

## UNDERGRADUATE / FIRST YEAR

### Course Outline

#### PIGE DAYS - 2 ECTS credit

**Course Manager: Stéphane JUSTEAU**

##### PRESENTATION

The PIGE programme consists in an active educational programme composed of various exercises. The "PIGE Days" exercise is composed of three lectures discussing broad questions of the world of management in a stimulating fashion. Via the three approaches described below, we will discover how the corporate world, and the men and women working therein, respond, innovate and adapt to the criticisms and challenges of society at large.

##### EDUCATIONAL GOALS

- Provide ESSCA students with practical and general knowledge to raise their awareness of the daily management of today's corporations,
- Connect general knowledge issues to management issues,
- Provide students with a global view of the economic and corporate world by helping them identify the contribution of each discipline to a general understanding,
- Create a desire to learn and structure a methodological framework for undergraduate knowledge acquisition.

#### INTRODUCTION CORPORATE LAW - 2 ECTS credits

**Course Manager: Philippe MARCHAND**

##### PRESENTATION

The general introduction to law is a distinct branch of the law, a crucial step in understanding the law in general and corporate law in particular. It specifically allows for a discovery of the rule of law and the judicial system as well as the mechanisms underlying legal proof.

##### EDUCATIONAL GOALS

- Introduce students to fundamental principles underlying positive law in France,
- Help the student understand the characteristics of the rule of law,
- Highlight the logic behind legal reasoning,
- Raise awareness of legal documentation,
- Develop discipline, analytical and synthetical skills.

#### INTRODUCTORY SESSIONS - WORLD MARKETS - 1 ECTS credit

**Course Manager: Assen SLIM**

##### PRESENTATION

The "World Markets" course attempts to define the globalization concept and measures the economic, cultural and social impact of this concept on the various players in international trade. International professions are introduced in this context.

##### EDUCATIONAL GOALS

Understand international trade professions, define globalization and measure its impact, understand the challenges involved in creating free-trade zones, prepare the students to the PIGE globalization day.

**METHODOLOGY - 2 (S1) + 2 (S2) ECTS credits****Course Manager: Stéphane JUSTEAU****PRESENTATION**

Quality oral and written expression are skills undeniably sought of an executive. A clear presentation of ideas and organization of underlying arguments obviously contribute to the quality of a discourse, but they are also determining in the credit that a public will attribute to the points raised in the opinion expressed. The principal objective of these sessions is therefore to achieve a satisfactory mastering of argumentation through a series of preparatory meetings and exercises.

**EDUCATIONAL GOALS**

- Provide a method for argumentation in economics and management (written and oral),
  - Introduce the requirements of scientific discourse (argumentation rules, quotations, references, bibliographies, etc.),
  - Add to general knowledge through the discovery and analysis of socio-economic topics.
- Five 90 minute sessions.

**GENERAL ECONOMICS - 2 ECTS credits****Course Manager: Marc PRIETO****PRESENTATION**

This course is an introduction to the broad macroeconomic concepts such as GDP, economic growth, consumption, savings and currency. The fundamental mechanisms for distribution, redistribution and financing of an economy are studied in order to provide students with the keys to analyze their economic environment.

**EDUCATIONAL GOALS**

- Introduce the students to the principal economic theories and their authors.
- Propose a descriptive approach to economics to better understand this essential component of modern society.

**INTRODUCTION TO MANAGEMENT – 3,5 ECTS credits****Course Manager: Vincent CALVEZ****PRESENTATION:**

Responsible and successful managers and executives must be able to rapidly respond to situations they face in order to make decisions and imagine potential changes, and optimally manage these changes. To this end, Introduction to Management teaches students to combine two types of knowledge (practical knowledge acquired in the form of real corporate case studies and theoretical knowledge). One of the main objectives of this course is an improved understanding of corporations and corporate management through the examination of "the why" (fundamental questions regarding organizations) and "the how" (discussion and work on the acquisition of management tools).

**EDUCATIONAL GOALS:**

Master the principal management tools to understand how a company works (organization chart, work distribution, procedures, statutes, delegation, structures, planning methods, etc.), apply the concepts learned in texts to the cases presented, understand the complexity of organizations and relationships between people, prepare for a precise understanding of the various corporate functions by introducing theories on collective actions, present the role of the entrepreneur and the manager within corporations and organizations.

**INTERPERSONAL COMMUNICATION - 1,5 (S1) + 1 (S2) ECTS credits****Course Manager: Stéphane FAUVY****PRESENTATION**

Humans are in constant communication. In all of its forms, communication remains at the heart of social ties and is a building block for any society. It plays a central and fundamental role in human relations and endeavors. Without communication, there would be no community. This course specifically focuses on interpersonal relations from a social perspective. This aspect is determining in life in society as it allows for the social insertion and existence of each being, as well as a better integration into the corporate world, and therefore greater effectiveness.

**EDUCATIONAL GOALS**

- Become familiar with certain methodological features used in the Humanities (surveys, participation/observation, etc.),
- Practise listening, observing, leading and convincing others, as well as analyzing behavior,
- Become aware of the main difficulties inherent in interpersonal communication,
- Become familiar with one's own image and discover the impact of one's image on others in the context of group or face to face communication.

**LOGIC AND SETS - 4 ECTS credits****Course Manager: Kaddour BACHARD****PRESENTATION**

This course could have been called "cerebral sports". It seeks to feed the spirit and encourage approaching other specializations. Our objective is intellectual stimulation through access to logic, leading to the structuring of the thought process and improved organization. To keep in shape, we are going to walk as often as possible under the shade of trees on the river banks: this is the place for games and logical enigmas. However, it is not enough to look peacefully at amusing situations; we must, as best as we can, master various solution methods and situate them in a user's perspective. Each student may benefit from this course for his/her personal work and in achieving greater ease when discovering innovations.

**EDUCATIONAL GOALS**

- Discover and use the schemes and diagrams for set data representation
- Provide the elements of mathematical logic, the basis for information technology and an instrument for analyzing reasoning
- Use set operators for calculating probabilities and information technology calculations

**MANAGEMENT IT - 1 ECTS credits****Course Manager: Jean-Michel BONIZEC****PRESENTATION**

The objective of this course is to introduce students to the office software most often used in the corporate world: word processing (Microsoft Word), spreadsheets (Microsoft Excel), business communication software (Microsoft PowerPoint). Whether beginners or regular users of these tools, students will learn to perfect their skills on various projects.

**EDUCATIONAL GOALS**

- The main objective is to have students become proficient with business software so that they can be operational immediately upon integrating a company, specifically during their corporate training programmes.
- To achieve the main objective, the two educational dimensions will be:
- Knowing how to organize and process data.
- Knowing how to present written work.

**INTRODUCTORY SESSIONS - MARKETING - 1 ECTS credit****Course Manager: Valentina STAN****PRESENTATION**

The introductory session course introduces the changing definitions of marketing and seeks to understand the corporate marketing approach with a focus on the marketing of services, B to B, culture, and humanitarian programs. It also presents the diversity of marketing professions and functions, as well as their evolution.

**EDUCATIONAL GOALS**

- Understand a marketing environment,
- Understand the challenges facing corporate marketing,
- Achieve integration into a company during the first year corporate training programme,
- Understand the logic of the core curriculum marketing programme.

**INTRODUCTORY SESSIONS - ACCOUNTING - 1 ECTS credit****Course Manager: Eric RIGAMONTI****PRESENTATION**

This course provides an overview of accounting, its concepts and language, and an understanding of the company as a system of physical and monetary flows.

**EDUCATIONAL GOALS**

- Provide an understanding of the company as a group of processes,
- Teach basic accounting terminology,
- Present broad accounting principles,
- Introduce summary documents (balance sheet, income statement and appendices),
- Facilitate access to the second semester General Accounting 1 course (FIN 102),
- Freely discuss the first year corporate training programme.

**ENGLISH (Semester 1) - 4 ECTS credits****Head of Department : J.T. LLOYD****PRESENTATION**

As today English is the lingua-franca of the business world and a necessary communications tool for any future manager, the course approach is that of pragmatism and based on the use of English in the real world. The aims of the course are to familiarise the students with professional situations through the study of business themes and the international press.

**PEDAGOGICAL OBJECTIVES**

Facilitate business English comprehension through the following themes dealt with in class. Encourage students to reflect upon the problems encountered in companies and the world of business. Present and explore in further depth aspects of Anglo-Saxon culture. Teach students how to write simple professional business documents. Prepare students for the TOEIC exam.

**GERMAN (Semester 1) - 4 ECTS credits****Kursleiter: Bernard RABY****BESCHREIBUNG Schon im 1.**

Semester ist das Ziel klar: ESSCA-Studenten müssen möglichst schnell zu einer befriedigenden Beherrschung des mündlichen Ausdrucks kommen und über landeskundliche Kenntnisse des heutigen Deutschland verfügen.

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**LERNZIELE UND INHALTE**

Die deutsche Gesellschaft. Fähigkeit, ein Alltagsgespräch zu führen.

**SPANISH (Semester 1) - 4 ECTS credits**

**Responsable del curso : Conchita de FRIAS**

**PRESENTACIÓN**

Las clases de español de primer curso son impartidas por dos profesores. Cada uno de ellos enseña una parte distinta del programa. El primer semestre está dirigido a familiarizar a los estudiantes con el vocabulario y las situaciones de la vida cotidiana, teniendo en cuenta las costumbres específicas del entorno hispánico

**OBJETIVOS PEDAGÓGICOS**

- Al final del primer semestre el estudiante debe ser capaz de :
- presentarse, hablar de sí mismo, expresarse correctamente sobre un tema de carácter general ante un interlocutor de lengua española
  - evolucionar con soltura en situaciones corrientes de la vida cotidiana en un entorno hispánico

**KALYPSO - 1 ECTS credit**

**Course Manager: Samuel GRANDVAL**

**PRESENTATION**

Kalypso is a corporate simulator that describes the situation of an economic sector and a fictitious company. The objective is to discover and understand as concretely as possible the mechanisms involved in corporate management in a competitive environment. The student participates in this corporate simulation as a member of the Executive Committee of a company selling products on a given market. Starting from an initial situation, the student will actively participate in developing the company for a given period of time.

**EDUCATIONAL GOALS**

- Initiation to decision-making in a virtual company within a competitive environment,
- Discovery of the principal corporate functions and management mechanisms as well as their interaction in a dynamic and competitive environment,
- Learn how to work in a group,
- Learn how to prepare and check accounting documents: cashflow chart, income statement, balance sheet.

**INSTITUTIONAL ECONOMICS - 1,5 ECTS credit**

**Course Manager: Stéphane JUSTEAU**

**PRESENTATION**

The objective of this course is to provide management school students with an introduction to economics. The course applies to two populations: the first is familiar with economic issues (high school graduates with a scientific major), the other requires a first approach to basics (high school graduates with other majors). The course is therefore composed of precise and targeted knowledge and a fair level of general economic culture. The first part will discuss the living history of economics through the founders of economics and distinguishes the broad trends in contemporary methods and research. The second part will present the core concepts of economics for use in management, such as capitalism, the value concept, the individual, his rationality and the two main institutions of an economy: the market and the company.

**EDUCATIONAL GOALS**

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Distinguish economic issues in the course support material, acquire sustainable understanding of the concepts discussed, understand the diversity of institutions in an economy, the various angles for approaching essential concepts, and the principal trends in economic thought.

## LAW OF CONTRACTS - 4 ECTS credits

**Course Manager: Philippe MARCHAND**

### PRESENTATION

The law of contracts is an essential branch of the law on which all other branches of private law, specifically corporate law, are based.

It is composed of two branches: contract law and tort liability.

However, this course deliberately focuses on contract law which governs most acts in business life.

The course also discusses the fundamental mechanisms of civil liability.

### EDUCATIONAL GOALS

Develop discipline, analytical skills, synthetical skills, allow the student to learn and understand mechanisms underlying contractual techniques and discover the various liability issues that result from a legal, contractual relationship.

## STATISTIC-1 - 2 ECTS credits

**Course Manager: Roxane CATTAN-JALLET**

### PRESENTATION

Visualize, analyze and predict: three essential actions with regard to digital data in every field of management. This course provides basic statistics tools and probability bases for statistics.

### EDUCATIONAL GOALS

- Provide the vocabulary and basic tools for descriptive statistics with a view to preparing a basic statistical study,
- Highlight the relationship with IT tools (the use of Excel software),

## PROBABILITIES - 2 ECTS credits

**Course Manager: Kaddour BACHAR**

### PRESENTATION

A continuation of the "Statistics-1" course, this course provides the basics in probability for the second year "Statistics-2" course

### EDUCATIONAL GOALS

- Introduce key notions for probability calculations required for inferential statistics.

## MARKETING FUNDAMENTALS - 2 ECTS credits

**Specialized Semester Manager: Laurent TOURNOIS**

### PRESENTATION

The objective of this course is to have students discover, analyze and understand the environment in which a corporation acts. Its main objective is the acquisition of principal concepts and tools necessary in defining a marketing mix in terms of product and price variables. International features are covered in the two sessions conducted in English.

### EDUCATIONAL GOALS

- Know and understand the consumer

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- Analyze the market and its components
- Learn basic positioning concepts and the market mix variables: product and price
- Master marketing methods for sales pricing
- Acquire a marketing "culture" through various recommended readings in preparation for sessions and case studies.

## GENERAL ACCOUNTING 1 - 4 ECTS credits

**Course Manager: Samir AYOUB**

### PRESENTATION

Besides its techniques and specific language, general accounting is above all an essential tool to master as it is a company's primary information system. In addition to the mechanisms of a pure accounting nature, accounting has to be placed in its environment and the information it generates must be understood. Accounting is indeed at the very heart of a corporation.

General Accounting 1 enables students to understand all current accounting operations that corporations face throughout a financial year. In the second year, it is supplemented by a course specifically addressing post-inventory transactions (FIN 201).

### EDUCATIONAL GOALS

Acquire General Accounting basics through the understanding of common corporate transactions in order to: appropriate accounting vocabulary and the ability to analyze corporate reporting documents.

This course serves as a basis for second year courses (General Accounting 2, Financial Mathematics, Corporate Accounting and Taxation) and third year courses (Financial Analysis, Management Accounting, the Banking Environment, Financial Strategy).

## ENGLISH (Semester 2) - 4 ECTS credits

**Head of Department : J.T. LLOYD**

### PRESENTATION

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### PEDAGOGICAL OBJECTIVES

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## GERMAN (Semester 2) - 4 ECTS credits

**Kursleiter: Bernard RABY**

### BESCHREIBUNG

Im zweiten Semester werden die Studenten einerseits vor allem den mündlichen Ausdruck weiter üben und gleichzeitig im 2. Kurs die Schreibfertigkeit verbessern. Presse und Kultur werden eine Vertiefung des im 1. Semester behandelten Stoffes ermöglichen.

### LERNZIELE UND INHALTE

- Aneignung des Fachwortschatzes (Presse und Film).
- Fähigkeit, eine Diskussion zu führen und Fragen zu beantworten.
- Bessere Kenntnis der deutschen Gesellschaft und Kultur

**SPANISH (Semester 2) - 4 ECTS credits****Responsable del curso : Conchita de FRIAS****PRESENTACIÓN**

Las clases de español de primer curso son impartidas por dos profesores. Cada uno de ellos enseña una parte diferente del programa. El segundo semestre presenta el mundo hispánico, es decir, tanto España con sus diferentes regiones autónomas ("Autonomías") como el continente sudamericano y las diferentes zonas, geográficas y económicas, que lo componen.

**OBJETIVOS PEDAGOGICOS**

- enriquecer los conocimientos sobre el mundo hispanohablante
- mejorar la competencia lingüística
- aprender a analizar textos a través del descubrimiento de obras literarias contemporáneas (lectura obligatoria de cuentos)