

Course Content

Management of Technology - International Project Management

Description: Recent studies suggest that up to 35% of company activities occur in project mode, with this figure being even higher in innovation-centered organizations, particularly in the field of information systems. This course addresses some of the challenges organizations face in implementing project management. It will cover the four classic phases of the project management cycle: analysis, framing, implementation, and learning. Students will conduct a self-assessment of their project management competencies and collaborate on team projects. Special emphasis will be placed on dashboards for project management. The evaluation will include daily quizzes, teamwork, and a final exam.

Learning Outcomes: By the end of this course, you should be able to:

- Formulate a project vision statement.
- Identify project risks and opportunities.
- Submit a project proposal.
- Construct a work breakdown structure.
- Design a project dashboard.
- Manage the project.
- Conduct a post-project review.

Strategic Management of Technology

Description: This module focuses on analyzing the organizational environment, structure, and the company's resources and capabilities. It includes planned and emerging strategies, decision-making theories, corporate social responsibility, innovation management, and change management. The emphasis is on making strategic decisions that shape the future of the business.

Learning Outcomes:

- Understand the importance of strategic choices.
- Master analytical tools and techniques used by strategists.
- Evaluate and select strategies for different organizations.
- Adopt a structured approach to decision-making within organizations.

Finance and Accounting

Description: In today's corporate environment, understanding financial information is crucial even for non-accountants. This course aims to equip students with essential financial skills and methodologies necessary for effective management, including understanding financial statements, cash flow management, and evaluating profitability and risk.

Learning Outcomes :

- Understand the key financial statements: the balance sheet and the income statement.
- Measure cash flows and understand the relationship between cash, profit, and cash flows.
- Formulate a financial diagnosis considering profitability and risk.

Organizational Behavior: Managing Diversity & Multi-Cultural Teams

Description: This module explores the dynamics of managing diversity and multi-cultural teams. It covers essential concepts like Hofstede's cultural dimensions and how different cultures perceive time, space, and environment.

Learning Outcomes :

- Manage diversity effectively in a professional environment.
- Navigate the complexities of multi-cultural team management.

International Negotiation

Description: Globalization has removed many borders, making international negotiation a critical skill for business success. This course covers the strategies, techniques, and challenges involved in negotiating across different cultures and legal systems.

Learning Outcomes :

- Conduct negotiations in a highly intercultural environment.
- Prepare effectively for negotiations using appropriate strategies and techniques.
- Understand the stakes involved and develop creative strategies.

GEO – Geopolitics

Description: This module addresses the growing importance of geopolitics in today's globalized world. It examines the causes and factors that drive conflicts, as well as the role of negotiation and mediation in conflict resolution. Understanding the geopolitical environment is crucial for international business operations.

Learning Outcomes :

- Analyze the causes of conflicts and identify conflict zones.
- Understand conflict management strategies and apply them in unstable environments.
- Comprehend the impact of technology on geopolitical competition between states.

Digital Marketing

Description: This module focuses on digital marketing strategies, including website optimization and SEO analysis, with an emphasis on driving traffic and utilizing digital tools for effective marketing.

Learning Outcomes :

- Develop a digital acquisition strategy.
- Analyze and resolve SEO issues.
- Choose the appropriate digital tools to optimize website traffic.

Business Simulation

Description: This is a 4-day intensive business simulation where students apply their knowledge in a practical, simulated environment, making strategic decisions and managing outcomes.

Information Systems

State of the Art in Information Technology: Digitalization of the Enterprise

Description: This course explores the digital revolution and its impact on organizations, business models, and customer relationships. It covers the challenges, opportunities, and threats posed by digital transformation and examines the levers that drive this transformation within a company's information system.

Learning Outcomes :

- Understand the new rules in a technology-driven world.
- Identify the keys to an efficient information system that provides opportunities for the company.
- Recognize the levers of digital transformation and their implementation.

Requirements Engineering

Description: This course covers the challenges and processes involved in requirements engineering within the software development lifecycle. Topics include stakeholder analysis, requirements elicitation, use cases, and the creation of a software requirements specification document.

Learning Outcomes :

- Describe the challenges in requirements engineering.
- Understand the processes involved in requirements engineering.
- Write a vision and scope document.
- Conduct requirements elicitation and analysis effectively.

Introduction to Service Science

Description: Service science, management, and engineering (SSME) is an interdisciplinary field that studies service systems—complex systems where people and technologies work together to deliver value. This course introduces the principles of service science, including the application of science, management, and engineering to service systems.

Learning Outcomes :

- Recognize the basic types of ERP and other information systems.
- Understand the principles of service-dominant logic.

- Apply service principles, including Software as a Service, in practical contexts.

Introduction to SAP-ERP

Description: This course introduces students to SAP, focusing on self-learning projects and group assignments related to SAP's modules as business intelligence tools. It includes an overview of SAP NetWeaver and Business Warehouse.

Learning Outcomes :

- Differentiate between SAP modules.
- Create projects using SAP's business intelligence tools.
- Implement SAP Business Intelligence using SAP Business Warehouse or Business Object.

Data Management for Business Decision Making

Description: In today's data-driven business environment, managing data effectively is crucial. This course covers the challenges of data management, the application of machine learning algorithms, and the use of advanced analytics for business decisions.

Learning Outcomes :

- Identify challenges, tools, and concepts related to data science and machine learning.
- Apply machine learning algorithms to real-world datasets.
- Perform hands-on data analysis for business decision-making.

General Data Protection Regulation (GDPR)

Description: This course covers the General Data Protection Regulation (GDPR), which is essential for ensuring the protection of personal data in the European Union. The course emphasizes the responsibilities of organizations and the rights of individuals under the GDPR.

Learning Outcomes :

- Understand the objectives and implications of GDPR.
- Analyze real-world case studies to determine GDPR compliance.
- Develop strategies for implementing GDPR within an organization.

Creative Leadership and Communication

Description: This course focuses on developing creative leadership and communication skills. It encourages out-of-the-box thinking and the development of innovative prototypes aligned with managerial challenges.

Learning Outcomes :

- Understand the drivers of creativity in organizations.
- Develop creative leadership skills to support transformational change.
- Create a personal toolbox of creativity and communication techniques.

The French Touch FLE - French as a Foreign Language

Description: This module teaches French as a foreign language, focusing on oral communication, understanding documents, and integrating into French culture.

Learning Outcomes :

- Communicate orally with ease on basic topics and express main ideas on more sophisticated topics.
- Read and understand various documents, including notices and media.
- Write basic correspondence in French.
- Understand key elements of French culture and society.
- Develop the necessary skills to obtain an internship in France.