List Elective courses PGE- MiM - Academic year 2021-2022

em lyon business school

Calendar

Semesters	Duration	Dates (DD/MM/YYYY)
Fall	Cycle 1+2	30/08 - 21/12/2021
Spring	Cycle 3+4	03/01 - 22/04/2022
Summer	Cycle 5+6	25/04 - 22/07/2022

Cycles	Dates (DD/MM/YYYY)
C1	30/08 – 22/10/2021
C2	25/10 – 21/12/2021
C3	03/01 – 25/02/2022
C4	28/02 – 22/04/2022
C5	25/04 – 17/06/2022
C6	20/06 – 22/07/2022

Electives

								Fall								Spring								Summer	
								Cycle 1				Cycle 2				Cycle 3				Cycle 4					
Course Code	Professor	Course Name	Places	Dsciplinary Field	ECTS	Language	Level	A1	A2	B1	B2	A1	A2	B1	B2	A1	A2	B1	B2	A1	A2	B1	B2	Cycle 5	Cycle 6
5A2A07	J. Magnani	Behavioural finance	40	Accounting & Finance	5	EN	2		x								x								
5A2B03	V. Giolito	Stratégie, Business model & Marketing	60	Strategy & business models	5	FR	2	x																	x
5A2B08	D. Golsorkhi	Stratégie Corporate et Croissance	45	Strategy & business models	5	FR	2									x				x					
5A2B13	T. Han	Global Strategies	60	Strategy & business models	5	EN	2					x								x					
5A2B14	A. Birhanu	Nonmarket Strategy: Firm,State & Society	60	Strategy & business models	5	EN	1		x				x				x				x				
5A2B15	L. Xiong	Economic Strategy and Competitiveness	40	Strategy & business models	5	EN	2									x				x					
5A2B16	D. Golsorkhi	Stratégie Plateforme	40	Strategy & business models	5	FR	3																	x	x
5A2B17	D. Golsorkhi	Corporate Strategy	60	Strategy & business models	5	EN	2	x																	x
5A2B18	T. Gauthier	Stratégie coallition	50	Strategy & business models	5	FR	1		x				x				x				x				
5A2D09	H. Nagati	Logistique Internationale	50	Operations, Data et Artificial Intelligence (OD	5	FR	1				x				x				x				x		
5A2D16	F. Jaotombo	Intro to AI: Machine Learning fo busines	100	Operations, Data et Artificial Intelligence (OD	5	EN	1				x				x				x				x		
5A2F02	B. Tavin	Risk mgmt of banks & insurance companie	40	Quantitative finance & economics	5	EN	3		x								x								
5A2F03	B. Maillet	Advanced Quantitative Portfolio Managem	50	Quantitative finance & economics	5	EN	3																	x	x
5A2F04	O. Le Courtois	CFA Level 1 Prep'	50	Quantitative finance & economics	5	EN	1		x				x				x				x				
5A2H03	V. Drummond	Managing international teams	40	Human relations & regulations	5	EN	1			x				x				x				x			
5A2H04	C. Faust	Management Equipes internationales	40	Human relations & regulations	5	FR	1			x				x				x				x			
5A2H05	F. Travieso	Digital Business Law	40	Human relations & regulations	2,5	EN	2																	x	
5A2H09	J. Scicluna	Management of Intellect. Property Rights	40	Human relations & regulations	5	EN	1			x				x				x				x			
5A2I01	J. Clarke	The Power of Storytelling	60	Innovation & Entrepreneurship	5	EN	3																	x	x
5A2I05	M. Anand	Innovation at the bottom of the pyramid	50	Innovation & Entrepreneurship	5	EN	2	x								x									
5A2I06	M. Anand	Business & Society in 21st Century India	60	Innovation & Entrepreneurship	5	EN	2					x								x					
5A2I08	C. Friedemann	Innovation&Entrepreneurship Perspectives	50	Innovation & Entrepreneurship	5	EN	1			x				x				x				x			
5A2I09	C. Smith	Making Your Social Capital Wk in New Bus	40	Innovation & Entrepreneurship	5	EN	2													x				x	
5A2I18	T. Khvatova	Innovation in BRIC countries	40	Innovation & Entrepreneurship	5	EN	2					x												x	
5A2M03	C. Lai	Sales operation strategy and management	40	Marketing	5	EN	2				x								x						
5A2M07	B. Auriacombe	Consumer experience and service quality.	60	Marketing	5	EN	2								x				x						
5A2M15	A. Borbely	Negotiation skills for business	45	Marketing	5	EN	1					x				x				x				x	
5A2M16	N. O Mahony	Purchasing : key supplier management	45	Marketing	5	EN	3																	x	
5A2M17	C. Pardo	Manager ses clients strat & ses distrib	45	Marketing	5	FR	3	x																x	
5A2M18	R. Wei	BtoB Marketing	45	Marketing	5	EN	1									x				x					
5A2M20	K. Raies	Market Studies and Marketing decisions	50	Marketing	5	EN	1	x				x				x				x					
5A2M21	M. Pagani	Advanced topics in digital marketing	60	Marketing	5	EN	3	x								x									
5A2M22	M. Birau	Marketing stratégique	50	Marketing	5	FR	1	x				x				x				x					
5A2M23	A. Isisag	Marketing Strategy	50	Marketing	5	EN	1	x				x				x				x					
5A2M24	A. Borbely	Negotiating complex trade situations	45	Marketing	5	EN	2				x								x						
5A2M26	K. Raies	Quantitative Marketing	50	Marketing	5	EN	2												x				x		
5A2M27	A. Pomies	Perspectives sur la consommation	42	Marketing	5	FR	2								x				x				x		
5A2M34	M. Laamanen	Marketing Ethics	40	Marketing	5	EN	2												x					x	
DR13	A. Tercinet	EU Compet. Law :a comparison w/ US model	40	Human relations & regulations	5	EN	1			x								x				x			

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Course Code	**Professor**	**Course Name**	**Places**	**Dsciplinary Field**	**ECTS**	**Language**	**Level**	**A1**	**A2**	**B1**	**B2**	**A1**	**A2**	**B1**	**B2**	**A1**	**A2**	**B1**	**B2**	**A1**	**A2**	**B1**	**B2**	**Cycle 5**	**Cycle 6**
EC100	B. Versaevel	Economics for Strategy	80	Quantitative finance & economics	5	EN	2			x								x							
EC115	B. Laurent	Introduction à la démarche géopolitique	98	Quantitative finance & economics	5	FR	1		x				x				x				x				
EC203	B. Chevalier-Roign	Topics in economics for strategy	60	Quantitative finance & economics	5	EN	3		x								x								
GA11	O. Le Courtois	Insurance Markets	60	Quantitative finance & economics	5	EN	3						x								x				
GF102	J. P. Brivady	Fin structurés : actif, projet & LBO	60	Accounting & Finance	5	FR	2						x								x				
GF120	L. Belze	Finance d'entreprise avancée I	70	Accounting & Finance	5	FR	2						x				x								
GF120A	L. Belze	Advanced corporate finance I	70	Accounting & Finance	5	EN	2		x												x				
GF122A	L. Belze	Capital markets	60	Accounting & Finance	5	EN	3			x								x							
GF12A	J. P. Brivady	Financial Diagnosis	60	Accounting & Finance	5	EN	2		x								x								
GF131A	F. Le Grand	Financial Macroeconomics	60	Quantitative finance & economics	5	EN	2																		
GF132	O. Le Courtois	Financial Decision Making	50	Quantitative finance & economics	5	EN	3																	x	x
GF133	L. Schneider	Commodities and Credit Derivatives	40	Quantitative finance & economics	5	EN	3		x								x								
GF25	J.P. Brivady	Pratique de l'évaluation des entreprises	60	Accounting & Finance	5	FR	3							x								x			
GF25A	Y. Alperovych	Practicing Corporate Valuation	60	Accounting & Finance	5	EN	3			x								x							
GF26A	A. Groh	Entrepreneurial Finance, VC & PE	60	Accounting & Finance	5	EN	3							x								x			
GF27A	E. André	Portfolio management	80	Quantitative finance & economics	5	EN	2							x										x	
GF31	B. Chevalier-Roign	Derivatives	50	Quantitative finance & economics	5	EN	3						x								x				
GF36	L. Schneider	Probabilities for firm	40	Quantitative finance & economics	5	EN	2							x								x			
GF37	F. Le Grand	Fixed Income:cash flow valuation&hedging	70	Quantitative finance & economics	5	EN	2			x				x								x			
GF38	B. Maillet	Financial Risk Management	40	Quantitative finance & economics	5	EN	2			x								x							
GF57	O. Le Courtois	Global capital markets	60	Quantitative finance & economics	5	EN	3						x								x				
HUMA11	L. Buchter	Power and Politics	50	Social Sciences and Humanities	5	EN	1			x				x				x				x		x	
HUMA12	H. Vicdan	Rethinking Marketing	50	Marketing	5	EN	3					x				x									
HUMA13	S. Dubard Barbosa	Social Entrepreneurship	50	Innovation & Entrepreneurship	5	EN	1			x				x				x				x			
HUMA16	S. Dubard Barbosa	Entrepreneuriat Social	50	Innovation & Entrepreneurship	5	FR	1			x				x				x				x			
MK100	M. Pagani	E-commerce et E-tailing	60	Marketing	5	EN	2												x					x	
MK101	M. Grosso	Route to market, ECR&Category management	60	Marketing	5	EN	2												x					x	
MK103	J. Rokka	Branding	61	Marketing	5	EN	3					x								x					
MK114	L. Sitz	Sociologie des Marchés et de la Conso.	50	Marketing	5	FR	3																	x	x
MK115A	I. Guitart	Digital Marketing	42	Marketing	5	EN	1	x				x				x				x					
MK21	C. Pardo	Marketing BtoB	40	Marketing	5	FR	1	x				x				x				x					
MK24	M. Birau	Comportement du Consommateur	40	Marketing	5	FR	1	x				x				x				x					
MK24A	H. Vicdan	Consumer behavior	40	Marketing	5	EN	1	x				x				x				x					
MK340	J. Savinien	Machine Learning	35	Operations, Data et Artificial Intelligence (OD	5	EN	3								x								x		
MK341	B. Loeillet	Business analyst toolbelt	100	Operations, Data et Artificial Intelligence (OD	5	EN	1				x				x				x				x		
MK347	A. Kumar	Python Data Analysis	40	Operations, Data et Artificial Intelligence (OD	5	EN	2					x				x				x				x	
MK38	N. O Mahony	Achats : Stratégie et Management	45	Marketing	5	FR	2				x												x		
MK391	N. O Mahony	Achats : décisions et processus	45	Marketing	5	FR	3									x									
MK395	N. O Mahony	Global Purchasing Strategy & Operations	55	Marketing	5	EN	2				x												x		
MK45	J. Rokka	Lifestyles and Markets	60	Marketing	5	EN	2				x												x		
MK674	N. O Mahony	Achats : Open Innovation collaborative	40	Marketing	5	FR	3													x					
MK68	H. Schlierer	International negotiation	40	Marketing	5	EN	2				x												x		
MK71	R. Revat	Marketing quantitatif	50	Marketing	5	FR	2				x												x		
MK727	K. Raies	Relationship Marketing	50	Marketing	5	EN	2								x									x	
MK92	M. Grosso	International retail management	60	Marketing	5	EN	2								x								x	x	
MKS230	B. Auriacombe	Expérience client et qualité de service	60	Marketing	5	FR	2								x									x	
MT110	E. David	Méthodes d'aide à la décision	55	Operations, Data et Artificial Intelligence (OD	5	FR	2									x									x
MT113	Y. Rekik	Pilotage de la supply chain	40	Operations, Data et Artificial Intelligence (OD	5	FR	2					x								x					
MT47	Y. Gong	Logistics Management	40	Operations, Data et Artificial Intelligence (OD	5	EN	3				x								x						
MT50	Y. Gong	Operations Strategy	50	Operations, Data et Artificial Intelligence (OD	5	EN	1				x				x				x				x		
MT51	C. Chaumont	Business, Technology and Innovation	50	Operations, Data et Artificial Intelligence (OD	5	FR	2	x				x								x					
PG102	J. Struben	Systems Thinking and Sustainability	50	Strategy & business models	5	EN	1		x				x				x							x	
PG112	M. Anand	Geopolitics in Asia	60	Strategy & business models	5	EN	2																	x	x
PG49	C. Smith	New venture, growth and development	40	Innovation & Entrepreneurship	5	EN	3																	x	x
5A2D25	Y. Rekik	Business Analytics	30	Operations, Data et Artificial Intelligence (OD	5		3				x													x	
5A2F05	R. Ruble	Economics of digital ecosystems	40	Quantitative finance & economics	5	EN	2		x								x								
5A2S06	L. Buchter	Science and technology in an age of controversies	50	Social Sciences and Humanities	5	EN	1			x				x				x				x			
5A2S07	R.Huising	Designing and Managing Organizations for Diversit	50	Social Sciences and Humanities	5	EN	3							x										x	
5A2S08	R.Huising	Socially Responsible and Ethical Innovation: Manag	50	Social Sciences and Humanities	5	EN	2						x								x				
5A2M37	R. Revat	Démarketing et création de valeur	40	Marketing	5	FR	3					x								x					
5A2D14	I. Sila	Quality Management	35	Operations, Data et Artificial Intelligence (OD	5	EN	2			x												x			