



## **BA in ECONOMICS AND MANAGEMENT**

### **ERASMUS PROGRAMME IN ENGLISH**

#### **I. GENERAL PRESENTATION**

The purpose of the curriculum is mainly to :

- provide cultural and technical knowledge,
- develop students' sense of criticism,
- teach them methods that will help them analyse problems and present their results both orally and in writing.

Therefore the programme will be based mostly (albeit not exclusively) on a proper balance of the following subjects:

- economic analysis,
- corporate management,
- statistics,
- computer science,
- Language and expression. Incoming students will have the opportunity to begin to study French at the I.E.F.E. (French Institute for Foreign Students).

Students will be required to synthesize theoretical knowledge and recognize its operational character, which will best prepare them to enter the workplace and adjust to varying positions (firm, bank, insurance, etc.). They will also gain an insight into our post-graduate studies via our Master's in Applied Economics and our MBA.

The Erasmus programme in English consists of a range of English-taught core subjects of our BA in Economics and Management, chosen among the three levels of study (Year 1, Year 2, Year 3) or even subjects of our Master's Degrees in Applied Economics and Business Administration (Year 1 and 2). Incoming students will join French students willing to attend these classes in English.

The programme permits to validate 73 ECTS maximum, 41.5 ECTS in the first term and 31,5 in the second, French included (see table below).

<b>ERASMUS PROGRAMME IN ENGLISH</b>		
	<b>ECTS</b>	
French as a Foreign Language (with the I.E.F.E.)	6 (3/semester)	
<b>BA in ECONOMICS AND MANAGEMENT</b>		
<b>YEAR 1 (L1)</b>		Pr. / Ass. Lecturer
<b>1st semester (S1)</b>		
Introduction to Management	4	J. JAUSSAUD
introduction to Economics	4	J. LECACHEUX
<b>2nd semester (S2)</b>		
Microeconomics I	4	F. CANDAU
<b>YEAR 2 (L2)</b>		
<b>semester 3 (S3)</b>		
Microeconomics II	4	L. de BOISDEFFRE
Current Economic Issues	4	E. DIENESCH
Computer Science	4	C. SALLABERRY
<b>semester 4 (S4)</b>		
Statistics	4,5	F. LACHET-TOUYA
Human Resources Management	4,5	J. JAUSSAUD
<b>YEAR 3 (L3)</b>		
<b>semester 5 (S5)</b>		
Marketing	4,5	J. H'MAIDA
<b>semester 6 (S6)</b>		
Organisation Theory	4	O. MERIGNAC
Corporate Strategy	4	J. JAUSSAUD
Industrial Economics	4	C. HARITCHABALET
<b>MASTER'S DEGREE in APPLIED ECONOMICS</b>		
<b>YEAR 1 semester 1 (M1S1)</b>		
Corporate Strategy & International Management	3	J. JAUSSAUD
Regional and Urban Development	3	F. CANDAU
<b>YEAR 2 semester 3 (S3)</b>		
European Economics	4	J. LECACHEUX
<b>YEAR 2 semester 4 (S4)</b>		
Geographical Economics	4	F. CANDAU
<b>MASTER'S DEGREE IN BUSINESS ADMINISTRATION</b>		
<b>YEAR 1 (M1), semester 1 (S1)</b>		
Accounting and Cost Analysis I	4	J. JAUSSAUD
<b>YEAR 2 (M2), semester 2 (S2)</b>		
Cost Analysis II	4	J. JAUSSAUD
Financial Analysis	4	J. JAUSSAUD
<b>Total ECTS semester 1 (Fall semester)</b>	41,5	38,5 + French
<b>Total ECTS semester 2 (Spring semester)</b>	40	37 + French
<b>TOTAL ECTS</b>	<b>81,5</b>	<b>75,5 + 6</b>

## II. STUDY GUIDE

### **DDC51V - Introduction to Economics (L1S1) :**

- economic analysis — General introduction and analysis framework for individual choice - An individual's rational choice.
- Social economics : the benefits of exchange and cooperation
- The market : supply, demand and competitive equilibrium
- Imperfections of competition
- Assets, currency and the banks
- Funding patterns of economic activities
- Elements of macroeconomics
- The State (1) : legal and corrective functions
- The State(2) : competencies within the European Union
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### **DDC61V - Introduction to Management (L1S1) :**

The purpose of this lecture is to teach about the various facets of corporate management, both conceptual and operational. This course addresses the following subjects:

- Basic concepts in Management (Organisation, Management, Structures, Diversity of organisations)
- Basic theories on Organisation and Management: from Taylorism to "lean production"
- Control in Organisations and Corporate Governance
- Introduction to Marketing and to Strategic Management
- Introduction to International Management

### **DDE12U - Microeconomics I (L1S2):**

The purpose of this lecture is to analyse the behaviour of the main economic actors so as to better understand how supply and demand appear on various markets.

Supply and demand - The consumer - The consumer, introduction to time and risk - The producer - Production costs and supply - The deficiencies of the competitive market (externalities, public property) - Monopoly, monopsony and monopolistic competition - Strategic interactions (oligopoly, game theory).

### **DDE13U - Microeconomics II (L2S3):**

Consumer behavior: utility function, utility maximization under budget constraint, Marshallian demand function, breaking down the income and substitution effects.

General equilibrium: Edgeworth box, definitions, characteristics, and critique of the general equilibrium.

Company behavior within the context of pure and perfect competition: cost functions, short term/long term distinction, profit maximization, supply curve with short term/long term distinction.

### **DDAA33V - Current Economic Issues (L2S3) :**

Introduction to current economic issues

The era of certainties or tolerated inflation : inflationary context (nature and consequences of inflation) – the search for equilibriums (internal and external level).

Times of crisis or constrained inflation and unemployment : the new economic outlook (origin, triggering factor, progress of the crisis) - hesitant economic policies (failure of Keynesian policies, deflation and come-back of liberalism).

### **DDE43V - Computer Science (L2S3) :**

The general purpose of this tutorial is

- to teach students the basics of computer science and a good command of office automation tools on the current market,
- to introduce them to online information communication tools,
- to initiate them into algorithmics and programming.

**DDE34U - Statistics (L2S4) :**

Descriptive statistics : reminders of how to present statistical data, of the calculation of statistical parameters and their interpretation. Bivariate analysis tools : linear adjustment, box plot, contingency tables.

First approach of statistical inference with Fischer and Khi-2 tests.

Probability theories: random experiment, event and definition of an event probability. Conditional probabilities and Bayes theorem.

Definitions of a random variable and a probability law (discrete and continuous cases).

Usual probability laws: Bernoulli process (binomial and geometric law), fish law, Gaussian process.

**DDE74U - Human Resources Management (L2S4):**

Lecture on the historical background of human resources management and possible courses of action in the current context – the recruiting process, training as a tool, e-learning, compensation calculation – relationships with social partners, stress, crisis and performance management.

**DDE65V - Marketing (L3S5) :**

This course presents the foundations of marketing. It deals with the global approach of a company, ranging from market study, action on the market and marketing strategy. No prerequisites for this lecture.

**DDE66U - Industrial Economics (L3S6) :**

1 - Monopoly

- a) General case
- b) Discriminating monopoly
- c) Monopoly and Sustainable Goods

2 - Duopoly

- a) Cournot Duopoly
- b) Bertrand Duopoly
- c) Collusion
- d) Stackelberg Leader and Follower
- e) International Duopoly and subsidy/tax
- f) Duopoly and Empowerment
- g) Duopoly and Forced Sector Penetration

**DDEB6V - Organisation Theory (L3S6) :**

This course deals with the theoretical approaches of firms' organisational models. It presents firms' various forms and structures, decision-making processes, and organisational environment.

**DDE26U - Corporate Strategy (L3S6) :**

The various concepts of strategy (theoretical and operational) – The principal methods of strategic analysis (external and internal analyses) – Principal strategic manoeuvres (domestic and international aspects) – Application of strategies and control of their application.

**DQC71U - Corporate Strategy and International Management (MA Applied Economics – M1S1) :**

This course is an introduction to research in international management and to the implication of international management in research in international economics.

It is mostly based on the study of three research articles, which students present orally in English and which lead to written research work, also in English.

**DQC91U - Regional and Urban Development (MA Applied Economics – M1S1) :**

Regional economics deals with economic areas (regions, country, group of nations) that can be qualified as homogeneous according to various economic characteristics. The objective of this course is to explain regions' mechanisms of attractiveness and dynamism and to analyse interactions between those areas. As the dynamism of regions often lies in a few major urban centres, interconnected with secondary and suburban centres, the study of territories will spread to urban economics. The core educational and training challenges as well as the issues of crime or even city pollution will be dealt with.

**European Economics (MA Applied Economics – M2S3) :**

- I. General introduction
- II. Towards the single currency
  1. Europe's monetary organisation : EMS and national experiences of deflation.
  2. Preliminary convergence : criteria and logic
- III. Monetary Union
  1. The European Central Bank : statutes and tools
  2. The European Monetary Policy
  3. European policies in EMU
  4. The growth and Stability Pact
  5. The heterogeneity of the Eurozone
  6. Tax competition
  7. The euro and the dollar
  8. The new European economic governance
- IV. European Debates : Macroeconomic Aspects
  1. The crisis of European Public Finances
  2. The European Budget and financial scope
  3. The Lisbon Treaty and Economic Governance
  4. Demographic ageing and its consequences

**Geographical Economics (MA Applied Economics – M2S4) :**

This course deals with several aspects of urban, regional and international economics that are useful to understand the mobility of as varied economic actors as skilled and unskilled workers, national firms as well as multinationals. These location choices also depend on the competitive structures in which such actors work. This course will focus on competitive markets and markets ruled by monopolistic competition.

**Accounting and cost Analysis I (MBA – M2S4)**

This course provides both principles and a number of applications. Students should eventually be able to apply the principles of accounting studied in this course to real situations by themselves. The course is on English-speaking countries' accounting standards, not on the very specific French standards. The course is built upon Williams, Haka, Bettner & Carcello's *Financial and Managerial Accounting – the Basis for Business Decision*, McGraw Hill, and it covers the following subjects:

- Accounting for decision-making (the basic functions of accounting systems, financial accounting vs. management accounting, integrity of accounting information, audit of financial statements)

- Basic financial statements (statement of financial position, Income statements)

The accounting cycle (the account, the Ledger of accounts, the journal; how to record transactions; the Trial balance)

- Accruals and deferrals
- Depreciation
- Reporting financial results
- Closing of temporary accounts

#### **AZQAN33U - Cost Analysis II (MBA – M2S4)**

This course refers to the same textbook (Williams, Haka, Bettner & Carcello's *Financial and Managerial Accounting – the Basis for Business Decision*, McGraw Hill) and covers the following subjects:

- Costs, prices and profits, a general overview
- Distribution of indirect expenses and consequences on cost calculations
- The traditional solution to the indirect expenses distribution problem
- Introduction to Activity-Based Costing
- Partial costs calculation and decision-making

#### **AZQAN33U - Financial Analysis (MBA – M2S4)**

This course refers to the same textbook (Williams, Haka, Bettner & Carcello's *Financial and Managerial Accounting – the Basis for Business Decision*, McGraw Hill) and covers the following subjects on the basis of ratio calculation:

- Evaluation of liquidity and the related credit risk
- Assessment of profitability.