

MASTERCLASSES Catalog
Each = 20 hours / 2 ECTS

SEMESTER 1

Global challenges of Foreign Direct investment (FDI)

Exploration and comparison of emerging changes in FDI in different markets, such as emerging markets and Bottom-of-the-pyramid markets.

As a series of thematic seminars, the course aims at the current large movements of FDI in the global economy. We cover, for example:

- 1) the special characteristics, risks and challenges of emerging markets, their latest developments, underlying evolution and overall potential,
- 2) case studies of the internationalization of emerging multinational firms,
- 3) the cooperation between BRICS countries;
- 4) the multiple dimensions of opportunities and risks in Bottom-of-the-pyramid markets,

Financial markets

This course sharpens student's analytical skills for understanding financial markets' tools, how to determine prices of financial assets as bonds, derivatives, and stocks. It is divided into five parts:

- The first part familiarizes the student with the basic financial valuation tools and time value of money.
- The second part develops of the bond market and examines how prices of bonds and interest rates are determined.
- The third part familiarizes the student to the stock market and the valuation methods.
- Part four introduces the student to the derivatives markets and their use, such as futures, options, and swaps for hedging against risk or for speculating and use of the derivatives in corporate finance.

Storytelling

When individuals, brands and leaders use storytelling, they bring their audiences back to a natural state of primal listening. The use of stories, properly conveyed, is actually how we prefer to receive communications. Leaders learn how to meld the use of stories with the left-brain data-based information they also need to convey in order to convince their communities. Their influence and engagement becomes more powerful, and real change occurs because people are moved to action. This highly practical course will enable students to discover the art of storytelling and practice techniques to build personal and brand based stories.

Social enterprise

This course aims to familiarize the students with the different types of social enterprises, with a critical point of view through a bottom up approach. We will have an overview on cooperatives, NGOs, mutual, etc. with a focus on their governance, finances and performance assessment.

During this course, students will have to read, understand and explain academic articles, that will also help them for their preparation for their masters dissertation.

SEMESTER 2

Foundations of Leadership

In this course, students will become familiar with different ways of exercising leadership, how they can best work with others in a leadership context. Students will be introduced to the history of Leadership Theory from the “Great Man” theory of born leaders to Transformational Leadership theory of non-positional learned leadership. They will learn and apply leadership skills in a hands-on practical way that encourages them to challenge their own beliefs and assumptions about what constitutes leadership.

Fundamental risk management

Organizations and executives undertake their activities and decisions in an increasingly challenging and complex environment. This course provides a comprehensive coverage of the core frameworks of enterprise risk management (ERM), as a guide for managers to deal with the different types of risk an organization faces in economic globalization.

Emerging Markets Innovation

This course aims to provide students with an in-depth understanding and appreciation for the emerging markets and its consumers. The module delivers research-led, contemporary discussions on how emerging markets become the biggest drivers of the changing global economic reality under which multinational corporations now operate. Students are encouraged to change their mindset to rethink innovation and marketing strategies to reach the value-conscious emerging market consumer. Students will be asked to identify institutional voids to provide business solutions to fill the void, but also adapt existing business models to adapt to them.

Services marketing

How do you market a service when there is no car to test drive, no shoes to try on, no computer to take home or book to read? Services marketing is different from traditional product marketing and this course will introduce you to the distinctive characteristics of services, how they affect both customer behavior and marketing strategy.

IFRS : International Accounting Standards

This course provides an up-to-date overview of the most relevant International Accounting Standards (IFRS) regarding the recognition criteria, measurement, and disclosure. Cases studies and real Annual Financial Statements from European companies will support the discussions.

Finance modelling

The course aims to apply the acquired financial concepts and tools on the most used and basic tool: Excel. The sessions will overview the use of this tool for Time value of money problems and investment decisions, project valuation and financial planning problems. The course will have a bottom up approach, allowing them to master microsoft excel to be directly operational at their arrival for their internships.

SEMESTER 3 & 4 :
Available soon