

Short-Term Study Program

Short-Term Study Program - Summer Program

Cross-cultural Management and Intercultural Communication

2526_PO_3_2_027_E

Academic department: People & Organisations

Head of the course: R. BOTE

Instructors:

Core course:



Medium of instruction:

Anglais

ECTS credits:

6

ECTS credits external:

6

Coefficient (if different from

Contact hours:

30 h

Total student workload:

140 h

Course requirements:

No pre-requisite knowledge

The courses content as a link with CSR



Transitions and Societal Issues

The content of the course and/or the teaching methods has a digital dimension



The course uses a pedagogic innovation



The courses is linked to NEOMA-BS area of excellence



No Area of Excellence

Course presentation

This course provides students with a comprehensive understanding of key cultural frameworks, their critiques, and their application across national and organizational cultures. Students will explore the impact of culture on corporate environments, with a particular focus on management practices such as negotiation and multicultural team leadership. Additionally, the course examines the role of communication in the digital workplace and how cultural differences shape interactions in professional settings. Special attention is given to multicultural individuals in the workplace and leadership strategies in diverse organizational contexts. Finally, the course critically analyzes contemporary and future perspectives on diversity, equity, and inclusion in global work environments. Through theoretical exploration and practical application, students will develop the skills necessary to navigate and lead effectively in culturally diverse workplaces.

AoL Learning Objectives

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Additional Learning objectives

At the end of the course participants will be able to:

By the end of this course, students will be able to:

- 1) Analyze key cultural frameworks and their implications for interpersonal and organizational interactions.
- 2) Evaluate how cultural values, norms, and assumptions shape managerial decision-making and employee behavior.
- 3) Identify potential biases and barriers that arise from cultural differences and propose strategies to mitigate their impact.
- 4) Develop skills to manage and leverage cultural diversity within domestic and multinational organizations.
- 5) Assess the challenges associated with cultural adaptation, including culture shock, and formulate strategies for effective integration into new cultural environments.
- 6) Apply cross-cultural awareness in both personal and professional settings to enhance collaboration and communication in diverse teams.

Keywords: Cross-cultural management, intercultural communication, Diversity, multi-cultural workplace, inclusion

Description of teaching methods

- Presentations, case studies, cross cultural activities, lectures, readings, videos, virtual campus
- Sharing personal experience

Assessment

Pass/Fail

Type	Title	Duration	% weight in final mark
Evaluation en groupe	Group presentations	-	30 %
Evaluation finale individuelle	Final Student reflexive report	-	50 %
Participation et contribution en classe	Class participation	-	20 %

Details on the assessment methods

Detail of the different assessment methods

Complementary precisions

Course structure

Session	Type	Duration	Topics	Preparatory work	Teaching methods
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Session	Type	Duration	Topics	Preparatory work	Teaching methods
1	Course	180 min	Introduction to the course - What is Culture - Culture as a framework for ones thinking - Dimensions of culture - Culture in management	Chapter 2 David C. THOMAS and Mark F. PETERSON (2017), Cross-cultural management : Essential concepts. 4th edition. Published by Thousand Oaks : CORWIN PRESS	Face-to-face
2	Course	180 min	Contemporary models of culture - Criticisms of Hofstede - Contemporary views of culture -Contemporary dimensions of culture -In class case study	Articles from Harvard Business Publishing	Face-to-face
3	Course	180 min	Motivation across cultures - What are values -Instrumental vs terminal values -Perceptions, perceptual biases and stereotypes -What is motivation -Theories of motivation Multiple activities to be completed	Chapter 7 David C. THOMAS and Mark F. PETERSON (2017), Cross-cultural management : Essential concepts. 4th edition. Published by Thousand Oaks : CORWIN PRESS	Online asynchronous

Session	Type	Duration	Topics	Preparatory work	Teaching methods
4	Course	180 min	Corporate Culture and external company visitor -What is Corporate culture -Cultural web -Typologies of corporate culture -Intervention by company representative on their corporate culture and diversity policies within the company	Chapter 2 David C. THOMAS and Mark F. PETERSON (2017), Cross-cultural management : Essential concepts. 4th edition. Published by Thousand Oaks : CORWIN PRESS Read case study for next class	Face-to-face
5	Course	180 min	Intercultural communication - What is Communication -Verbal and non verbal communication -(Mis)Communication i -Cultural intelligence -In class case study	Chapter 6 David C. THOMAS and Mark F. PETERSON (2017), Cross-cultural management : Essential concepts. 4th edition. Published by Thousand Oaks : CORWIN PRESS	Face-to-face

Session	Type	Duration	Topics	Preparatory work	Teaching methods
6	Course	180 min	<p>Effective communication in the digital workplace</p> <ul style="list-style-type: none"> -Virtual meetings: what could go wrong? -Virtual communication, a challenge for everyone -Mastering interactions -Creating connections -Maximizing online presence -Cultural considerations in Virtual communication -mix of video materials with activities 	Harvard Business publishing materials	Online asynchronous
7	Course	180 min	<p>Management in Multicultural organization</p> <ul style="list-style-type: none"> -Multinational individuals -Multicultural teams -Negotiating across cultures 	<p>Chapter 8, 9 David C. THOMAS and Mark F. PETERSON (2017), Cross-cultural management : Essential concepts. 4th edition. Published by Thousand Oaks : CORWIN PRESS</p> <p>Read case study on Yutaka Nakamura</p>	Online asynchronous

Session	Type	Duration	Topics	Preparatory work	Teaching methods
8	Course	180 min	Managing crosscultural transition -Cultural shock -Causes of cultural shock -Stages of cultural shock -Managing cultural shock -Reverse cultural shock -In class case study	Work on group presentation	Face-to-face
9	Course	180 min	Managing diversity and future trends -What is Diversity -Elements of diversity -Diversity paradigms -DEI best practices -Future trends in managing across cultures	Chapter 11 David C. THOMAS and Mark F. PETERSON (2017), Cross-cultural management : Essential concepts. 4th edition. Published by Thousand Oaks : CORWIN PRESS	Face-to-face
10	Course	180 min	Assessment and conclusion - Group presentations - Wrapping up the course -Presentation of requirements for final reflexive report	-	Face-to-face

References & teaching material

Useful links

<https://www.hofstede-insights.com/>

Book mandatory manual

David C. THOMAS and Mark F. PETERSON (2017), Cross-cultural management : Essential concepts. 4th edition. Published by Thousand Oaks : CORWIN PRESS

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Case studies and educational tools

Several Harvard Business Review articles and Harvard business Publishing case studies to be included as homework and base for further class discussions

Several Harvard Business Review articles and Harvard business Publishing case studies to be included as homework and base for further class discussions

Referent-s Module-s

- 4 Week Short Programme - Short-Term Study Program - Summer Program
- Echange Eté

Short-Term Study Program

Short-Term Study Program - Summer Program

Strategy and Sustainability

2526_ST_3_2_019_E

Academic department: Strategy & Entrepreneurship

Head of the course: H. ZHANG

Instructors:

Core course:



Medium of instruction:

Anglais

ECTS credits:

6

ECTS credits external:

6

Coefficient (if different from

Contact hours:

30 h

Total student workload:

140 h

Course requirements:

concepts and tools in the field of strategic management and international business

The courses content as a link with CSR



Sustainable business

Transitions and Societal Issues

The content of the course and/or the teaching methods has a digital dimension



The course uses a pedagogic innovation



The courses is linked to NEOMA-BS area of excellence



The Complexity Advantage – Markets,

Course presentation

Facing the growing complexity of social, economic, political, and ecological systems because of climate change, pollution, depletion of natural resources, demographic shifting, poverty and inequality, how to create a sustainable business has become a key challenge for strategic and managerial decision-making. This course is aimed to provide in-depth knowledge and analytical skills about business sustainability from strategic management perspective. Students will learn how to apply theoretical insights and tools that they acquired from the strategic management and international business courses to deal with social/environmental issues.

AoL Learning Objectives

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Additional Learning objectives

At the end of the course participants will be able to:

1. Understanding the complexity and changing nature of business environment and its impact on the business sustainability at country, industry, and firm level;
 2. Developing mindset and skills in assessing key sustainable resources and core competencies of firms facing global sustainability phenomena;
 3. Understand the strategic and managerial implications of looking at "sustainability" from various stakeholders' perspectives, such as governments, investors, customers, NGOs, etc.;
 4. Acquiring management concepts and tools to empirically analyse business cases facing sustainability challenges and propose strategic plans to integrate sustainability across firms' value chain for long-term value creation;
 5. Developing practical skills such as teamwork, debating and case presentation.
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Keywords: sustainability, strategic management, CSR,

Description of teaching methods

lecture, case study, workshop, learning projects, visits

Assessment

Pass/Fail

Type	Title	Duration	% weight in final mark
Evaluation finale individuelle	Participation in forum discussion	60 min	50 %
Evaluation en groupe	learning project	40 min	50 %
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Details on the assessment methods

Detail of the different assessment methods

Contribution to forum discussion:

A forum will be opened during the course and students are requested to initiate and participate in the discussions of key topics related to business sustainability

Learning project:

The students will be divided into groups and will be assigned to a business case dealing with sustainable strategy. The project consists of analysing the mega trends in the case related industry/market due environmental changes (scenario planning), formulating sustainable strategy and discussing about major challenges in the strategic implementation.

Complementary precisions

Course structure

Session	Type	Duration	Topics	Preparatory work	Teaching methods
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Session	Type	Duration	Topics	Preparatory work	Teaching methods
1	Course	90 min	<p>Introduction of the course</p> <p>This session will provide an overview of the course and present the learning process, assignments, evaluation method and reading list.</p> <p>A number of key concepts and tools in the field of strategic management and international business will be briefly reviewed.</p>	<p>Forum discussions- to be continued during the course</p> <p>Read newspaper articles and watch videos about the downfall of Danone CEO Faber Key questions to be discussed: What are differences between profit-driven vs. purpose-driven business? What are the main challenges and difficulties in turning a profit-driven company into a purpose driven company and how can they be addressed? What are the key success factors in achieving sustainable development?</p>	Face-to-face

Session	Type	Duration	Topics	Preparatory work	Teaching methods
2	External visit	270 min	A company visit will be organised to understand the importance of strategic transformation for sustainable development of companies facing socio-political, economic and ecological challenges at country/industrial/market/firm level	<p>The following business cases will be assigned to 8 student groups as learning projects (to be prepared during the course):</p> <p>Cases and related strategic issues and sectors</p> <p>01. Toyota's New Business Model: Creating a Sustainable Future/Automotive industry</p> <p>02. Preserve: Growing a Sustainable Consumer Goods Company/Consumer goods</p> <p>03. Enel's Innovability: Global Open Innovation and Sustainability/Energy</p> <p>04. Unilever's New Global Strategy: Competing through Sustainability/fast-moving consumer goods</p> <p>05. Barry Callebaut: Forever Chocolate/Agrobusiness</p> <p>06. Primark Stores Limited: Low-cost Strategy and Sustainability Initiatives/Equipment and supplies</p> <p>07. Dow Greater China: Localizing the Corporate</p>	Face-to-face

Session	Type	Duration	Topics	Preparatory work	Teaching methods
				Sustainability Strategy/Chemical industry 08. Ricoh UK: Combining a Business Growth Strategy with Environmental Sustainability/Printing industry	
3	Course	180 min	<p>Sustainability challenges, opportunities, and risks</p> <p>This session will discuss about the growing complexity of business environment in general and socio-political and economical changes in particulars. The scenario analysis and other assessment tools will be introduced to examine the changing landscape of industries/markets and its impact on the corporate strategy. The sustainability and its business implication will be analysed from different stakeholders' perspectives.</p>	Some examples of scenario planning: Fashion Futures 2030: scenarios - Retail Horizons: scenarios - Cotton 2040: scenarios - Tea: scenarios	Face-to-face

Session	Type	Duration	Topics	Preparatory work	Teaching methods
4	Seminar	180 min	<p>Sustainability issues across industries and markets (countries)</p> <p>Preparation of the first part of the group assignment to analyse different aspects of a business case related to sustainability issues, such as key development and trends of its industry/market and competition landscape, and viewpoints of its stakeholders regarding to the sustainability and strategic transformation. Students will be encouraged to explore differences across business sectors including energy, mining, food, textile, automotive, fast-moving consumer, luxury, IT/consumer electronics, etc. Different countries/markets, e. g. the US, Europe, China, India, and Africa, will also be compared.</p> <p>Assignment related to the learning project Assess the sustainable</p>	-	Face-to-face

Session	Type	Duration	Topics	Preparatory work	Teaching methods
5	Seminar	180 min	<p>resources and capabilities of your case company in the changing environment of its industry/market</p> <p>Formulation of sustainable strategy and business model</p> <p>This session is to learn how to integrate sustainability into business strategy through case presentation and discussion (group assignment). This interactive learning process involves understanding of key strategic implication of 1) changing regulatory environment and international policy; 2) innovation of business models and processes for sourcing, producing, and consuming sustainably; 3) innovative design, planning, and technology in facilitating sustainable business; 4) collaboration and partnerships with stakeholders to bring about large-scale change in the sustainability space</p>	Preparation of learning project part 1 - sustainability issues of the case company related to country/industry/market	Face-to-face

Session	Type	Duration	Topics	Preparatory work	Teaching methods
			Stakeholders and sustainability		
			Identify and assess the sustainability risks and opportunities from the perspective of a business and its stakeholders. Key learning points stakeholder identification and management for sustainable development		
6	Course	180 min	Leadership and change management	-	Online asynchronous
			Discussion about the importance of a good leadership in achieving strategic transformation for sustainable development. Different aspect for the change management will be discussed in the context of sustainability, such as overcoming barriers to change, obtaining networking support, and creating sustainability action plan, etc.		

Session	Type	Duration	Topics	Preparatory work	Teaching methods
7	Course	180 min	<p>ESG regulatory regime and monitoring and evaluation of sustainable strategy</p> <p>This session will provide an overview of ESG regulatory regime at national, regional and global level. It will discuss about the ESG related risks and evaluate the sustainable strategy key learning points</p> <p>Sustainability Reporting UN SDG, GRI, CDP, SASB, TCFD, Materiality matrix</p>	-	Online asynchronous
8	Seminar	180 min	<p>Sustainability in international business strategy</p> <p>Discuss ESG issues in cross-cultural and international contexts Identify the key elements in managing ethical behaviour across borders Discuss how organizations manage social responsibility across borders</p>	Preparation of learning project - part 2: Preparation of the second part of the learning project: strategic transformation, value proposition for a long-term sustainable development and strategic transformation	Online asynchronous
9	Seminar	120 min	Finalising the case studies and coaching	-	Face-to-face
10	Seminar	240 min	Presentation of learning project	-	Face-to-face

References & teaching material

Book mandatory manual

Textbook

Exploring Strategy: Text and Cases, by Gerry Johnson et al. , Chapter 5: Stakeholders and governance
<https://www.vlebooks.com/Product/Index/908635>

International Business, by Collinson, Simon, Chapter 11: Multinational enterprises as responsible stakeholders

<https://www.vlebooks.com/Product/Index/896218>

(MCQ will be based on these two chapters)

Case studies and educational tools

The following business cases will be assigned to 8 student groups as assignment to be prepared during the course.

Cases and related strategic issues and sectors

Case	Subject	Sector/industry
01	Tesla	Innovation of business model Automotive industry - EV
02	Preserve	Strategic management Consumer goods
03	Enel	Open innovation Energy
04	Unilevel	Leadership fast-moving consumer goods
05	Barry Callebaut	Stakeholders and sustainability performance Agrobusiness
06	Primark Stores	Business ethics and CSR Equipment and supplies
07	Ricoh UK	Eco-centric dynamic capability Printing industry
08	Dow greater China industry	Organisational alignment and strategic value Chemical

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Cases and related strategic issues and sectors

Case	Subject	Sector/industry
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02	Preserve	Strategic management Consumer goods
03	Enel	Open innovation Energy
04	Unilevel	Leadership fast-moving consumer goods
05	Barry Callebaut	Stakeholders and sustainability performance Agrobusiness
06	Primark Stores	Business ethics and CSR Equipment and supplies
07	Ricoh UK	Eco-centric dynamic capability Printing industry
08	Dow greater China industry	Organisational alignment and strategic value Chemical

Further reading

Readings

Bhattacharya, C.B., & Polman, P. (2017). Sustainability lessons from the front lines. Sloan

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Management Review, 58(2).

Bocken, N.M.P., S.W. Short, P. Rana, S. Evans. (2014). A literature and practice review to develop sustainable business model archetypes, *Journal of Cleaner Production*, Volume 65, Pages 42-56 (<https://www.sciencedirect.com/science/article/pii/S0959652613008032>)

Camillus, J. C. (2008). Strategy as a wicked problem. *Harvard Business Review*, 86(5) (<https://hbr.org/2008/05/strategy-as-a-wicked-problem>)

Ehrenfeld, J. R. (2008). Sustainability by design: A subversive strategy for transforming our consumer culture. Taylor and Francis, pp. 10-21.

Freeman, E. & Elms, H. (2018). The social responsibility of business is to create value for stakeholders. *MIT Sloan Management Review*

Georgallis P. & Lee, B. (2020). Why do companies as diverse as oil producers and retailers enter moral markets? *LSE Business Review Blog*. (<https://blogs.lse.ac.uk/businessreview/2020/07/02/why-do-companies-as-diverse-as-oil-producers-and-retailers-enter-moral-markets/>)

Ghisellini, P., Cialani, C. and Ulgiati, S. (2016). A review on circular economy: the expected transition to a balanced interplay of environmental and economic systems. *Journal of Cleaner Production*, 114, 11-32:

Kotter, J. (2012). Accelerate: How the most innovative companies capitalize on today's rapid-fire strategic challenges-and still make their numbers. *Harvard Business Review*, 90(11), 43-58.

Lee, B. H., Struben, J., & Bingham, C. B. (2018). Collective action and market formation: An integrative framework. *Strategic Management Journal*, 39(1), 242-266.

Lee, B., Georgallis, P. & Struben, J. (2022). Sustainable entrepreneurship under market uncertainty: Opportunities, challenges, and impact.

(https://www.researchgate.net/publication/350572309_Sustainable_Entrepreneurship_Under_Market_Uncertainty_Opportunities_Challenges_and_Impact)

McKibben, B. (2019) Money is the oxygen on which the fire of global warming burns

Nidumolu, R., Ellison, J., Whalen, J., & Billman, E. (2014). The collaboration imperative. *Harvard Business Review*, 92(4), 76-84. [Library Link](#)

Ostrom, E. (2010). Beyond markets and states: polycentric governance of complex economic systems. *American Economic Review*, 100(3), 641-72.

Porter, M.E., & Kramer, M.R. (2011). Creating shared value: how to reinvent capitalism and unleash a wave of innovation and growth. *Harvard Business Review*, Jan-Feb 62-77.

Seelos, C. & Mair, J. (2018) Mastering System Change. *Stanford Social Innovation Review*.

Seelos, C. (2020). Changing Systems? Welcome to the Slow Movement. *Stanford Social Innovation Review*

Soderstrom, S. B., & Weber, K. (2020). Organizational structure from interaction: Evidence from corporate sustainability efforts. *Administrative Science Quarterly*, 65(1), 226-271.

Whiteman, G., Walker, B., & Perego, P. (2013). Planetary boundaries: Ecological foundations for corporate sustainability. *Jou*

Referent-s Module-s

- 4 Week Short Programme - Short-Term Study Program - Summer Program
- Echange Eté

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Short-Term Study Program

Short-Term Study Program - Summer Program

Luxury Marketing

2526_MK_3_2_030_E

Academic department: Marketing
Head of the course: J. CHEKROUN
Instructors:

Core course:
Medium of instruction: Anglais
ECTS credits: 6 **ECTS credits external:** 6
Coefficient (if different from
Contact hours: 30 h
Total student workload: 140 h
Course requirements:

An interest for Marketing and the Luxury category

The courses content as a link with CSR

Sustainable business

The content of the course and/or the teaching methods has a digital dimension

The course uses a pedagogic innovation

The courses is linked to NEOMA-BS area of excellence

No Area of Excellence



Course presentation

We will start with the context to set the scene: attempting to define luxury, the key actors, the tension between Luxury and Marketing.

We will see a model which aims to define the Luxury DNA.

The course is then structured around the 4Ps of marketing: Product, Price, Promo (as in Communication) and Place (as in Distribution).

We will touch upon two themes which are fundamental for Luxury brands today in terms of their business model and their communication: art & sustainability.

The content will combine a little theory illustrated with many brand case studies mostly from the world of Fashion, Champagne, Jewelry, Hospitality and Cars.

AoL Learning Objectives

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Additional Learning objectives

At the end of the course participants will be able to:

- Attempt to define Luxury
 - Apprehend the difficult relationship between Luxury and Marketing
 - Understanding the essential ingredients of effective marketing of luxury brands
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Keywords: Luxury Marketing, Icon, Branding, Luxury DNA, 4P

Description of teaching methods

A mixture of face-to-face classes, distance synchronous, distance asynchronous as well as a visit of either an iconic store in Paris, or of a luxury expert

Assessment

Pass/Fail

Type	Title	Duration	% weight in final mark
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Type	Title	Duration	% weight in final mark
Evaluation finale individuelle	Written one-page debrief of our store visit or expert visit: what did you learn? love? dislike?	0 min	40 %
Participation et contribution en classe	Participation in class	0 min	20 %
Evaluation en groupe	Group presentation: Brand Audit	15 min	40 %

Details on the assessment methods

Detail of the different assessment methods

1/ Depending on availabilities, we will either be visiting an expert of the luxury industry to discuss his/her day-to-day life and challenges or we will be visiting an iconic flagship such as La Samaritaine. At the end of this 1/2 day session, students will be asked to jot down their learnings in a rational manner with as much details as possible to illustrate their thinking.

2/ In-class participation is key: this class is an open forum and should be as interactive as possible! This will be spontaneous participation (asking questions/ enriching the content with personal anecdotes/ etc). You are not asked to agree with the teacher but to enrich the conversation!

3/ You will be working in a set group of students on one particular luxury brand: your audit will be presented at the end of the class during 10 mins + 5 mins of Q&A.

Actual team work will be evaluated as well as individual work within each team (peer evaluation).

Complementary precisions

Laptops will be permitted but please note that slides will be supplied to you at the end of each day. Therefore students should focus on listening and participating.

Course structure

Session	Type	Duration	Topics	Preparatory work	Teaching methods
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Session	Type	Duration	Topics	Preparatory work	Teaching methods
1	Course	180 min	Introduction & Presentation of tasks & evaluation criteria. The impossible definition of Luxury. Key Actors of Luxury. Luxury and Marketing: a match made in heaven? How can we define the DNA of Luxury?	-	Face-to-face
2	Course	180 min	P for Product: how can a luxury product reach cult status? The importance of craftsmanship & savoir-faire The notion of rarity and limited editions + the personalisation trend	-	Face-to-face
3	Course	180 min	Prepping for our afternoon visit: Researching the topic (place or person), Questions to be asked in order to be able to fill in the one-pager debrief requested afterwards. Depending on where we are going / who we are visiting - there will be some interviews to listen to and articles to read so you can have an understanding of the luxury category or the big themes which will be tackled in the afternoon.	-	Online asynchronous

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Session	Type	Duration	Topics	Preparatory work	Teaching methods
4	External visit	180 min	This will either be an iconic store visit or visiting a luxury expert depending on availabilities at the time.	-	Face-to-face
5	Course	180 min	You will be working in groups on your Brand Audit.	-	Online asynchronous
6	Course	180 min	P for Place: the luxury store is not dead! Flagships and star architects, the importance of merchandising. The rise of e-commerce.	-	Face-to-face
7	Course	180 min	P for Price: the pricing strategies of luxury brands. The difficult balance between recruiting new consumers and remaining elitist. How to manage a luxury portfolio: from access range to haute couture.	-	Face-to-face
8	Course	180 min	P for Promo: How luxury brands are telling their stories IRL and online. The role of Influencers and Brand Ambassadors.	-	Face-to-face

Session	Type	Duration	Topics	Preparatory work	Teaching methods
9	Course	180 min	<p>Luxury General Culture: You will be supplied on the platform with various information: 15 minute interviews of key luxury experts, readings from articles, etc...</p> <p>Example of personal interviews: - Christian Dior Perfumes, Chief Sustainability Officer - International Marketing and Communication Director of Ruinart on the sustainable packaging Second Skin - Founder of Nona Source, LVMH's online resale platform which re-values deadstock fabrics</p> <p>Bloomberg Interviews: - Christian Dior CEO Pietro Beccari discusses pandemic recovery, increasing prices and China's growing middle class</p> <p>Examples of articles: Brand Equity Can't Be Borrowed - Business of Fashion What Luxury Brands Can Learn from Hermes About Pricing - Jing Daily</p>	-	Online asynchronous

Session	Type	Duration	Topics	Preparatory work	Teaching methods
10	Course	180 min	Presentation of Group Brand Audits. Discussion. Wrap-up & Evaluation of the class by students	-	Face-to-face

References & teaching material

Useful links

Kapferer on Luxury: How Luxury Brands Can Grow Yet Remain Rare by Jean-Noel Kapferer

The Management of Luxury: An International Guide. By Benjamin Berghaus, Gunter Muller-Stewens | 2018

Luxury Essentials: Essential Insights and Strategies to Manage Luxury Products. By Dr. Daniel A. Langer et Heil (Ph.D), Dr. Oliver P. | 2015

Reading books is only a partial source of inspiration and learning. Frequently visiting these blogs and news platforms will ensure you stay connected to sources of great thought leadership within the luxury sector:

<https://www.businessoffashion.com/>
<https://www.luxurydaily.com/>
<https://www.telegraph.co.uk/luxury/>
<https://www.luxurysociety.com/en/>
<https://www.ft.com/companies/luxury-goods>
<https://www.forbes.com/new-luxury/>
<https://jingdaily.com/>
<https://journalduluxe.fr/>

Bain, McKinsey, Altgamma are also thought-leaders in the industry consulting world – and it is strongly recommended to follow their publications on the topic.

Referent-s Module-s

- 4 Week Short Programme - Short-Term Study Program - Summer Program
- Echange Eté

Campus de Reims - 59 rue Pierre Taittinger - CS 80032 - 51726 Reims Cedex • Tél. +33 (0)3 26 77 47 47

Campus de Rouen - 1 rue du Maréchal Juin - BP 215 - 76825 Mont-Saint-Aignan Cedex • Tél. +33 (0)2 32 82 57 00

Campus de Paris - 6 rue Vandrezanne - 75013 Paris • Tél. +33 (0)1 73 06 98 00

NEOMA Business School - Etablissement d'Enseignement Supérieur Consulaire au capital de 73 850 100 euros • Enregistré au RCS Rouen 834 295 354
 Code APE : 8542Z - N° TVA intracommunautaire : FR21 834 295 354 - Siège social : 1 rue du Maréchal Juin - 76130 Mont-Saint-Aignan • www.neoma-bs.fr

Short-Term Study Program

Short-Term Study Program - Summer Program

International Finance – the European Perspective

2526_FI_3_2_014_E

Academic department: Finance
Head of the course: T. SLAMA
Instructors:

Core course:
Medium of instruction: Anglais
ECTS credits: 6 **ECTS credits external:** 6
Coefficient (if different from
Contact hours: 30 h
Total student workload: 140 h
Course requirements:
MS Excel

The courses content as a link with CSR

The content of the course and/or the teaching methods has a digital dimension

The course uses a pedagogic innovation

The courses is linked to NEOMA-BS area of excellence

No Area of Excellence



Course presentation

The economies of the world are interconnected. 50 years ago, the primary economic links between countries were in the exchanges of goods, but today investment, loans, and foreign exchange transactions constitute a multi-trillion € business annually. This course provides an introduction of foreign exchange markets, the impact of economic policy on exchange rates, and the nature of foreign exchange risk. Furthermore, the course covers equities & bonds

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AoL Learning Objectives

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Additional Learning objectives

At the end of the course participants will be able to:

1. Gain a basic understanding of international finance
2. Understand the foreign exchange markets and the impact of economic policy on exchange rates
3. Understand risks associated with trading equities & bonds
4. Excel

Keywords: Hedging; exchange rates; central banks; equity and bonds; derivatives

Description of teaching methods

MS Excel
'Competition' of trading stocks
Online quizzes
'Regular' classes
Management of databases

Assessment

Pass/Fail

Type	Title	Duration	% weight in final mark
Evaluation individuelle	Continuous control	60 min	20 %
Examen final	Final exam	120 min	50 %
Evaluation en groupe	Project	120 min	30 %

Details on the assessment methods

Detail of the different assessment methods

Complementary precisions

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Course structure

Session	Type	Duration	Topics	Preparatory work	Teaching methods
1	Course	180 min	Trading Competition Bloomberg The AM business & geometric vs arithmetic averages Trends in Asset allocation Risk & risk management Failures in risk management S&P 500 Progression & Drawdown	-	Face-to-face
2	Course	180 min	Survivor bias Balance sheet Main equities indices 4 types of analysis & Yahoo finance (META) Project S&P 500 QQ Plot	-	Face-to-face
3	Course	180 min	...Project f(x) & F(x) Binomial, Poisson, ... & Normal distributions & 4 moments QQ plot, Descriptive statistics & Statskingdom.com Markowitz	-	Face-to-face
4	Course	180 min	Work on Project	-	Face-to-face
5	Course	180 min	...Project Attributions Performance measurement Life expectancy vs f(x) vs F(x)	-	Face-to-face

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Session	Type	Duration	Topics	Preparatory work	Teaching methods
6	Course	180 min	GBM Life expectancy ...Performance measurement Bonds price-yield relationship	-	Face-to-face
7	Course	180 min	Work on project	-	Online asynchronous
8	Course	180 min	Silicon Valley Bank Options Basics Straddle Bear spread	-	Face-to-face
9	Course	180 min	Blank exam	-	Face-to-face
10	Course	180 min	Presentation project	-	Face-to-face

References & teaching material

Referent-s Module-s

- 4 Week Short Programme - Short-Term Study Program - Summer Program
- Echange Eté