python, which can be used for different types of analysis. Students will also learn the machine learning techniques that are useful for data analytics and how to visualize data with various graphs and charts from a practice-oriented viewpoint. This course provides a reference guide -everything you need – including code samples – so you can get your hands dirty working with a real dataset and gain experience from financial projects. So after completing it, students will be able to work with different types of financial data structures.

- CR521E - Critical Marketing

This course addresses specific aspects of marketing activities, such as ethical, societal, and environmental considerations. It then combines these with wider discussions of frameworks that enable marketers to respond to these challenges, supplemented by discussions of consumer culture perspective, moral decision-making, social marketing, and ethical consumption movements as well as shifting historical perceptions of marketing.

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- NG510E - Simulations in International Negotiation & Business Development

The aim of this course is to give students the opportunity to improve their practical negotiation skills and learn experientially. Students will engage in a series of role-playing exercises, experiments, and case studies that address a broad spectrum of negotiation problems. Upon completion of the course, students should be able to identify a variety of negotiation problems and be equipped with different approaches how to solve them, including learning to evaluate the costs and benefits of alternative actions.

- SC528E - International Sourcing & Procurement
  (UNAVAILABLE CONTENT)

- CR518E - Ethics & Responsible Business Negotiations

The course "Ethics and Responsible Business Negotiations" is designed for Master of Science students looking to master the art of ethical negotiation in the business world. This comprehensive course delves into the core principles of ethical behavior and responsible decision-making in the context of business negotiations. Through a blend of theoretical knowledge and practical exercises, students will explore the intricate balance between achieving business objectives and maintaining integrity and fairness. Covering topics such as the ethical dilemmas commonly faced during negotiations, strategies for ethical persuasion, and the importance of transparency and accountability, the course equips students with the tools needed to conduct negotiations that respect both organizational goals and societal values. Students will also learn about the impact of cultural differences on ethical negotiations and how to navigate these complexities effectively. By the end of the course, participants will have developed a deep understanding of how to approach business negotiations with a strong ethical foundation, ensuring that they can lead with integrity and foster trust in their professional interactions. This course is essential for future business leaders committed to promoting ethical standards in their industries.

- FI526E - Empirical Methods in Finance

This course is designed to help students bridging the gap between theoretical financial models and the real world. It introduces the theory and practice of time series analysis, with an emphasis on practical skills. The main objective of this course is to provide students with several econometric methods commonly used in finance. This module introduces students to financial time series techniques. It provides them with both the relevant time series concepts and their financial applications. Potential application of financial time series models include modeling equity returns, volatility estimations, Vector AutoRegressive (VAR) modelling and Vector Error Correction Model (VECM).

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- FI531E_2 - AI and Fin Tech

The practice of finance is changing. Where once stood the global investment banks and the global retail banks, now gradually highly innovative FinTech startups are starting to challenge these dominant players with new products built on excellent use of data and artificial intelligence (AI) understanding. This module introduces you to the potential of this area, and you will develop your own FinTech offering by the end of the module.

- SC513E - SC Project Management
  (UNAVAILABLE CONTENT)

- SC517E - Supply Chain Analytics & Digitalization

1. Understand the basics of analytics and its use to support managerial decision making
2. Implement statistical techniques to analyze historical data and make better forecasts.
3. Implement data analysis and presentation tools to enhance forecasting, inventory management and supply chain design
4. Analyze case studies of supply chain analytics
5. Apply optimization methods to solve supply chain problems

TOPICS COVERED :
1. Programming in Python with Jupyter and Google Colab
2. Statistical Inference in Supply Chain
3. Data Cleaning, Manipulation and Visualization with Python
4. Linear Regression, Forecasting, and Machine Learning in Supply Chain
5. Optimization in Supply Chain

- SC518E - SC Risk & Disaster Management

Integrate interdisciplinary & deep knowledge to create and implement innovative business solutions in a specific industra specific industrial sector or specialization
At the end of this module, students will be able to:
1. Identify potential risks and assess the likelihood of risk occurrence in supply chains;
2. Understand the nature of risk and analyze vulnerability in supply chains;
3. Develop effective strategies to mitigate various risks in supply chain management;
4. Synthesize the impact of various supply chain risks in different industries;
5. Continuously monitor the risks in supply chains to prevent the occurrence of possible risk and make supply chains resilient.

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- MK543E - Advanced Brand Management

This course has two main objectives. First, the module follows on directly from "MK542E-Brand Management" and is to offer further insight into current issues and trends that shape strategic brand decisions primarily in the luxury domain. Secondly, the purpose of this module is to provide MSc ILBM students with the ability to apply advanced and unique branding tools to be immediately effective in any brand management role and to understand how luxury strategies are quite opposite to the mainstream approach that we are mostly familiar with.

- MK547E - Omni-channels in the Luxury Industry

Develop a sustainable strategic vision to solve complex problems in globalized environments in a specific industrial sector or specialization.
1. Critically assess the diverse luxury distribution methods in different international markets
2. Analyse and evaluate the main theories and practices of luxury retail marketing and management,
3. Evaluate the role of Internet and digital technologies in luxury omni-channels retailing,
4. Demonstrate the ability to evaluate and apply strategies for the different aspects of luxury omni-channel retail strategy
5. Work effectively in a team and refine oral and written communication skills, both of which are very important for business career.

- MK556E - Sustainable Design & Brand Identity in the Luxury Industry

This course focuses the student on all aspects of Corporate design and brand design development from interior design and architecture, to graphic design and digital media. Underpinning all aspects of design for this year is the circular economy, circular design and ecoconception. Many luxury brands are starting to reverse recent trends in "New Luxury" where cheaper materials at cheaper prices were and still are being used to attract younger generations, particularly Generation Z. We are seeing many new strategies appearing which are 'claiming' to be sustainable, or are veritably sustainable. This course will use lectures, presentation and practical exercises to put the students in the place of designers today to see the issues they face and how they are re-adjusting their strategies accordingly. The course will finish with a workshop where the student places him or herself in the position of an Entrepreneur who is starting their own luxury brand activity. What decisions will they make to act in a sustainable and ethical manner in a marketplace where they need to position themselves with clarity and stand for something.

- NG522E - Management of Sales in the Luxury industry

This course provides a comprehensive understanding of sales management within the luxury industry, focusing on the unique dynamics and challenges specific to high-end markets. Participants will explore strategies tailored to selling luxury products and services, including fashion, jewelry, automobiles, hospitality, and more.