Specialization Courses – Upper Division

**BAC.EAINA.MKBUS.3000**  
**Brand Management (3 US credits / 6 ECTS credits)**  
In the brand/consumer relationship there is a perception of quality, lived experience and even a sense of identity. Average consumers subscribe to the concept of brands and their associated meanings. Understanding the fundamentals of meaning production, including cultural myths, codes, signs rituals and social networks is essential for brand management. Through various global business case studies, this course examines the financial value of intangible brand benefits. We will concretely look at how brand meaning adds significance to the financial value of goods, and to the material impact on financial markets. We will examine just how value is created for the multicultural consumer in this digitalized era.  
(Prerequisite: BAC.EAINA.MKCOM.1010).  
**Fall – English – Campus: Sophia Antipolis**

**BAC.EAINA.MKBUS.3810**  
**Intellectual Property and Ethical Marketing (3 US credits / 6 ECTS credits)**  
The course aims to inform students about the different rules on intellectual property for companies and private individuals who sell their products on the market or on the internet. Topics include: How global companies can develop core ethical business codes, intellectual property and copyright, patents, trademarks, designs and logos, Creative commons, advertising practices, IP infringements and intellectual property crime, fair use and fair dealing – a cultural perspective.  
(Prerequisite: BAC.EAINA.LTBUS.3703 - Senior).  
**Fall – English – Campus: Sophia Antipolis**

**BAC.EAINA.MKBUS.3826**  
**Retail Marketing (3 US credits / 6 ECTS credits)**  
This course is designed to help students develop an understanding and appreciation of the difficulties and challenges of starting, managing, expanding, and consequently, succeeding in both physical and online retailing. In this respect, we will cover the major functions that comprise the retailing task, the decision tools applied, planning, strategy formulation, implementation, and control in retail management.  
(Prerequisite: Senior).  
**Spring – English – Campus: Sophia Antipolis**

**BAC.EAINA.MKBUS.3835**  
**Digital Marketing (3 US credits / 6 ECTS credits)**  
In this course, students will start by assessing the need for separate e-business and e-marketing strategies. Then, they will focus on the creation of an outline e-marketing plan to implement the e-marketing strategy. Finally, students will distinguish between marketing communication characteristics of traditional and new media with a particular focus on mobile marketing.  
(Prerequisite: Senior).  
**Spring – English – Campus: Sophia Antipolis**

**BAC.EAINA.FIBUS.3800**  
**Cost Accounting, Controlling and Auditing (3 US credits / 6 ECTS credits)**  
The course focuses on auditing theory and process of auditing: internal control, audit techniques... Students will be able to estimate the robustness of business plan processes and the efficiency of Resource Management.  
(Prerequisite: BAC.EAINA.FIBUS.3401).  
**Fall – English – Campus: Sophia Antipolis**

**BAC.EAINA.FIBUS.3820**  
**Risk Management and Insurance Principles (3 US credits / 6 ECTS credits)**  
This course introduces the main determinants of Enterprise Risk Management. Topics include the identification and analysis of risks, loss prevention, risk aversion versus speculative risk, Private Insurance Industry, risk transfer, commercial property and liability risks as well as short and long Hedging with derivative contracts.  
(Prerequisite: BAC.EAINA.FIBUS.3401)  
**Fall – English – Campus: Sophia Antipolis**

**BAC.EAINA.FIBUS.3830**  
**Data Modeling and Mining (3 US credits / 6 ECTS credits)**  
The course emphasizes skills on data management and computational modeling. Students will be able to run analysis on business and financial processes. They will deal with practical issues in banking, insurance, marketing, total quality management... By the end of this course, students will manage to select the most appropriate model, perform simulation techniques using advanced Excel skills and statistical software. A part of the course focuses on optimization problems (univariate and multivariate models), maximum likelihood, linear programming as well as on Monte Carlo methods and option pricing. Furthermore, students will use the main data mining techniques to identify
patterns from numerous data. Then, it leads to the ability of interpreting and connecting the results to realistic strategies. (Prerequisites: BAC.EAINA.ISCSE.2301 and BAC.EAINA.ECBUS.2702). Spring – English – Campus: Sophia Antipolis

BAC.EAINA.FIBUS.3850 Mergers, Acquisitions and Firm Strategy (3 US credits / 6 ECTS credits)
The course highlights firms’ growth strategies. Processes of Mergers and Acquisitions are studied through the scope of accounting statements. The course focuses on benefits and costs of vertical/horizontal mergers and friendly versus hostile acquisitions. It includes tax implications and earnings management as well as real case studies on firms’ strategy. Finally, students will examine case studies on “famous” financial distress and markets’ response. (Prerequisites: BAC.EAINA.FIBUS.3401) Spring – English – Campus: Sophia Antipolis

BAC.EAINA.ISBUS.3504 (former BUS 3504) Management Information Systems (3 US credits / 6 ECTS credits)
An examination of information systems used in business organizations. Included are discussions of system design, implementation and control of computer-based systems for managerial planning, decision making, and control of an enterprise. (Prerequisite: BAC.EAINA.HRBUS.3501 - Senior) Spring – English – Campus: Sophia Antipolis

BAC.EAINA.ISBUS.3825 Entreprise Resource Planning and Digital CRM (3 US credits / 6 ECTS credits)
This course has two distinct parts with the following objectives: To learn the basic features, benefits, and risks associated with the use of Enterprise Resource Planning systems. To learn about different methods of acquiring customers via electronic media; evaluate different buying behaviors amongst online customers; describe techniques for retaining customers and cross- and up-selling using new media; learn how to use different CRM software applications. (Prerequisites: BAC.EAINA.HRBUS.3501, BAC.EAINA.MKBUS.3601) Fall – English – Campus: Sophia Antipolis

BAC.EAINA.HRBUS.3503 (former BUS 3503) Human Resource Management (3 US credits / 6 ECTS credits)
This course designed to provide students with the foundation to embark on a study in the area of human resource management. Topics include equal employment opportunity, staffing the organization, training and developing employees, compensating employee health safety, and communication and information systems. (Prerequisite: BAC.EAINA.HRBUS.3501) Fall – English – Campus: Sophia Antipolis

BAC.EAINA.ISBUS.3832 Digital Culture and Management (3 US credits / 6 ECTS credits)
As many have appropriately written, we are living in an era where we are able to communicate more things to more people, more rapidly than has ever been previously possible. Undoubtedly this radical change in our ability to communicate has changed social norms in the public and the private domain. The way we ‘manage’ and are ‘managed’ has subsequently been affected. Should an employee’s personal social media use be of relevance to the management of an organization either in a positive, or conversely, negative sense? This course will investigate key issues in technology and management today; in particular, the socio-cultural impact of this digitized culture in various domains. Students will gain an understanding of the impact of technology, social media and digital collaboration in a variety of organization settings. (Prerequisites: BAC.EAINA.MKCOM.1010, Senior). Fall – English – Campus: Sophia Antipolis

BAC.EAINA.OTCOM.3800 Publicity, Promotion and Sponsorship (3 US credits / 6 ECTS credits)
Events are something we are all familiar with; they occur all around us. Events require sponsorship and publicity to gain attention and attendees, promotion to engage both clients and consumers, and sponsorships to off-set costs. Students learn the skills necessary to market and promote an event including pitching potential event sponsors, creating supporting sponsorship documents and media kits, integrating a measurement of success and exploring how to get press and media coverage for the event. (Prerequisite: BAC.EAINA.FIBUS.2201) Fall - English – Campus: Sophia Antipolis

BAC.EAINA.OTEVM.2030 (former EVM 2030) – Environmental Legislation (3 US credits / 6 ECTS credits)
Students will become familiar with the role of law in environmental issues. Students will learn the structure of regulation in environmental areas after an overview of legislation, regulation and courts. Areas covered by this course range from air and water pollution to recycling, energy and environmental health. Students will also be taught about the differences between French, European and North American legislation. (Prerequisite: BAC.EAINA.LTBUS.3703) Fall – English – Campus: Sophia Antipolis

BAC.EAINA.OTEVM.3030 (former EVM 3030) – Technology Management & Life Cycle Analysis (3 US credits / 6 ECTS credits)
(former Life Cycle Analysis)
This course provides the students with an overview of impacts generated by products and services from cradle to grave. Methodology for products and services will be introduced. Focus will be on the re-thinking of products and services. Field of study also includes development of technology policy and strategy. Management and implementation of new technologies, economic and financial analysis of technology. (Prerequisite: Senior) Spring – English – Campus: Sophia Antipolis
Technical innovation drives the effective competitiveness of companies. Students will be given concepts for managing sustainable organizations. The focus is made on the evaluation of the actors and factors for technological innovation and on the development of managing concepts to improve the creation of new goods and services in an international environment. (Prerequisites: Senior, BAC.EAINA.MKBUS.3601). Fall – English – Campus: Sophia Antipolis

Production Operations Management (3 US credits / 6 ECTS credits)
This course introduces current theory and practice in production and operations management. Topics include forecasting, quality, product-service design, work methods, facility layout and location, scheduling, inventory, and project management. Fall – English – Campus: Sophia Antipolis

Strategy and Technology Transfer (3 US credits / 6 ECTS credits)
The first part presents the theory and tools of business, global, and corporate strategy for high technology firms that enable them to create superior value for chosen customers and to capture a sufficient share of that value to generate an economic profit on its investment. Core business strategy themes include how to analyze the business environment, assess resources and capabilities, and choose competitive strategies. The second part discusses the importance of having the perfect match between technology and market and taking into consideration stakeholders' needs and requirement in innovation as well as in many management decisions. Process of technology-market transfer and diverse tools and techniques from different management fields are implemented within a Technology-Market Transfer plan. (Prerequisite: Senior) Spring – English – Campus: Sophia Antipolis

Capstone Project (3 US credits- 6 ECTS credits)
Provides advanced students with an opportunity to participate in an in-depth study of topics or problems of current interest to practicing managers. Fields covered will be in straight relations with the concentrations of students. They are required to develop and present a formal report that includes a statement of the objectives of the study effort, survey of the literature, methodology, analysis, results, conclusions and, if appropriate, recommendations. (Prerequisites: Senior Year) Fall, Spring & Summer – English – Campus: Sophia Antipolis/Raleigh/Suzhou

Applied Mechanics: Deformable Solids (3 US credits / 6 ECTS credits)
This course offers a study of the concepts of stress and strain; mechanical properties of materials; Hooke's law; axial, torsion, pure vending, and transverse loading of members; transformations of stress and strain; failure criteria; strain measurements; thin-walled pressure vessels; design for strength; energy methods; design for impact; column buckling and stability. (Prerequisite: BAC.EAINA.OTMAE.2081) Fall - English – Campus: Sophia Antipolis

Fundamentals of Thermodynamics (3 US credits / 6 ECTS credits)
A study of the conservation of energy and mass in closed-and-open-flow system. It includes the physical properties and equations of state for pure substances; the first and second laws of thermodynamics; reversible processes, Carnot cycle, as well as the notion of exergy. (Corequisites: BAC.EAINA.OTPHY.2001, BAC.EAINA.OTMAE.2081, BAC.EAINA.OTCHM.1101) Spring – English – Campus: Sophia Antipolis

Differential Equation & Linear Algebra (4 US credits / 8 ECTS credits)
First-order differential equations, linear differential equations with constant coefficients, first-order systems of differential equations with constant coefficients, numerical methods, Laplace transforms, series solutions, algebraic systems of equations, matrices, determinants, vectors spaces, eigenvalues, and eigenvectors. (Prerequisite: BAC.EAINA.OTMTH.1002) Fall - English – Campus: Sophia Antipolis