



Course Catalogue
BBA Programme
Incoming Exchange Students
Raleigh Campus
Spring 2025

**Catalogue 1^{ère} version
2024/2025**

Dear Exchange Students,

Welcome to SKEMA Business School!

Here are a few key instructions on how to consult properly the **Raleigh BBA Course Catalogue Spring 2025**.

Please read these instructions carefully:

- 1) Students are expected to follow a minimum of 15 ECTS credits per semester.
- 2) Students can take maximum 30 ECTS credits per semester.
- 3) **When you choose your courses, please pay attention to the slots due to frequent scheduling clashes.**
- 4) Courses within the catalogue are subject to slight changes.
- 5) There is a maximum number of seats available per course.

Catalogue 1^{ère} version
2024/2025

GLOBAL BBA SPRING RALEIGH	3
ADVANCED DATA SCIENCE	3
ARTIFICIAL INTELLIGENCE TECHNOLOGIES	3
CONSUMER COMPUTER APPLICATIONS	4
DATA PRIVACY AND SECURITY	4
ENTREPRENEURSHIP AND INNOVATION	5
ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT	5
ESSENTIALS OF PROJECT MANAGEMENT	6
GLOBALIZATION AND DEVELOPMENT	6
INTERNATIONAL LOGISTICS AND TRADE	7
INTERNATIONAL STRATEGY	8
INTRODUCTION TO BUSINESS INTELLIGENCE	8
INTRODUCTION TO BUSINESS RESEARCH	9
LEGAL ISSUES	9
MANAGERIAL ACCOUNTING	10
MARKETING PRINCIPLES	10
MICROECONOMICS	11
PUBLIC SPEAKING AND PRESENTATIONS SKILLS	12
SPECIAL TOPICS IN INTERNATIONAL BUSINESS	12
STATISTICS FOR BUSINESS DECISIONS	13
SUSTAINABLE TRANSITIONS	13

GLOBAL BBA SPRING RALEIGH

ADVANCED DATA SCIENCE

Course Code	BAC.EAINA.ISCSE.3051
ECTS Credits	6
Course Leader	MILLELIRI André
Synchronous	39
Discipline	Business Analytics, Data Science & AI
Program	Global BBA
Prerequisites	-
Course Description	-
Course Open to Exchange	
Semester	spring
Campus	Raleigh
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

ARTIFICIAL INTELLIGENCE TECHNOLOGIES

Course Code	BAC.EAINA.ISCSE.3600
ECTS Credits	6
Course Leader	MILLELIRI André
Synchronous	39
Discipline	Business Analytics, Data Science & AI
Program	Global BBA
Prerequisites	-
Course Description	-
Course Open to Exchange	
Semester	spring
Campus	Raleigh
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

**Catalogue 1^{ère} version
2024/2025**

CONSUMER COMPUTER APPLICATIONS

Course Code	BAC.EAINA.ISCSE.1301
ECTS Credits	6
Course Leader	MILLELIRI André
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	None
Course Description	o raise the level of competence in computing for all, for those within the work force or hoping to join join the work force. To increase productivity for all employees who need to use the computer in their work. To enable better use of investment in the information technology. To ensure all computer users understand the Best Practices and quality issues in using the computer.
Course Open to Exchange	
Semester	fall, spring, summer
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings :
Websites	Getting started with Office 2010 http://office.microsoft.com/en-gb/getting-started-with-microsoft-office-2010-FX100996114.aspx?CTT=97

DATA PRIVACY AND SECURITY

Course Code	BAC.EAINA.ISCSE.4101
ECTS Credits	6
Course Leader	GRASSELLI Yan
Synchronous	39
Discipline	Business Analytics, Data Science & AI
Program	Global BBA
Prerequisites	-
Course Description	-
Course Open to Exchange	
Semester	spring
Campus	Raleigh
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	

**Catalogue 1^{ère} version
2024/2025**

Websites	
-----------------	--

ENTREPRENEURSHIP AND INNOVATION

Course Code	BAC.EAINA.ECBUS.3750
ECTS Credits	6
Course Leader	SMITH Devin
Synchronous	39
Discipline	Stratégie, Innovation & Entrepreneuriat
Program	Global BBA
Prerequisites	junior year
Course Description	Entrepreneurship today has been too narrowly defined as meaning simply starting a new business. Little attention has been given to individuals who develop or have the mindset, skills and tools to create change to improve the world or make a difference in existing businesses, as well as those starting new businesses. Throughout the course students will be exposed to both theoretical and practical/experiential learning situations. Groups will develop a concept and investigate the concepts market size, prospects, channels, alliances, resources, activities, revenue streams, and expenses to introduce their product/service/process.
Course Open to Exchange	
Semester	spring
Campus	Barcelone, Belo Horizonte, Dubaï, Lille, Nanjing, Raleigh, Sophia, Stellenbosch-Le Cap
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

Course Code	BAC.EAINA.STBUS.2100
ECTS Credits	6
Course Leader	SMITH Devin
Synchronous	45
Discipline	Stratégie, Innovation & Entrepreneuriat
Program	Global BBA
Prerequisites	Introduction to Business
Course Description	This course is designed to integrate the core concepts of entrepreneurship with managing a small business. Managing a small business is very different from managing a large one primarily due to the limited resources available to small businesses. These limitations can result in budget constraints, staffing issues, and market boundaries. Small business management requires creativity, innovation, and significant customer, financial, and market insights in order to survive in a volatile, business environment. This course aims to provide students with the skills, not just to found a small business but also

**Catalogue 1^{ère} version
2024/2025**

	to manage one. It covers starting up a new business, purchasing a franchise and purchasing an existing business. The course also covers the fundamental financial statements, with a particular focus on cash flow management, that a small business owner must understand.
Course Open to Exchange	
Semester	fall, spring
Campus	Belo Horizonte, Lille, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

ESSENTIALS OF PROJECT MANAGEMENT

Course Code	BAC.EAINA.PMBUS.2250
ECTS Credits	6
Course Leader	JOUSSEMET Caroline
Synchronous	39
Discipline	Management des Opérations
Program	Global BBA
Prerequisites	principles of modern management
Course Description	Fundamentals of project Management Project Management: Fundamentals overviews the basics of project management. It provides the theory and core methodology you will need to manage projects or participate on project teams.
Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

GLOBALIZATION AND DEVELOPMENT

Course Code	BAC.EAINA.ECBUS.3150
ECTS Credits	6
Course Leader	JOUSSEMET Caroline
Synchronous	39

**Catalogue 1^{ère} version
2024/2025**

Discipline	Economie
Program	Global BBA
Prerequisites	junior year
Course Description	This course is studied from specific regional perspectives. Globalization is a multidimensional process that affects every single aspect of our societies, changes our daily lives and determines our future. No nation is unconcerned as new global issues arise, such as climate change or the consequences of the demographic explosion. This new world calls for new strategies and a new form of governance; theories and analysis must integrate new perspectives and promote a global mindset; the survival of our species (and other species) is at stake.
Course Open to Exchange	
Semester	spring
Campus	Barcelone, Belo Horizonte, Dubaï, Lille, Nanjing, Raleigh, Sophia, Stellenbosch-Le Cap
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

INTERNATIONAL LOGISTICS AND TRADE

Course Code	BAC.EAINA.ECBUS.3650
ECTS Credits	6
Course Leader	SMITH Devin
Synchronous	0
Discipline	Autre
Program	Global BBA
Prerequisites	junior year
Course Description	The aims of the course are to enable students to discover the specificities, risks and challenges of international business transactions; to learn about the main techniques in pricing, payment systems, risk coverage & transport systems in relation to major market clearing systems. Topics include: International trade and market entry; the development of a service offer, logistics, payment methods and specialized partners; currency risk and settlement systems. The course is studied from specific national perspectives.
Course Open to Exchange	
Semester	spring
Campus	Barcelone, Belo Horizonte, Dubaï, Lille, Nanjing, Raleigh, Sophia, Stellenbosch-Le Cap
Evaluation	
Final Examination (%)	100
Continuous	0

**Catalogue 1^{ère} version
2024/2025**

Assessment (%)	
Academic reference	
Websites	

INTERNATIONAL STRATEGY

Course Code	BAC.EAINA.STBUS.3780
ECTS Credits	6
Course Leader	SMITH Devin
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	junior/senior year
Course Description	international strategy
Course Open to Exchange	
Semester	spring
Campus	Raleigh
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

INTRODUCTION TO BUSINESS INTELLIGENCE

Course Code	BAC.EAINA.STBUS.2140
ECTS Credits	0
Course Leader	SMITH Devin
Synchronous	40
Discipline	Autre
Program	Global BBA
Prerequisites	junior year
Course Description	The course aims at examining Business Intelligence (BI) as a broad category of applications and technologies for gathering, storing, analyzing, sharing and providing access to data to help enterprise users make better managerial decisions. You will learn the principles and best practices for how to use data in order to support fact-based decision making. Emphasis will be given to applications in marketing, where BI helps in, e.g., analyzing campaign returns, promotional yields, or tracking social media marketing; in sales, where BI helps performing for sales analysis; and in application domains such as Customer Relationship Management and e-Commerce.
Course Open to Exchange	
Semester	fall, spring
Campus	Lille, Raleigh, Sophia
Evaluation	
Final Examination (%)	100

**Catalogue 1^{ère} version
2024/2025**

Continuous Assessment (%)	0
Academic reference	
Websites	

INTRODUCTION TO BUSINESS RESEARCH

Course Code	BAC.EAINA.STBUS.2990
ECTS Credits	6
Course Leader	LUCIO Alessio
Synchronous	39
Discipline	Stratégie, Innovation & Entrepreneuriat
Program	Global BBA
Prerequisites	-
Course Description	-
Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

LEGAL ISSUES

Course Code	BAC.EAINA.ECBUS.3450
ECTS Credits	6
Course Leader	SMITH Devin
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	junior year
Course Description	<p>The central goal of this course is to prepare students for potential legal issues they may face in their business careers.</p> <p>Students will understand how the legal system functions and how it can impact business decisions.</p> <p>Students will learn about legal process, the most important substantive business legal principles, and the government regulatory process, thus enabling them to: (1) identify the complexities of the legal system and its processes,</p> <p>(2) recognize common legal problems facing businesses, (3) communicate effectively when discussing legal processes and issues,</p> <p>(4) analyze situations provided in case studies and defend their positions in an informed and structured manner, and</p> <p>(5) apply knowledge of legal norms in relation to employment situations. This course uses</p>

**Catalogue 1^{ère} version
2024/2025**

	regionally-based case studies.
Course Open to Exchange	
Semester	spring
Campus	Barcelone, Belo Horizonte, Dubaï, Lille, Nanjing, Raleigh, Sophia, Stellenbosch-Le Cap
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

MANAGERIAL ACCOUNTING

Course Code	BAC.EAINA.FIBUS.2202
ECTS Credits	6
Course Leader	CORDAHI Charbel
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	BAC.EAINA.FIBUS.2201
Course Description	The course will give students a basic knowledge of how to use managerial accounting tools and techniques that will assist management to achieve their stated goals and objectives.
Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Financial and Managerial Accounting, Williams/Haka/Bettner/Carcello Lectures Recommandées / Recommended readings :
Websites	

MARKETING PRINCIPLES

Course Code	BAC.EAINA.MKBUS.3601
ECTS Credits	6
Course Leader	GRASSELLI Yan
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	None
Course Description	This course is designed as an introduction to the principles of marketing and the marketing

**Catalogue 1^{ère} version
2024/2025**

	function in product and service-oriented organisations. The course will focus on the understanding of key concepts in marketing and their application through case studies. Students will be exposed to marketing analysis, planning, implementation and control, while learning how to write a marketing plan through the marketing project, which is an important component of this course.
Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Armstrong, G. & Kotler, Ph. "Marketing: An Introduction" (10th or 11th ed.). Prentice Hall Lectures Recommandées / Recommended readings :
Websites	

MICROECONOMICS

Course Code	BAC.EAINA.ECBUS.2302
ECTS Credits	6
Course Leader	CORDAHI Charbel
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	None
Course Description	This is an introductory course in microeconomics. It provides students with the fundamental concepts and tools of economic analysis.
Course Open to Exchange	
Semester	fall, spring, summer
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings : Economics - NG Mankiw & M Taylor - 2nd edition, South- Western, Cengage Learning Principles of Economics - Case, Fair, and Oster - 9th edition, Prentice Hall/Pearson Intl Edition
Websites	

**Catalogue 1^{ère} version
2024/2025**

PUBLIC SPEAKING AND PRESENTATIONS SKILLS

Course Code	BAC.EAINA.OTCOM.2370
ECTS Credits	6
Course Leader	MAUCLAIR AUGUSTIN Brandon
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	BAC.EAINA.LGENG.1001
Course Description	This course combines theory with practice. Students will develop their public speaking skills and learn to contribute well to the assessment of their peers. The course also focuses on methods and strategies of speech writing to persuade and inform the audience. Students will learn how to produce effective PowerPoint presentations, and how to perform business presentations both individually and in groups.
Course Open to Exchange	
Semester	fall, spring, summer
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : The Art of Public Speaking, Stephen E. Lucas, Mc Graw Hill, 11th Edition Lectures Recommandées / Recommended readings :
Websites	

SPECIAL TOPICS IN INTERNATIONAL BUSINESS

Course Code	BAC.EAINA.OTBUS.3770
ECTS Credits	6
Course Leader	GRASSELLI Yan
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	junior/senior year
Course Description	special topics in international business
Course Open to Exchange	
Semester	spring
Campus	Raleigh
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

**Catalogue 1^{ère} version
2024/2025**

STATISTICS FOR BUSINESS DECISIONS

Course Code	BUS.EAINA.ECBUS.2702
ECTS Credits	6
Course Leader	DALMASSO Audrey
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	BAC.EAINA.OTMTH.1701
Course Description	The objective of this course is to acquaint students with the terminology and the methodology used in statistical methods to solve problems in disciplines such as economics, marketing, finance, manufacturing It introduces methods of collection, analysis, and interpretation of data.
Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Applied Business Statistics: Making Better Business Decisions (7th Ed.), Ken Black, Wiley Lectures Recommandées / Recommended readings :
Websites	

SUSTAINABLE TRANSITIONS

Course Code	BAC.EAINA.STEVM.1020
ECTS Credits	6
Course Leader	SMITH Devin
Synchronous	39
Discipline	Autre
Program	Global BBA
Prerequisites	-
Course Description	-This course introduces the different dimensions of sustainable development and social responsibility challenges that students will face when they work in a company. The goal is to give them the tools that will allow them to transform the world of tomorrow to make it sustainable. Students will acquire a common base of knowledge and skills and give them the keys to act on the transformations of organizations and will invite them to invent solutions to the challenges and constraints of their environment.
Course Open to Exchange	
Semester	fall, spring
Campus	Barcelone, Belo Horizonte, Lille, Raleigh, Sophia
Evaluation	
Final Examination	65

**Catalogue 1^{ère} version
2024/2025**

(%)	
Continuous Assessment (%)	35
Academic reference	
Websites	