

# 6 CURIOSITY PACKS

PGE2 - 2021/2022 (S 3)

CHOOSE 1 BEFORE JULY 19TH  
ON YOUR WEBRISE (TAB : MY OFL)

# PACK 1: SUSTAINABLE CONSUMPTION



60 HOURS – 12 CREDITS – 2 COURSES

## SUSTAINABLE CONSUMPTION

Through this module, students will reflect on how we can build marketing strategies that contribute to a more sustainable future. The module will start by introducing current trends in marketing, such as AI initiatives, organic and fair-trade products and the search for more meaningful experiences.

Increased consumer awareness and demand for sustainability will be a second theme for discussion, including a focus on how marketing communications are used to defend causes relating to sustainability.

The sessions will be dedicated to examples and workshops on designing sustainable products and services and discussions on how more value can be created with less natural resources (hedonic, experiential, social and symbolic value of products and services).

The module will also include a focus on customer care and customer relations. Examples will be given of companies that foster a particularly human approach to customer service, (such as the H2H strategy in the Accor hotel group).

Finally, students will learn about companies' marketing communications relating to their sustainability initiatives, and in particular, how to leverage these initiatives so as to capture long-term value while avoiding accusations of green washing.

## SUSTAINABLE PRODUCTION SYSTEMS

Through this module, students will consider how we can realistically make the shift to a responsible global society, relying on all actors to work together collaboratively. Students will study the role of business, policymakers and consumers, and how we can design our societies to respect environmental limits and social needs.

From the history of our consumerist society, to electric vehicles, to the psychological barriers that prevent us from making the transition to sustainable habits in our own daily lives and beyond, this course will unpack the complex web of societal pressures, and identify a pathway forward for a better global future.

# PACK 2: SUSTAINABLE & SOCIAL ENTREPRENEURSHIP



60 HOURS - 12 CREDITS - 2 COURSES

## SOCIAL ENTERPRISE AND INTRAPRENEURSHIP

This course is about social impact created by socially-oriented organizations. This course considers social impact from two perspectives. The first perspective is how for-profit organizations apply commercial strategies to make a positive difference for social benefit. The second perspective is the activity of non-profit organizations of various types, such as charity organizations, co-operatives, mutual organizations. Strategic, financial, managerial, and legal aspects of social enterprises will be discussed in the course.

## SOCIAL ENTREPRENEURSHIP

This course will take students on a journey of exploring the complex social problems that surround us and the entrepreneurial strategies that help solving these problems. The course takes a perspective of an existing organization that wants to increase its social impact, as well as that of an entrepreneurial venture that is just starting off. Students will learn to identify social business opportunities, define a social enterprise, its basic framework and business model, select an appropriate organizational form, social impact investment methods, learn about different funding options, and more.

# PACK 3 – ANALYTICS

60 HOURS – 12 CREDITS – 2 COURSES



## STRATEGY ANALYTICS

This course will provide a conceptual and broad-based introduction to econometrics and business analytics. It will provide future managers with a basic understanding of what data can do in forming business strategy. Through engaging questions, explanations, and applications, students develop a deeper understanding of the fundamental reasoning behind how and why analysis can generate actionable knowledge and learn to think critically about whether a given analysis has merit or not.

## MARKETING ANALYTICS

This module will build on the Strategic Analytics module provided in this Curiosity Pack. Students will learn to apply data analytics in different marketing situations so as to obtain insights that can be used to make strategic marketing decisions in companies. Firstly, they will learn to design field and lab experiments and collect, identify and analyze customer marketing data. Then they will see how to identify and use the correct analytical methodologies for common customer centric situations. Finally, they will practice interpreting and analyzing results to the best use of the company concerned. Teaching will be very applied, involving manipulation of data through a series of cases for international companies.

# PACK 4 - FINANCE & SUPPLY CHAIN MANAGEMENT 1/2

60 HOURS - 12 CREDITS - 4 COURSES

## CORPORATE FINANCE

The aim of this module is to extend students' basic knowledge of corporate finance principles. The students will become more familiar with the main business environment issues, which affect the investment and financing decisions of the firm, whatever its stage of growth. After completing the module, the students should be able to understand the transition from the business risk of the operating activities to the risk of the financial structure. They will be able to understand and analyze a company's financing position, and to address the main financial management issues in a global and international environment. Topics covered:

- Payout policy and capital structure
- Debt financing
- Mergers, corporate control and governance

## FINANCIAL MARKETS: Fundamentals

The aim of this course is to provide students with an understanding of portfolio or fund management, as well as of the nature of financial markets and of the securities that are traded on them. Concepts of risk, return, and pricing are central to developing this understanding. Various asset-pricing models and security analysis techniques will be applied to practical investment problems. International issues of diversification and fund management will be used to develop the aims of the course. Topics covered:

- Portfolio theory
- Equilibrium in capital markets
- Options, futures and derivatives



# PACK 4 - FINANCE & SUPPLY CHAIN MANAGEMENT 2/2

60 HOURS - 12 CREDITS - 4 COURSES

## OPERATIONS MANAGEMENT:

The main objective of this course is to provide students with a sound conceptual understanding of Operations Management (OM), its strategic importance, scope of activities and its links with other business functions. The course provides the students with the knowledge on how the operations management influences the company's competitive situation and solving business problems. Topics covered:

1. Process selection and capacity decisions
2. Production planning and scheduling
3. Quality management

## GREEN PURCHASING:

The main objective of this course is to understand the different features of purchasing sourcing strategies and supplier management process. An emphasis will be made on the management of environmental issues in the purchasing process. Topics covered:

1. Purchasing policies and strategies
2. Purchasing processes
3. Relating purchasing performance to business performance, in particular the achievement of marketing objectives, through achievement of appropriate customer service levels
4. Green aspects in purchasing



# PACK 5 - ACCOUNTING & INFORMATION SYSTEMS 1/2



60 HOURS - 12 CREDITS - 3 COURSES

## FINANCIAL ACCOUNTING

The aim of this course is to extend students' basic knowledge in Financial Accounting. The course will focus primarily on the quantitative characteristics of financial information to encourage students to think more deeply about the assumptions on which financial statements are prepared. In addition, attention will be paid to the role of accounting standard and conventions and how they influence how transactions and events are recorded. The goal of the course is to enable students to determine the financial health of a company based on the company's financial statements.

Topics covered:

- Accounting standards
- Valuing inventories, tangible and intangible assets & R&D expenditures
- Provisions, contingent assets & liabilities
- Irrecoverable debt & allowances

# PACK 5 - ACCOUNTING & INFORMATION SYSTEMS 2/2



**60 HOURS - 12 CREDITS - 3 COURSES**

## **MANAGERIAL ACCOUNTING**

The aim of this course is to extend student's basic knowledge in managerial accounting. Students will be introduced to more advanced cost concepts and accounting tools and apply a more strategic perspective that addresses the challenges management accounting is facing in today's business world. Topics covered:

- The usefulness and challenges of management accounting in today's business world
- Measuring costs in a competitive environment : Activity-Based Costing
- Using accounting for control : Flexibles Budgets and Variance analysis
- Pricing decisions in a competitive environment
- Cost management

## **INFORMATION & COMMUNICATION SYSTEMS MANAGEMENT**

The aim of this module is to provide students with the knowledge on how business professionals and managers specify, procure and use the information systems and how to manage relationships with the Information and Communications Technology (ICT) professionals who build and maintain them. In addition, the course provides extensive knowledge on how the executives of the organization set the information strategy and align it with the overall business strategy. Topics covered:

- 1) information systems in decision-making and control
- 2) manage the ICT activities in-house
- 3) procure and manage outsourced ICT-related services



# PACK 6 - GEOPOLITICS & INTERNATIONAL AFFAIRS

60 HOURS – 12 CREDITS – 2 COURSES

## NEGOTIATION IN A COMPLEX WORLD (In French and in English)

Découvrir et comprendre, grâce au partage d'expérience des différents professeurs intervenants, les différents aspects de la négociation géopolitique. Ce module est animé par des professeurs très variés dont :

- 1 - Des universitaires spécialisés dans la négociation diplomatique
- 2 - Des militaires, dont un commandant des forces spéciales au Moyen-Orient,
- 3 - Des négociateurs du secteur privé ( secteur pétrolier et transport aérien)
- 4 – Un professeur de théâtre qui montre la théâtralité de la négociation.

Ces approches (universitaire, militaire, entrepreneuriale et artistique) permettent de découvrir les différentes facettes de la négociation géopolitique à travers des acteurs concrets.

## MANAGER L'INFORMATION: CAPTOLOGIE, CYBERSÉCURITÉ ET INFLUENCE (In French)

Ce module a trait à la captologie, l'art de pénétrer dans le cerveau d'autrui. Il est animé par deux ingénieurs informaticiens connus à travers leur site technocritique. Ce cours vous montre que la puissance d'aimantation d'internet ne doit rien au hasard. Celle-ci est due en partie à l'exploitation rationnelle des découvertes opérées sur le conditionnement animal depuis le deuxième tiers du XIX<sup>e</sup> siècle. Ces études ont permis à l'ingénierie sociale de divertir radicalement notre attention de ce pour quoi elle était initialement programmée afin de l'orienter vers la consommation de produits ou d'idées fabriqués. Que nous le désirions ou non, l'internet global prospère sur la reductio ad bestiam de l'espèce humaine. Aussi serons-nous traités avec autant d'égards que le chien de Pavlov, le rat de John Watson ou le pigeon de Frédéric Skinner. Toutefois, une immense amélioration a été apportée depuis l'entre-deux-guerres : internet étant alimenté en permanence par nos goûts personnels, ses ingénieurs sociaux pourront nous orienter avec bonheur sur les sites et espaces virtuels révélant notre part d'animalité. La nouvelle science qui est née a pour nom captologie. Elle opère en trois mouvements chirurgicaux successifs : hypnotiser, conditionner et enfin manipuler les esclaves psychiques fabriqués.

