

CURIOSITY PACKS CHOICE

PGE2 - 2023/2024

PGE 2
CURIOSITY YEAR

4 CORE MODULES :

- ★ IS - Information Technology Management
- ★ MO - Managing Diversity : an International Perspective
- ★ MO - Change Management in a Digital & Sustainable World
- ★ S&I - Strategic Formulation & Simulation

+ 1 PACK to choose **(During OFL from 6 to 13 April 23)**

- ★ Pack 1 : Sustainable Business
- ★ Pack 2 : Business Analytics
- ★ Pack 3 : Finance
- ★ Pack 4 : Supply Chain Management
- ★ Pack 5 : Geopolitics & International Affairs
- ★ Pack 6 : Risk Management

**« S4 Abroad » : 6
CURIOSITY PACKS**



Pack 1: Sustainable Business

- 60 hours – 8 credits – 2 courses

SUSTAINABLE CONSUMPTION (MK410E)

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 (CR411E)

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 : Business Analytics

- 60 hours – 8 credits – 2 courses

STRATEGY ANALYTICS (ST412E)

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.

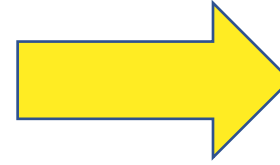
MARKETING ANALYTICS (MK411E)

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 3 : Finance

- 60 hours – 8 credits – 2 courses



**Compulsory for Master
International Finance!**

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

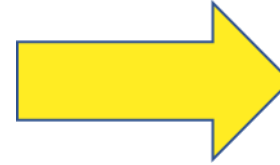
The aim of this course is to provide students with an understanding of portfolio or fund management, as well as of the nature of financial markets and of the securities that are traded on them. Concepts of risk, return, and pricing are central to developing this understanding. Various asset-pricing models 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 : Supply Chain Management

- 60 hours – 8 credits – 2 courses



Compulsory for Master in Logistics & Supply Chain Management !

OPERATIONS & SUPPLY CHAIN MANAGEMENT (SC410E) *IN DEVELOPMENT : THAT DESCRIPTION COULD EVOLVE*

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 Supply Chain 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

PRINCIPLES OF PURCHASING (SC402E)

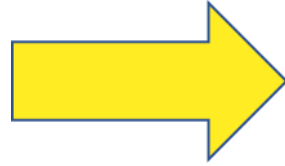
The main objective of this course is to understand the different features of purchasing sourcing strategies and supplier management process. An emphasis will be made on the management of environmental issues in the purchasing process. Topics covered:

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 -GEOPOLITICS & INTERNATIONAL AFFAIRS

60 HOURS - 8 CREDITS - 2 COURSES



Compulsory for Master in International Business, Negotiation & Geopolitics

NEGOTIATION IN A COMPLEX WORLD (GO402N) (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 deux intervenants.

- 1 - Un Amiral ayant commandé l'ensemble des forces spéciales françaises au Moyen-Orient et à ce titre ayant mené d'importantes négociations diplomatiques.
- 4 - Un professeur de théâtre qui montre l'importance de la dimension artistique dans la négociation.

Ces deux approches - militaire et artistique permettent de montrer l'essence de la négociation, menée en France.

GEOPOLITIQUE DE LA TRANSITION NUMERIQUE ET ECOLOGIQUE (GO401F)

L'année 2023 est marquée par une triple transition :

- 1 - Une transition géopolitique dont le détonateur a été la guerre d'Ukraine, et qui voit l'avènement d'une bi-mondialisation. Celle-ci va privilégier un mode de gouvernement impérial au détriment des libertés individuelles. Au-delà des différentes guerres en cours, le principal champ de bataille sera notre cerveau. L'introduction générale du cours montrera comment ce cerveau individuel peut être hacké.
- 2 - Une transition numérique marquée par l'accélération de la mise en place des réseaux et surtout l'individualisation de l'offre.
- 3 - Une transition écologique, l'humanité aspirant à la déconnection et à la nature sauvage face au déracinement engendré par la mondialisation.

L'objet du cours est d'étudier cette triple transition en mettant en lumière sa dynamique propre mais aussi ses contradictions profondes.



PACK 6 – Risk Management

- 60 hours – 8 credits – 2 courses

INTRODUCTION TO CYBERSECURITY RISK (new module)

This module seeks to provide students with an overview of the skills necessary to perform regular cyber-related risk assessments for their organizations. Hyperconnectivity, increasing digitization, the explosion of the Internet of Things (IoT), the expanding usage and availability of cloud services, and the pace of innovation, as well as the development of cybercriminal threats, all contribute to a quickly evolving environment which students have to comprehend. The course will examine how organizations, whether they do so in an organized manner or not, will make priority decision on how best to defend their valuable data assets, and anticipate multifaceted cyber risks.

FINANCIAL RISK MANAGEMENT (FI404E)

Students will benefit from a holistic enterprise-wide approach towards risk management as an essential perspective to cater for the large-scale operations for financial institutions but also industrial firms. Risk management establishes standards for aggregating disparate information, gathering market data, calculating risk measures and creating timely reporting tools for management market, credit, and operational risks. This course is aimed to provide its participants an understanding about the basic concepts of risk, its measurement and management particularly in the context of financial institutions.