

**ESAM**

MANAGEMENT - FINANCE - LAW



**iscpa!**

JOURNALISME  
COMMUNICATION  
PRODUCTION



# IGS GLOBAL PROGRAM FACTSHEET 2022-2023

*EXCHANGE / STUDY ABROAD*



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IN PARTNERSHIP WITH **CEEFAM**



## Welcome to IGS Global Program in Lyon!

We believe that every study abroad experience should be a discovery of one's self and others. It is our wish for each student on our campus to live an international and intercultural experience every day, professionally and personally, so that you leave our campus transformed. To come to IGS Global Program as an exchange student is to participate in this experience, while exploring one's self and one's world.

**Students benefit from a large course selection in Humanities, Business and Hospitality Management as well as extensive interaction with classmates who share a global vision.**

Being in Lyon puts IGS Global program at an epicenter of French gastronomy, history, tourism, and commerce. Lyon is a key location to study French Language, Culture, and Business...

Lyon is France's favorite city for students and is home to one of the largest research and higher education network in Europe. Lyon is an affordable city to live in.

The ultra-modern Campus in Lyon was established in 2004. The campus accommodates 24 different schools and training centers that share common values and have chosen to combine resources to improve the quality of their facilities and services. The more than 7,000 enrolled students represent many different populations, backgrounds, and educational objectives. Groupe IGS's students, faculty, and corporate partners benefit from a cutting-edge academic environment.

Discover our campus (virtual visit): <http://visite.upi-cassin.com>

### This program is set up hand in hand with Groupe IGS schools located in Lyon

**IGS-RH** is the leader in Human Resources Management (HRM) education in France with over 19,000 alumni working in HRM roles in companies in France and around the world. Since its inception, IGS-RH has had a pragmatic, hand-on approach to education in partnership with professional practitioners who bring real corporate experience to the classroom.



**ISCPA** is IGS School for Journalism, Communication, Medias and Production studies (Bachelors and Masters). Training includes practical case studies and professional scenarios in line with companies' expectations.

**ESAM** is IGS Management, Finance and Business school. ESAM prepares students for professions in Corporate Finance, Strategic Management and Law. The curriculum combines entrepreneurial and international dimensions, academic excellence and the acquisition of professional skills, indispensable for managers and financial executives of tomorrow.



*This program is run in partnership with* **CEFAM**

Centre of Studies Finance, Accounting and Management





## IGS GLOBAL PROGRAM FRANCE



### GENERAL INFORMATION ABOUT THE INSTITUTION

#### INFORMATIONS GÉNÉRALES SUR L'ÉCOLE / LE CENTRE DE FORMATION

<b>Address / Adresse</b>	Groupe IGS - Campus HEP Lyon 47 Rue du Sergent Michel Berthet, 69009 Lyon FRANCE	<b>Institution's International coordinator and partner contact</b> Réfèrent International de l'école pour nos partenaires à l'étranger.	Mrs. Valida MECHRI Manager for International Projects and Development +33 (0)4 72 85 71 61 vmechri@groupe-igs.fr
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<b>Erasmus Code</b> Code Erasmus	<b>PIC number</b> Numéro PIC	<b>Organization ID</b> Identifiant de l'organisation	<b>School website</b> Site Internet de l'école
FPARIS363	946898578	E10138039	www.esam-ecoles.com www.iscpa-ecoles.com www.igs-ecoles.com

<b>Accreditations &amp; memberships for the school / Rankings.</b> Accréditations et adhésion à des associations et organisations, classements.	Accreditation: ERASMUS+
<b>International Student services / Services disponibles pour les étudiants étrangers</b>	The International Office hosts a Welcome Desk with multiple services to help students before and during their study abroad period.
<b>Grading system / Système de notation</b>	<input checked="" type="checkbox"/> American (A to F) / Américain (A à F) Minimum passing grade to validate a course: C Note minimum pour valider un cours : C

<b>Transcript / Relevé de notes</b>	
<p><b>PLEASE NOTE: A semester is composed of 30 ECTS &amp; an academic year of 60 ECTS. Students could be allowed to follow less ECTS (with previous authorization of home university) but no fewer than 25 ECTS.</b></p> <p>ATTENTION : Un semestre est composé de 30 crédits ECTS et une année universitaire de 60 crédits ECTS. Les étudiants peuvent être autorisés à acquérir moins d'ECTS (avec l'autorisation préalable de leur université d'origine) mais pas moins de 25 crédits ECTS.</p>	<p>Will be issued within 4 weeks after the end of the mobility period Sera délivré dans les 4 semaines suivant la fin de la période de mobilité</p>



## IGS GLOBAL PROGRAM FRANCE



### French courses (if applicable) Cours de français (le cas échéant)

Are FLE (French as a Foreign Language) courses available for international students? Des cours de langue française (FLE : Français Langue Etrangère) sont-ils disponibles pour les étudiants internationaux ?

Yes / Oui  No / Non

• If yes / Si oui :

Mandatory / Obligatoire  Optional / Optionnel

• If optional / si optionnel :

Number of hours / Nombre d'heures : NA

Additional cost (if applicable) / coût supplémentaire (le cas échéant) : NA

Accessible for all programs open to international students

Accessibles pour tous les programmes ouverts aux étudiants internationaux

Accessible only for certain programs. Please specify which ones:

Accessibles que pour certains programmes. Spécifier lesquels :

## APPLICATION PROCESS / PROCÉDURE DE CANDIDATURE

### NOMINATION DEADLINE

DATE LIMITE DE NOMINATION

**Fall:** May, 15th

**SPRING:** October, 15th

### APPLICATION SUBMISSION DEADLINE

DATE LIMITE DE DÉPÔT DES CANDIDATURES

**Fall:** June, 15th

**SPRING:** November, 15th

### APPLICATION FORM

FORMULAIRE DE CANDIDATURE

Attached form in editable pdf

### COMPULSORY DOCUMENTS TO BE PROVIDED

DOCUMENTS À FOURNIR LORS DE LA CANDIDATURE

- ✓ Application form
- ✓ Copy of transcripts
- ✓ Copy of passport
- ✓ ID Picture



## IGS GLOBAL PROGRAM



**Program Coordinator**  
Réfèrent du programme

Mrs. Hélène KAYSER  
Director of Studies - CEFAM  
+33 (0)4 72 85 72 15  
Helene.kayser@cefam.fr

### WHEN WILL EXCHANGE STUDENTS BE WELCOMED INTO OUR PROGRAM?

Year & Semester		Language of instruction (FR OR EN)	
1	Fall	<input type="checkbox"/> FR	<input checked="" type="checkbox"/> EN
	Spring	<input type="checkbox"/> FR	<input checked="" type="checkbox"/> EN
2	Fall	<input type="checkbox"/> FR	<input checked="" type="checkbox"/> EN
	Spring	<input type="checkbox"/> FR	<input checked="" type="checkbox"/> EN
3	Fall	<input type="checkbox"/> FR	<input checked="" type="checkbox"/> EN
	Spring	<input type="checkbox"/> FR	<input checked="" type="checkbox"/> EN

**100% of the courses will be taught in the same language the entire semester.**

100% des cours seront enseignés dans la même langue sur un même semestre.

### FIELD OF STUDIES OF THE APPLICANT IN THE HOME INSTITUTION:

FILIÈRE DE FORMATION SUIVIE PAR LE CANDIDAT DANS L'INSTITUTION D'ORIGINE

Business

### NUMBER OF SEATS PER SEMESTER / NOMBRE DE PLACES PAR SEMESTRE :

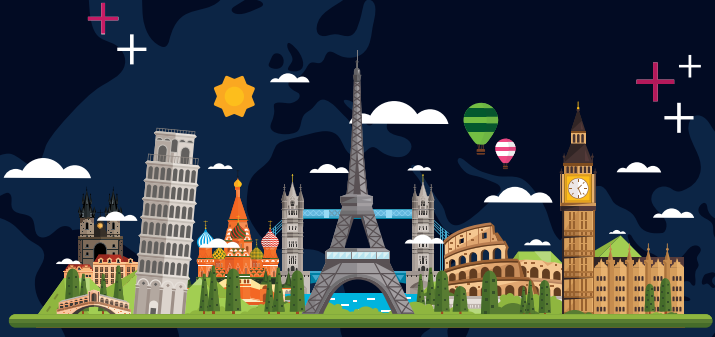
Exchange / En échange : Based on the exchange agreement with your institution

Fee-paying / En payant : ∞

### TUITION FEES PER SEMESTER / FRAIS DE SCOLARITÉ PAR SEMESTRE :

4 960€





## IGS GLOBAL PROGRAM

### GENERAL PROGRAM INFORMATION / INFORMATIONS GÉNÉRALES SUR LE PROGRAMME

#### Academic calendar & important dates / Calendrier académique & dates clés

- Beginning of the semester / Rentrée :  
**Fall semester:** September 1st, 2022  
**Spring semester:** Monday, January 16, 2023
- End of the semester (exams included) / fin du semestre (examens inclus) :  
**Fall semester:** December 14, 2022  
**Spring semester:** April 28, 2023
- Makeup exams Dates / Dates de rattrapages (if applicable) : N/A

#### Eligibility criteria / Critères d'éligibilité

##### Applications / Candidatures :

- from student enrolled in institutions that have signed a partnership with any of the schools within Groupe IGS  
 des étudiants inscrits dans une des universités partenaires d'une des écoles du Groupe IGS

##### Required level of studies to apply for Study Abroad / Niveau d'études lors de la mobilité :

- 1<sup>st</sup> year / 1<sup>ère</sup> année     2<sup>nd</sup> year / 2<sup>ème</sup> année     3<sup>rd</sup> year / 3<sup>ème</sup> année     4<sup>th</sup> year / 4<sup>ème</sup> année     5<sup>th</sup> year / 5<sup>ème</sup> année

##### Language level / Niveau de langues :

- English / Anglais :  A1    A2    B1    B2    C1    C2    Native Speaker / Locuteur natif

### ACADEMIC INFORMATION / INFORMATIONS ACADÉMIQUES

#### Course format / Format de cours

- Online / En ligne    Onsite / en présentiel    Hybrid / Hybride

#### List of courses available to exchange students over the defined period

Liste des cours accessibles aux étudiants en échange sur la période définie.

##### Link to the course catalogue / Lien vers le catalogue de cours :

You will find below the course catalog

Please note that the program is subject to change and will be updated.

Veuillez noter que le programme peut-être amené à changer et sera mis à jour.



# ***IGS GLOBAL PROGRAM IN LYON 2022-2023 COURSE CATALOG***



**GROUPE IGS**  
RELATIONS INTERNATIONALES





# ***COURSE OFFERING*** ***2021-2022***







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# ***COURSE DESCRIPTIONS***

## ***2022-2023***





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### **ACCT 115 – Introduction to Financial Accounting I**

*US Credits: 3*

*ECTS credits: 6*

*Semester hours: 40*

*Prerequisite: NONE*

*OPEN ON FALL & SPRING SEMESTERS*

#### **COURSE DESCRIPTION**

This class introduces financial accounting. The objective is to familiarize students with accounting terminology and methods so that they are able to interpret, analyze, and evaluate financial statements published in annual reports. It covers the basic concepts underlying financial statements and the accounting principles followed in the preparation of the assets of the balance sheet and the income statement.

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### **ACCT 121 – Introduction to Financial Accounting II**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: ACCT 115*

*OPEN ON FALL & SPRING SEMESTERS*

#### **COURSE DESCRIPTION**

This is a course which builds on the foundations put into place in ACCT 115. This course is limited to the coverage of financial accounting.

The course is designed to give the student a thorough introduction to the principles and mechanics of financial accounting for the income statement, cash flow statement and owner's equity. The student will also be able to furnish proof of a practical understanding of the diverse techniques used to analyze and measure the economic activity of a company.

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### **ACCT 130 – Introduction to Managerial Accounting**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: ACCT 115, ACCT 121*

*OPEN ON SUMMER SESSION ONLY*

#### **COURSE DESCRIPTION**

This second introductory course in accounting focuses on the managerial aspect of accounting. The objective is to study the fundamental managerial accounting concepts and techniques that aid in management decision-making, performance evaluation, planning and controlling operations. The course covers such topics as cost volume profit analysis, cost behavior, activity based costing, budgeting, performance measurement, and cost control.

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### **ACCT 410 – Intermediate Financial Accounting I**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: ACCT 115 & ACCT 121*

*OPEN ON FALL SEMESTER ONLY*

#### **COURSE DESCRIPTION**

This course provides a comprehensive coverage of the accounting process and the preparation of financial statements. The form and content of financial statements are analyzed and the impact of the accounting principles. Special topics include complex revenue recognition, asset and liability valuation, construction-in-progress, long-term investments, pensions, leases, discontinued business, impairments, troubled debt restructuring, dilutive earnings per share, accounting changes and errors, comprehensive income and direct method cash flows.

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### **ACCT 420 – Intermediate Financial Accounting II**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: ACCT 115, ACCT 121 & ACCT 410*

*OPEN ON SPRING SEMESTER ONLY*

#### **COURSE DESCRIPTION**

This course is the continuation of ACCT 410 and provides a comprehensive coverage of the accounting process and the preparation of financial statements. The form and content of financial statements are analyzed and the impact of the accounting principles. Special topics include complex revenue recognition, asset and liability valuation, construction-in-progress, long-term investments, pensions, leases, discontinued business, impairments, troubled debt restructuring, dilutive earnings per share, accounting changes and errors, comprehensive income and direct method cash flows..





### **ARTS 210 – Art History**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: NONE*

*OPEN ON FALL & SPRING SEMESTERS*

#### **COURSE DESCRIPTION**

This course covers the major developments in modern art from the late 19<sup>th</sup> Century to the present day. The major movements of the modern period – including Impressionism, Cubism, Dada, Surrealism, Expressionism, Pop Art and Abstract Expressionism – are discussed in both a fine art and social context.

### **BLAW 115 – Introduction to the Legal Environment of Business**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: NONE*

*OPEN ON FALL & SPRING SEMESTERS*

#### **COURSE DESCRIPTION**

This module is concerned with the legal, ethical environment in which businesses operate. Essential principles of business law are introduced to lay a foundation for the study of more advanced business law units. The unit begins with an introduction to the American legal system and then focuses on the fundamental principles of the law of contract, tort, property and relevant legislation. Topics dealt with in contract law include formation of contracts, terms, factors affecting the validity and enforcement of contracts, terminating contracts and remedies for breach of contract. Basic elements of the law of torts, in particular negligent misrepresentation and including torts involving unlawful interference with business are also examined. The law involving business would include a discussion on business organizations, the impact of computer law on business as well as employee and employee relations. Finally, the course looks at international law.

### **BLAW 210 – The Legal Environment of Business**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: BLAW 115*

*OPEN ON SPRING SEMESTER ONLY*

#### **COURSE DESCRIPTION**

This is a one-semester course for degree candidates at the CEFAM. The course offers a survey of the legal environment of international business, with particular attention to international commercial transactions. It explores the kinds of legal problems businesses face when they engage in international trade, in the international licensing of intellectual property, and in direct foreign investment. The course begins with an overview of the legal environment of international business, with focus on the risks involved with the various market entry strategies mentioned above. Both private law and public law are emphasized. Public international law includes an overview of the role of conventions, treaties and agreements that make up the legal framework within which international business operates. International private law considers the resolution of international disputes and conflicts of law. The second part of the course focuses on international sales and the commercial transaction, including the formation and implementation of international sales contracts, trade finance, and letters of credit.

### **BUSI 210 –INTERNATIONAL BUSINESS & ETHICS**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: ECON 110, MGMT 110*

*OPEN ON SPRING SEMESTER ONLY*

#### **COURSE DESCRIPTION**

This course will introduce the theoretical concepts that serve as a foundation for International Business as an academic discipline. The course textbook will examine International Business from a European perspective. We will examine several aspects of doing business in a globalized world, beginning with an evaluation of globalization and the international business environment. Then political and social aspects are examined, with frequent links to case studies. Other topics considered are cross-national cooperation, international strategies, FDI and collaborative strategies.






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### **BUSI 410 –Business Ethics**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: NONE*

*OPEN ON FALL & SPRING SEMESTERS*

#### **COURSE DESCRIPTION**

This course focuses on the importance of ethical perceptions and corporate social responsibility as an inevitable factor in business. As a discipline, Business Ethics has considerably grown within the last decades and has become a major field in the age of globalization. It refers to values-based conduct, which does not only apply to individuals but to corporations.

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### **COMP 125 – Introduction to Management Information Systems**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: NONE*

*OPEN ON SPRING SEMESTER ONLY*

#### **COURSE DESCRIPTION**

The purpose of this course is to prepare the students for the dynamic business environment by increasing their understanding of the IT-enabled business. Students will see the following topics:

- ⊗ Introduction to information systems in organizations, and explain the role of information technology as a business enabler
- ⊗ Overview of hardware and software, database systems, and other applications in a business environment
- ⊗ Evaluate the effectiveness of business applications in organizations
- ⊗ Explore the different interactions between technology, customers, employees, processes, data in an organizational environment
- ⊗ Discuss a variety of ethical and privacy issues that arise from the use of technologies
- ⊗ Explain the impact of information systems on society, the evolving role of MIS in the organization, and careers in MIS

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### **COMP 410 – Information Technology for Finance**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: COMP 125*

*OPEN ON SPRING SEMESTER ONLY*

#### **COURSE DESCRIPTION**

This course serves as an introduction to the topic of how computer systems are used to help finance in the modern enterprise. It will cover the use of Excel and Visual Basic to analyze company finances and make prediction on net income, cash flow, stock price, and other metrics, based on a number of possible scenarios. Students will learn hands on how to use Excel and Visual Basic for financial modeling; and they will learn about the large enterprise applications used for finance, including procurement, business intelligence, data mining, and predictive analysis. Students will learn about Big Data and Artificial Intelligence and their growing impact on finance.

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### **DSCI 210 – Business Statistics**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: MATH 110, MATH 120, COMP 110 (Excel)*

*OPEN ON FALL & SPRING SEMESTERS*

#### **COURSE DESCRIPTION**

Statistical analysis is vital in business as good decisions are based on numerical information. The course is designed to help students acquire techniques necessary for analyzing and describing numerical data to facilitate decision making process. This course will also serve as a foundation for a number of other courses which will build upon certain topics covered in this class. **As a prerequisite** for this course, students must master the basic knowledge and skills of Excel such as: Entering Data, Pivot Table, Using formulas, creating charts, descriptive statistics, Hypothesis testing






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### **DSCI 220 – Quantitative Techniques**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: DSCI 210 – Master of Excel*

*OPEN ON SPRING SEMESTER ONLY*

#### **COURSE DESCRIPTION**

This course builds upon the business statistics course by introducing quantitative techniques used to approach everyday business decision making in a scientific manner. Students will learn to utilize some quantitative techniques for a broad range of problems with emphasis on practical applications. **As a prerequisite** for this course, students must master the basic knowledge and skills of Excel such as: Entering Data, Pivot Table, Using formulas, creating charts, descriptive statistics, Hypothesis testing

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### **DSCI 410 – Operations & Supply Chain Management**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: DSCI 210 & DSCI 220*

*OPEN ON FALL & SPRING SEMESTER*

#### **COURSE DESCRIPTION**

A supply chain is a network involving the purchasing of raw materials and components, their transformation into end products, and the delivery of these end products, either goods or services to clients. Within this supply chain are numerous activities and operations management covers the efficient control, planning, organization, and utilization of resources respecting internal constraints and the client demand. The duo, operations and supply chain management crosses the functions of finance, marketing, law, and human resources and involves physical information, and financial flow streams. Effective supply chain management is a key to client satisfaction since as well as providing goods at an acceptable quality, at the right price, companies need to deliver when promised, but at the same be flexible!

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### **ECON 110 – Principles of Macroeconomics**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: NONE*

*OPEN ON FALL & SPRING SEMESTERS*

#### **COURSE DESCRIPTION**

This is the second semester of a one-year course which is a study of modern economic society, the economic role of consumers, businesses, governments, the financial system, and of the economic problems which society faces. It includes a thorough introduction to economic analysis

which aids in the understanding of economic behavior and contributes to the solution of social problems.

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### **ECON 120 – Principles of Microeconomics**

*US Credits:3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: NONE*

*OPEN ON FALL & SPRING SEMESTERS*

#### **COURSE DESCRIPTION**

This is the first semester of a one-year course which is a study of modern economic theory. It covers the economic role of consumers, businesses, governments, banks and other institutions and of the economic problems which society faces. It includes a thorough introduction to microeconomic analysis which aids in the understanding of economic behavior and mechanisms, and contributes to the solution of social problems.

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### **ECON 210 – Intermediate Macroeconomics**

*US Credits:3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: ECON 110*

*OPEN ON SPRING SEMESTER ONLY*

#### **COURSE DESCRIPTION**

This course builds upon the foundations put into place in ECON 110. Economic problems facing society are studied more closely. Also examined are long run economic growth, inflation and unemployment, and international trade and capital flows.

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### **ECON 410 – International Economics**

*US Credits:3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: ECON 110 & ECON 210*

*OPEN ON FALL & SPRING SEMESTER*

#### **COURSE DESCRIPTION**

This is a 4<sup>th</sup> year one-semester course which is a study of the theory and practice of international trade and finance. Students should gain an outstanding of the fundamentals underlying international economics and the trade between those economies. Students should be able to grasp the mechanisms of foreign exchange, why foreign trade exists, why impediments to foreign trade exist and the adjustment policies available to improve balance of payment disequilibria conditions.






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### **ENGL 130 – ENGLISH COMPOSITION II**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: ENGL 110*

*OPEN ON FALL & SPRING SEMESTERS*

#### **COURSE DESCRIPTION**

This course is putting into practice public writing aimed at a **public audience**, which means you will respond to other people's writing. This is done through discussion, reflection, speculation, and exploration on your part in hopes of offering insight and responses as readers. Hence, several modes of organizing an essay through a coherent, unified, and logical manner are introduced. A classic format for composition is the five-paragraph essay. However, it is not the only format for writing an essay, of course, but it is a useful model to keep in mind and apply, especially as beginning writers to develop sound and based composition skills.

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### **ENGL 170 – Public Speaking**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: NONE*

*OPEN ON SUMMER SESSION ONLY*

#### **COURSE DESCRIPTION**

This course covers all aspects of oral communication in contemporary business situations. Students will learn the principles of communicating orally, how to create and use presentations, public speaking skills, and the techniques of interpersonal and group oral communication.

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### **ENGL 230 – American Literature**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: NONE*

*OPEN ON FALL & SPRING SEMESTERS*

#### **COURSE DESCRIPTION**

This course is designed to introduce the student to the history, context and vibrantly creative evolution of American Literature. With such intention, the selected texts are indicative of the variant and various genres to be found within the American Canon. While the teacher will provide information on historical context and guidance through the analytical and interpretive processes, student-led discussion will be an essential part of the course.

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### **FINC 210 – Introduction to Managerial Finance**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: ACCT 115, ACCT 121*

*OPEN ON FALL & SPRING SEMESTERS*

#### **COURSE DESCRIPTION**

A one semester course that provides a solid foundation in fundamental finance theory and practice. The course introduces such basic concepts as securities markets, interest rates, and risk/return valuation models. Bonds and stocks will be discussed and thoroughly analyzed.

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### **FINC 220 – Intermediate Managerial Finance**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: ACCT 130, FIN 210*

*OPEN ON FALL & SPRING SEMESTERS*

#### **COURSE DESCRIPTION**

A one semester course that provides a solid foundation in fundamental finance theory and practice. This course builds upon concepts learned in the first semester course. The course introduces such basic concepts as working capital management and long term financing alternatives. In addition, the course concentrates on how managerial finance can be used to maximize the value of the firm.

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### **FINC 230 – International Finance**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: FIN 210*

*OPEN ON SPRING SEMESTER ONLY*

#### **COURSE DESCRIPTION**

A one semester course designed to introduce the major themes of international financial management, from the managing of operating exposure to the managing of accounting elements, including the futures and options market. The student will work with the techniques used in measuring the risks, as well as the profit opportunities, that exist for companies on the international level.










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### **FREN 150 – French Culture & Civilization**

*US Credits: 1*

*ECTS Credits: 2*

*Semester hours: 20*

*Prerequisite: NONE*

*OPEN ON FALL & SPRING SEMESTERS*

#### **COURSE DESCRIPTION**

This course is designed for foreign students spending a semester or academic year in France and aims at providing a basic understanding of the French people today. Emphasis will be placed on French history, life-styles, customs, mentality, and overall culture. Discussion of current trends in French politics, education, religion, and popular culture, especially as they illustrate important cultural values and attitudes, will be included.

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### **HIST 210 – American History**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: NONE*

*OPEN ON FALL & SPRING SEMESTERS*

#### **COURSE DESCRIPTION**

The course will cover American history from the origins to the Civil War. Participants will study the settlement of the American colonies, the transplanting of European ideas and values to the Western hemisphere, the achievement of American independence, and the formation of American government and politics. We will also study the westward expansion, the conflicts with Native Americans and with African Americans. Finally, the class will follow the road to the Civil War.

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### **HIST 320 – The United States since the Civil War**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: NONE*

*OPEN ON FALL & SPRING SEMESTERS*

#### **COURSE DESCRIPTION**

The course will cover American economic, political, and social history from the end of the Civil War to the beginning of the Second World War. The goal of the course is to give students a better understanding of the modern United States. With that in mind we will focus our study on the political discourse of “freedom” or “liberty”, possibly the

two most important terms in American political vocabulary, past and present. The course takes us from one period of intense government activism, the era known as Reconstruction, to another, with Franklin Delano Roosevelt’s New Deal. As such, we will examine Americans’ ever-ambiguous attitude towards government; is government an instrument for ensuring freedom, or is “big government” the first enemy of liberty? “Big business” has also been alternately seen as both the pure product of perfect freedom and as the mortal enemy of true liberty; a virtual slave master ruling over “wage slaves.” By looking at the politics of corporate lobbying during the Gilded Age, we can better understand our own increasingly corporatized political system. And finally, we will examine the politics of race, as well as the legal, economic and social limits placed on African Americans during this period of racial segregation, the objective being of course to better understand the racial tensions evident in American society today.

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### **HTMG 410 – Hotel Management & Operations**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: NONE*

*OPEN ON SPRING SEMESTER & SUMMER SESSION*

#### **COURSE DESCRIPTION**

This course will introduce the students to the fundamentals of the hotel and tourism industry on both an operational and strategic level. Organizational structures will be explored. It will give an overview of the different hotel departments and explain their purpose and structure; special attention will be paid to staffing considerations. It will also explain the issues facing senior hotel management staff such as operating costs, supply chain, designing and maintaining the hotel facilities and services, as well as safety and security – particularly post COVID 19.






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### **HTMG 420 – Culture & Communication in Hospitality & Tourism Management**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: NONE*

*OPEN ON SPRING SEMESTER & SUMMER SESSION*

#### **COURSE DESCRIPTION**

Intercultural management and sensitivity have become a pure need for all people living, learning, and working in multicultural places; especially for individuals who would be in positions that require effective management of cultural variance.

This course will examine the cultural issues faced by people working in the hospitality industry. The module will debut with recognizing how communication impacts our own personal culture and the plethora of sub-cultures we belong to. Students will then explore cultural implications including religious, ethical, and cultural considerations for several regions around the world. Finally, students will learn how the industry faces the cultural challenges apparent, and less visible can be met. The module will be interactive with much emphasis on group work through role-play, discussion, and research projects.

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### **HTMG 430 – Contemporary Issues in Hospitality & Tourism Management**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: NONE*

*OPEN ON SPRING SEMESTER & SUMMER SESSION*

#### **COURSE DESCRIPTION**

This course will explore the various issues faced by hospitality and tourism organizations; special attention will be paid to competition and demand as well as the environmental and ethical impacts. Students will study some of the many challenges including shortage of labor and skills, global emerging markets, technology, and social media. These factors among others all impact the business development and will therefore be addressed thematically. The module aims to empower students to gain a global overview of how the industry go about preparing and adjusting to such variable impacts.

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### **MGMT 110 – Introduction to Management**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: NONE*

*OPEN ON FALL & SPRING SEMESTERS*

#### **COURSE DESCRIPTION**

This course is a basic introduction to Managers (who they are & what they do) and Management itself, both in its theoretical components and its practice. The course examines basic management philosophy and applications from a variety of perspectives. Theory is systematically related to in-company realities (processes).

The course covers management functions such as planning, organizing, staffing, leading, and controlling that are required to manage the resources of the organization towards achieving its goals. Students will gain an appreciation of the overall strategic position of an organization and how each element is inter-linked.

The course develops students' awareness of organizational priorities and their support processes so as to better understand today's competitive business environment.

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### **MGMT 220 – Organizational Behavior**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: MGMT 110*

*OPEN ON FALL & SPRING SEMESTERS*

#### **COURSE DESCRIPTION**

Organizational Behavior can be defined as the study of the impact that individuals, groups and structures have on behavior within an organization and how this in turn impacts the organization's performance. It develops students' awareness of the essential interpersonal skills which are the keys to managerial effectiveness.

Students will study topics related to attitudes, personality, motivation, group and team behavior, leadership and conflict.

The course demands a high level of **personal reflection** on the part of each student.

Theory is systematically related to in-company realities. Case studies and assignments are used in order to analyze from a practical point of view the different theories presented.






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### **MGMT 410 – Strategic Management & Organizational Policy**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: MGMT 110 & MGMT 220*

*OPEN ON FALL AND SPRING SEMESTER*

#### **COURSE DESCRIPTION**

This is a one semester “capstone” course, providing the opportunity to assimilate the diverse subject areas covered over the previous semesters. The course is built around several case studies which expose the student to critical notions in the formulation, implementation and control of strategic policy.; Informed and well-founded long-term decision-making is a the heart of the course’s content.

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### **MKTG 210 – Principles of Marketing**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: NONE*

*OPEN ON FALL SEMESTER ONLY*

#### **COURSE DESCRIPTION**

This course introduces the students to the basic principles that are essential to understanding the new business world and its intense competition for the establishment of long term quality relationship with clients. It will define what marketing is, what are its tasks or function, the process by which it operates, and what are the main challenges it faces now in the business world.

Students will learn the essentials about marketing research and will understand the process of building a strategic marketing plan. Not only will the concepts be defined and presented, but there will be discussions on the realities involved in applying this knowledge.

Student will also have the opportunity to develop their critical thinking by discussing real life situations and cases that are complex and don’t have only one possible solution.

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### **MKTG 230– INTERNATIONAL MARKETING**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: MKTG 210*

*OPEN ON SPRING SEMESTER ONLY*

#### **COURSE DESCRIPTION**

This course is designed to help the students understand the globalisation of markets and its influence on marketing principles and practices. It will describe how companies of all size can pursue the creation of competitive advantage in such a context.

After looking at the global marketing environment the course will present the different steps needed to establish a global market entry strategy and develop an efficient global marketing mix.

Students will learn the essentials about the process and tools needed to do marketing research at the international level. Not only will the concepts be defined and presented, but there will be discussions on the realities involved in applying this knowledge.

Student will also have the opportunity to develop their critical thinking by discussing real life situation and cases that are complex and don’t have only one possible solution. In doing this we will help the student to understand their own “scientific and cultural paradigm” and the filter it puts in their analysis of international situation.

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### **MKTG 410 – Consumer Behavior**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: MKTG 210*

*OPEN ON FALL SEMESTER ONLY*

#### **COURSE DESCRIPTION**

This course will provide an introduction and application of the major trends and changes in marketing that impact the study of consumer behavior from various disciplines including consumer psychology, behavioral economics and sociology. This course researches the theories and concepts of consumers from around the world and their diverse experiences with buying, having and being.

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### **MKTG 420 – ADVERTISING**

*US Credits: 3*

*ECTS Credits: 6*

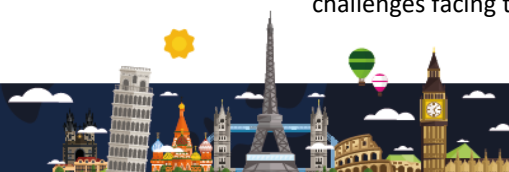
*Semester hours: 40*

*Prerequisite: MKTG 210*

*OPEN ON FALL SEMESTER ONLY*

#### **COURSE DESCRIPTION**

A hands-on practical study of contemporary advertising techniques and practices identifying and outlining the forces which have shaped its evolution, current developments and emerging/future trends, plus the global challenges facing the industry today.






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### **MKTG 430 – Marketing Research**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: MKTG 210*

*OPEN ON SPRING SEMESTER ONLY*

#### **COURSE DESCRIPTION**

Examination of the acquisition of information for marketing management decision making, including the formulation of research problems, research design, data sources and collection methods, sampling design, data analysis and presentation of results.

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### **MKTG 440 – Project Management in Marketing**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: MKTG 210*

*OPEN ON FALL SEMESTER ONLY*

#### **COURSE DESCRIPTION**

This course focuses on helping project managers manage the detail while also achieving the bigger picture, with a process that keeps the project team on track and motivated while meeting stakeholder expectations. In addition to the discipline of project management, such as planning, management and evaluation, this course will introduce students to risk management and mitigations, using and presenting data, and producing business cases for marketing proposals and projects. This course will also introduce students to agile principles.

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### **MKTG 450 – Sales Management & Negotiation**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: MKTG 210*

*OPEN ON FALL SEMESTER ONLY*

#### **COURSE DESCRIPTION**

This comprehensive course covers in an integrated way all the aspects related to sales, sales management and negotiations. It includes topics such as B2B marketing and how marketing relates to sales, pricing, sales techniques, sales organizations and sales force motivation. A focus is made on sales negotiations as part of a sales process, covering all the steps from preparing to negotiate to effectively closing a deal.

The course integrates the development of intercultural

awareness and examines how the international environment influences the sales and negotiations processes.

Challenging role-plays and skill-building activities designed to further develop the students' ability to interact with a customer are included in the course.

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### **MKTG 460 – Digital Marketing**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: MKTG 210*

*OPEN ON SPRING SEMESTER ONLY*

#### **COURSE DESCRIPTION**

The world has gone digital. Lines drawn between online, mobile and traditional marketing practices are increasingly meaningless. Digital marketing IS marketing. Mobile marketing IS marketing. The world belongs to the Facebooks, Amazons and Googles now, and if we want to succeed in it we need to understand what they do and how we can do it too. This course will seek to examine the truth of these statements and explore how businesses can leverage the sometimes overwhelming array of digital and online technologies at their fingertips to drive commercial success in B2C and B2B contexts and as part of an integrated marketing communication strategy.

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### **NSCI 210 – Environmental Science**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: NONE*

*OPEN ON FALL & SPRING SEMESTERS*

#### **COURSE DESCRIPTION**

Modern lifestyles and industries present a serious risk to the global environment. As we witness the trend towards increased levels of industrialization, a growing human population, and an irrational dependence on unsupportable levels of consumption, we now face the task of redirecting our ways of living towards one that can be sustained over the long term. By necessity, we must learn basic environmental principles in order to assure a livable existence for future generations.






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### **PHIL 120 - INTELLECTUAL HERITAGE**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: NONE*

*OPEN ON SPRING SEMESTER ONLY*

#### **COURSE DESCRIPTION**

Students will be exposed to a number of seminal texts which have formed the foundations of Western European thought as concerns the relationship between man and his society/government, man and his god(s) and man and himself, largely through the notion of power: its uses, abuses and functions. Designedly, the course will not treat these texts in an exclusively chronological way, and the general focus will be upon the tensions between service and power, both individual and societal.

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### **PHIL 130 –Dimensions of Diversity**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: NONE*

*OPEN ON FALL & SPRING SEMESTERS*

#### **COURSE DESCRIPTION**

This course exposes students to the study of society and social interactions in a diverse local, national and international context. The course is presented in three parts: the first equips students with the sociological tools and perspectives which allow them to question not only what they see but also how they see what they see; the second considers various elements of a diverse society including race, gender, work, education, sexuality and religion; the third allow students to apply their knowledge and teach their peers via an extended, group focused taught class exercise.

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### **POLS 110 – Introduction to Political Theory**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: NONE*

*OPEN ON FALL & SPRING SEMESTERS*

#### **COURSE DESCRIPTION**

This course will examine the foundational texts and theories that have shaped political thought. We will deconstruct writings from historical figures such as Plato, Aristotle, Machiavelli, Hobbes, Locke, Rousseau, and Marx – as well

as modern theorists such as Kenneth Waltz, Alexander Wendt, and Robert O. Keohane. We will trace the development of the modern nation state and discuss its relationship with its citizens. We will also examine the role feminism in the construction of political theory.

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### **POLS 210 – Issues in International Politics**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: NONE*

*OPEN ON FALL & SPRING SEMESTERS & SUMMER SESSION*

#### **COURSE DESCRIPTION**

This course exposes students to theoretical and practical aspects of international politics. The first part of the course equips students with the theoretical tools to analyze international relations from a variety of perspectives. The second part of the course moves thematically through current issue in international politics, including globalization, the Global South, nuclear weapons proliferation, international political economy and geopolitics. The third part of the course demands students become increasingly active in their learning as they assume the role of teacher for their peers and engage in a sustained international crisis simulation.

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### **POLS 310 – Understanding the European Union**

*US Credits: 3*

*ECTS Credits: 6*

*Semester hours: 40*

*Prerequisite: NONE*

*OPEN ON FALL & SPRING SEMESTERS*

#### **COURSE DESCRIPTION**

This course will introduce students to domestic political systems and intergovernmental institutions in contemporary Europe. We will focus on pivotal points in the historical development of the continent and individual countries. Special attention will be paid to the role of identity politics. Students will analyze the development of a European identity and its impact on the stability of the European Union.





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## **TOEFL PREPARATION COURSE**

*US Credits: 0*

*ECTS Credits: 0*

*OPEN ON SUMMER SESSION ONLY*

### **COURSE DESCRIPTION**

This course is offered to all CEFAM students to help them achieve the minimum score of 550/213/79 required by CEFAM's partner universities on the TOEFL (Test of English as a Foreign Language) examination. The course is comprised of both oral listening activities and extensive exercises designed for grammar and vocabulary improvement. All three versions of the TOEFL test currently available will be address





## PRACTICAL INFORMATION LYON

<p><b>Useful links</b></p>	<p>campusfrance.org          studying-in-france.org  <a href="http://www.thelocal.fr/20170620/international-erasmus-student-in-france-what-you-need-to-know/">www.thelocal.fr/20170620/international-erasmus-student-in-france-what-you-need-to-know/</a>  <a href="http://www.lyoncampus.com/en/study/international-students">www.lyoncampus.com/en/study/international-students</a>  <a href="http://www.transitionsabroad.com/publications/studentwritingcontest/living-abroad-student-in-paris.shtml">www.transitionsabroad.com/publications/studentwritingcontest/living-abroad-student-in-paris.shtml</a></p>
<p><b>Accommodation</b></p>	<p><b>Housing in a student residence</b> → ≈550.00 €/month          (from 500 to 600 € per month)  <b>Renting a studio</b> → Between 500€ and 900€/month          (Depending on the location)  <b>Sharing an apartment</b> → Between 400€ and 600€/month          (Depending on the location)  <b>Home Stay</b> → ≈4500€/semester</p>
<p><b>Cost of living</b></p>	<p><b>Textbooks and other academic materials</b>      <b>Between 200€ and 400€</b></p> <p><a href="https://france-visas.gouv.fr/">https://france-visas.gouv.fr/</a> → Section « Living in France »</p> <p>Housing insurance (per month)      ≈ 15.00 €          Meals and personal expenses (per month)      ≈ 200.00 €          Bus &amp; Metro pass      ≈ 35.00 €          (35€ per month+ 5€ for the card)          Cell phone (per month)      ≈ 20.00 €</p>
<p><b>Visa Information</b></p>	<p><a href="https://france-visas.gouv.fr/">https://france-visas.gouv.fr/</a></p> <p><b>Student visa (compulsory for non EU countries)</b>          Dependent on requirements from the French Embassy of the students' home country. Please contact your local French Embassy or Campus France. Please make sure your visa starts before the beginning of exchange semester.</p>
<p><b>Insurance</b></p>	<p>All foreign students are required to provide proof of valid insurance.</p> <p><b>Insurance (compulsory)</b>          Before departure, students should ensure they have full and valid International Health Insurance coverage for the whole duration of their stay. EEA students do not need to purchase additional coverage, but must provide a copy of their European Health Insurance Card (EHIC). Non-EEA students must purchase private insurance covering the entire period of their stay in France.</p>







### **INTERNATIONAL RELATIONS OFFICE**

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