SUMMER SCHOOL

Toulouse Business School

TOULOUSE
BARCELONA
LJUBLJANA

think multicultural & create new experiences
TBS Summer School Syllabus 2018

Managing Innovation

Lecturers: Alain Faivre – Assistant Professor at Toulouse Business School
Cécile Rochette - Partner Consultant in Marketing & Innovation

ECTS credits: 6

Total Contact Hours: 25 + 20 hours study time + group work

Pre-requisites:
This course is appropriate for undergraduate and pre-experience Master students with foundation in management and economics principles.

Evaluation:
- Oral presentation or report 40%
- In class Case Study 40%
- Class engagement/participation: Bonus points and penalty points 20%

FINAL COURSE GRADE:

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<tr>
<th>Grade</th>
<th>Description</th>
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<tbody>
<tr>
<td>A</td>
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AIMS OF THE COURSE

One of the challenges of European firms is that European products are more expensive than those made in developing countries. In order to survive, European firms have to implement strategies where the objective is to develop new products where price tends to be secondary for customers. If they do not select this strategic option European firms are going to progressively lose their market shares. Price is usually secondary for new products such as new smartphones, hybrid cars, new medicines, coffee capsules, mobile apps, service software’s etc. Put differently, innovation is one of the main strategies for European firms to compete with firms from developing countries.
In this course participants will receive the core body of knowledge to understand innovation management. In particular, participants will learn the basic principles of innovation management and marketing. We will discuss some popular innovation strategies (open innovation, first mover advantage, etc.). Participants will also learn how to develop and market new products.

**SKILLS AND LEARNING OUTCOMES**

On completion of this course participants will have the ability to participate in the development and the commercialization of new products. Thanks to the framework presented in this course, participants will also be able to understand innovation strategies, implement them in their future companies and contribute efficiently to these strategies.

**COURSE SYLLABUS**

- Creative Destruction and Cannibalization
- Creativity
- Two development strategies
- Development stages
- Disruptive Innovations, Incremental Innovations and Obstacles to Innovation
- Marketing of Innovation
- Diffusion of Innovation and Chasm
- Lean Innovation and Blue Ocean Strategy

**TEACHING METHODS**

Class sessions will consist of lectures and activities (oral presentation, case studies, discussions, exercises). The activities will be based on different types of materials (videos, readings). Students will be required to research information to make an oral presentation of two European innovations. The professor will provide extensive guidance for this work during the class sessions.
BIBLIOGRAPHY


TBS Summer School Syllabus 2018

STRATEGIC MARKETING - LUXURY MARKETING AND BRANDING
TRENDS IN FRANCE AND EUROPE

Lecturer:
1. Lindsay Walker – (Independent Trainer and TBS Affiliate Professor)
2. Lisa Evans – Babinet – (Independent Trainer and Personal Development Coach, TBS Affiliate Professor)

ECTS credits: 6

Total Hours : 45 including 25 Contact Hours

Pre-requisites:
Appropriate for undergraduates with foundation knowledge of marketing principles.

Evaluation:
Participation: 40%
Final presentation: 40%
Written Case Study: 20% 3/2

FINAL COURSE GRADE:
16/20 - 20/20 (Excellent) A
14/20 - 15/20 (Very Good) B
12/20 - 13/20 (Good) C
10/20 – 11/20 (Satisfactory) D
< 10/20 (Fail) F

AIMS OF THE COURSE

An analytical and practical approach to create awareness of the different approaches of the Luxury Marketing Industry and practices in France and Europe, with particular highlight on ‘The French Touch’ and the global success therein.

Analysis and discussion on the importance of Luxury Branding and the Management of the evolution of brands with special attention to Luxury brand extensions and the management of brand portfolios.
SKILLS AND LEARNING OUTCOMES

Understanding cultural differences in the marketing planning process and Brand Management. Students will understand the particularities of the French and European market environment and their relevance to marketing and brand management in general.

Finally, they will concretely explore and learn the techniques to getting across their Marketing message, and practically use these skills in a final creative Team exercise.

COURSE SYLLABUS

1. COURSE INTRO/TEAMWORK - LEB Introduction. Your chance to get to know each other, and express yourself within a Team, in a fun but ultimately communication driven environment. Develop the essential soft skills needed in the International Marketing World.

2. THE FRENCH CONSUMER WITH PRACTICAL APPLICATION AND FACT FINDING - LEB Understanding the French Market and the French Consumer. Standardization or Adaptation vis-a-vis home market. A look at ‘home’ and abroad and the global differences based on your experience.

3. POSITIONING: MAIN DECISION IN STRATEGIC MARKETING - LW Why is positioning so important and how can it be achieved?

4. SPOTLIGHT ON LUXURY BRANDS AND LUXURY MARKETING - LW the design, creation and lifecycle of a luxury brand, the different types of luxury positioning and also brand portfolios. Case Study LMVH

5. Ethics and the Luxury Industry. Time for change? LEB

6. IMMERSE YOURSELF IN LUXURY - LEB Why are some of the biggest names in Luxury Brands French? The influence of Culture in Marketing.

7. DISTRIBUTION STRATEGIES FOR LUXURY BRANDS - LW Case studies and explanations on the “exclusive” element of luxury market

8. ADVERTISING AND PROMOTION LW Brand Identity and how this is created and maintained through luxury advertising and promotion. The changes with social media and the future of creating a brand experience online and offline.
9. **SALES PITCH and PRESENTATION TRAINING - LEB** How do we make a message ‘stick’, so our customers connect and remember it? Effective marketing communication in 6 steps. The power of effective communication and persuasion in marketing.

10. **FINAL PREPARATION** LEB Preparation of a marketing pitch, working on ALL your communication skills.

11. **EXAM DAY: PROFESSIONAL PRESENTATIONS LW/LEB** Using your acquired knowledge, your Team will make a strategic marketing pitch to launch a luxury brand extension into the French Market. Produce a Marketing Plan which reflects the topics covered, the ideas discussed and the brand objective.

**TEACHING METHODS**

Oral presentation, exercises, cases and discussions Handouts Articles and readings from major European journals might be proposed

**BIBLIOGRAPHY**

*Simon Silvester Think French Bain and Company*

*(2014) Luxury Goods Worldwide Market, Bains and Company PDF, online Deloitte (2014)*

*Global Powers of Luxury Goods, Deloitte PDF, online Hungate, M (2009)*


*The Luxury Strategy: Kogan Page (2nd Edition).*
TBS Summer School Syllabus 2018

Cross Cultural Management & Leadership for International Business

Lecturers: Shahla Ameri de Rinaldi (TBS Affiliate Professor and International Coach),
Professor Cordula Barzantny (TBS)

ECTS credits : 6

Total Hours : 45 including 25 Contact Hours

Pre-requisites:
This course is appropriate for undergraduate students with a foundation knowledge of
economics, human resource management or international relations.

Evaluation :

Student performance in the course will be assessed with oral and written assignments during the
course and a final team project. Class involvement and participation is also valued and students
are required to work in teams.
The final examination will consist of an essay-type style exam covering the course content
(lectures and readings) while expecting a critical reflection in the context of international business.

Case homework assignments (2 assignments each worth 10 points) = 20 %
Written team project report = 30 %
Oral presentation of the team project = 20 %
Class engagement/participation (points per class session) = 10 %
Final exam = 20 %

Assessment:

There is continuous assessment during all class sessions with group work but also individual
contributions. Lectures will work on case studies, will assess individual and group participation
and presentations (50% of the final grade).
There is a team project that expects the students to work in teams to elaborate a written research
study report (2,500 words; 30% of the final grade) and to present the findings to the class.
The final written exam comprises an essay-type written work to be performed at the last day of
class (20% of the final grade). The participant shall be able to write down her/his own reflection
on a topic dealt with during the module, enhanced by various activities dealt prior within the
course, but also adding theoretical perspectives, readings and own personal experiences
enlightening and explaining the choice and arguments.
The assessment criteria will include:

- Insightful and realistic appreciation of the French, European and International (business) environment
- Coherent argument for the perspective taken
- Appropriate use of evidence to support the argument and your choice
- Appropriate use of pre-existing theory to generate insights into behaviours and the context of Managing in France, Europe and the French and European business perspective
- Active theorizing to make insights useful in practice
- Realism and reality assessment with regards to the practical implications of your argument and choice.

**FINAL COURSE GRADE:**

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**AIMS OF THE COURSE**

This module offers a comprehensive analysis of cross-cultural contact and leadership for International Business with emphasis on Europe and France in the national, European, but also global context. Furthermore, it will accentuate intercultural relations, cross-cultural management and leadership in the high variety of cultures on European soil and beyond.

This course wants to sensitize students to the skills involved in managing across cultural differences and to understand the importance of European cultural influences in business with links to history, society, economics, and the political life.

An international awareness is necessary to meet the challenges in the workplaces of the future. The module is designed to equip participants with a core body of knowledge necessary to understand European diversity and International Business with respect to, among other things, a deeper understanding of France and the European Union as well as general cross-cultural management aspects in the more global context. Participants will be introduced to the history and geopolitical context of Europe (EU) and beyond plus France more particularly.

**SKILLS AND LEARNING OUTCOMES**

Participants develop the ability to adapt to different cultural environments and to manage effectively in an intercultural European as well as global context.

The practical outcome of the class focuses on understanding the relationship between culture, language perception and communication supporting the ability to adapt to different cultural environments and to manage effectively in an intercultural French, European as well as global context. These skills are decisive for leading in the International Business environment and participants shall sharpen their capabilities through this highly interactive course.
The students shall understand the fact and fiction of the European Union and important issues of European Unity and Diversity including the challenges with regards to enlargement of EU and the integration developments of Central and Eastern European Members. With regards to the International Business and leadership context, participants shall develop understanding for issues confronting the HRM process in Europe and the challenges of increasing labour mobility extended to include Eastern Europe and beyond.

COURSE SYLLABUS

Week 1 *EUROPE and France in the global business context*
- The Making of Europe and the European Union (EU)
- Functioning of the EU: institutions, power and politics
- The New EU: Central & Eastern Europe and Enlargement
- The Future of Europe: the Challenge for Unity in Diversity (-migrations, conflicts and global challenges)
- The socio-economic and geopolitical history of France
- France, Europe, the European Union and the World

Week 2 *Cross-cultural Management, communication & leadership*
- What is Culture?
- France and French culture today
- France and the question of leadership
- Why cultural differences?
- Communication across cultures
- The management of diversity

Week 3 *Managing in Europe and beyond*
- How national culture influences business conduct and management styles
- Intercultural Communication
- Global Mindset and intercultural leadership
- Leadership in Europe
- International Leadership models

TEACHING METHODS

Students are expected to read assigned articles or readings prior to class sessions. Class sessions will consist of lectures and discussions around some cases and readings. Students will be required to research topics to present to the class as a way of highlighting specific case examples.

Class sessions will be interactive with students playing an important active role. Students are expected to contribute to discussions, case work and simulations, and to offer insights into the course material from their personal and professional experience. Students will often work in groups to review cases and simulations and present their findings to the class. Furthermore, the team project will be elaborated in (virtual & real) teams and presented with critical discussion in class.
BIBLIOGRAPHY

Indicative Reading


Recommended Reading


Supplementary Reading:


COURSE INSTRUCTORS

**SHAHLA AMERI DE RINALDI**
**INTERNATIONAL CONSULTANT**
**PROFESSEUR AFFILIÉ TBS**
Entrepreneur, Directeur Marketing: Ecler Designs LLC, Cleveland, USA & Caracas, Venezuela.
**DBA CIVIL ENGINEERING, MICHIGAN STATE UNIVERSITY, USA.**
**M.A. & MSC OHIO STATE UNIVERSITY, USA.**
**BACHELOR RELATIONS PUBLIQUES ET PUBLICITE • ALLAMEH TABATABAEI UNIVERSITY, IRAN**
shahla.rinaldi@gmail.com

**CORDULA BARZANTNY**
**PROFESSOR INTERNATIONAL & INTERCULTURAL MANAGEMENT TOULOUSE BUSINESS SCHOOL**
**DOCTORAT ÉS SCIENCES DE GESTION UNIVERSITÉ TOULOUSE I**
**MMD EURO-ARAB MANAGEMENT SCHOOL, GRANADA.**
**SIEMENS AUTOMOTIVE S.A. – CONTROLEUR DE GESTION**
**MIM ESC TOULOUSE**
**DIPLOM-KAUFFRAU TECHNISCHE UNIVERSITÄT BERLIN**
c.barzantny@tbs-education.fr
Lecturer: Dr. Jean-François VERDIE, Professor, Head of Department of Economics and Finance

ECTS credits: 6

Total Contact Hours: 25

Pre-requisites: This course is appropriate for undergraduate students with a basic knowledge of economics, mathematics and statistics.

Evaluation: 100% written examination - 2 hour exam

FINAL COURSE GRADE:

16/20 - 20/20 (Excellent)   A
14/20 - 15/20 (Very Good)   B
12/20 - 13/20 (Good)        C
10/20 – 11/20 (Satisfactory) D
< 10/20 (Fail)               F

AIMS OF THE COURSE

This course aims to cover the main dimensions of International Finance from the Banking point of view. Banks are facing a new situation in terms of risks and regulations of financial markets. The objective is to clearly understand how Banks use the financial markets and manage their own risks.

SKILLS AND LEARNING OUTCOMES

A working practical knowledge of financial tools used in International Business and Risk Management in the banking sector.
A working practical knowledge of the various financial markets in Europe.
A clear understanding of the international economic situation (European Monetary Union, BREXIT).

Students should leave the course with a clear understanding of the nature and operations of European banking and, on a wider scale, international financial markets. Students will understand the strategies of major European firms and banks, and the nature of international financial risks.
COURSE SYLLABUS

1. Financial Implications of European Monetary Integration.
5. Money Markets.
6. Managing the fluctuations of interest rates and Money Market Operations
7. Financial markets in Europe: overview and perspectives

TEACHING METHODS

A rigorous method for analysing economic and financial problems will be developed, based on a study of the theoretical foundations of modern finance. To renounce theory would be to renounce explaining the workings of capital markets.

The theoretical knowledge acquired by the student will, however, continually be called upon to solve practical financial problems. Student performance in the course will be assessed with a final examination that will consist of multiple choice questions. Extensive handouts of articles and texts from major European journals and newspapers will be provided on the spot, prior to the beginning of the module.

BIBLIOGRAPHY (Prerequisites in bold)

BREALY/MYERS Principles of Corporate Finance, McGraw-Hill, chapters 27 & 28;

COPELAND Exchange Rates and International Finance, Addisson Wesley, 1994, chapter 10

DUFEEY/GIDDY Cases in International Finance, Addisson Wesley;


Extensive handouts of articles and readings from major European journals and newspapers will be provided on the spot, prior to the beginning of the module.
TBS Summer School Syllabus 2018

International Marketing : Focus on Europe & France

Lecturers: Gilles Nakhle - International Lecturer, Course Director and Brand Consultant

ECTS credits: 6

Total Contact Hours: 25 + 20 hours study time + group work

Pre-requisites:
This course is appropriate for Undergraduate students with basics in Marketing Management.

Evaluation:
Lab Search
Oral Presentation

FINAL COURSE GRADE:

16/20 - 20/20 (Excellent) A
14/20 - 15/20 (Very Good) B
12/20 - 13/20 (Good) C
10/20 – 11/20 (Satisfactory) D
< 10/20 (Fail) F

AIMS OF THE COURSE

• The main objective is to give the students increased understanding of international marketing and the important role it plays in companies’ strategies.
• This course addresses global issues and describes concepts relevant to all international marketers, regardless of the extent of their international involvement.
• Emphasis is on the strategic implications of the competition in the markets of different countries. An environmental/cultural approach to international marketing permits a truly global orientation.
• Focus of this course is on European and French supporting examples.

SKILLS AND LEARNING OUTCOMES

By the end of the course the students will be able to understand and develop various management practices of companies, large and small, seeking marketing opportunities outside their home country and to raise the students’ consciousness about the importance of viewing the international marketing management strategies from a global perspective and mostly from a European perspective.
COURSE SYLLABUS

Day 1
• Introduction to the strongest global brands
• What is the globalisation of markets
• The scope and challenge of global business
• Assignment: European Organisations /corporations

Day 2
• Oral Presentations of European Organisations /corporations

Day 3
• International Marketing definitions
• International Marketing task
• European applications
• EPRG Framework of Business activities

Day 4
• Lab Search

Day 5
• Impact of culture on marketing in Europe
• History and geography: the foundations of a culture
• Cultural dynamics in assessing global culture
• Social institutions and cultural elements
• Culture and management

Day 6
• Assessing marketing opportunities
• Marketing research challenges
• International strategic planning
• Alternative market-entry strategies

Day 7
• Lab Search: Analysis of two giant leaders in Europe

Day 8
• Globalisation and localisation of products
• Products and services for consumers
• Products and culture
• Strategic brand management
Day 9
- International marketing communications
- Benetton case study
- IMC & International advertising
- Advertising and culture
- Advertising challenges: Focus on Europe and France

Day 10
- International Marketing quiz

TEACHING METHODS
- Lectures
- Quiz
- Teamwork
- Discussions
- Lab search

BIBLIOGRAPHY
- CASE STUDIES AND READINGS
TBS Summer School Syllabus 2018

International Human Resources Management

Lecturers:
1) Dr. Laurent GIRAUD,
Associate Professor, TSM Toulouse School of Management - Toulouse 1 Capitole University
Associate Researcher at the ESSEC Chair of Change management
Former Recruiter in the Automotive Industry

2) Pauline LABATTE,
HR consultant, Professional trainer and facilitator
Former HR Change project leader & Human Resources Business partner in the Aeronautical industry (AIRBUS)

ECTS credits : 6

Total Hours : 45 including 25 Contact Hours

Pre-requisites: Basics of Human Resources

Evaluation :

- Multiple Choice Questionnaire : 25%
- Continuous Assessment : 25%
- Oral Presentation Case Study in groups : 25%
- Final Exam: 25%

FINAL COURSE GRADE :

16/20 - 20/20 (Excellent) A
14/20 - 15/20 (Very Good) B
12/20 - 13/20 (Good) C
10/20 – 11/20 (Satisfactory) D
< 10/20 (Fail) F

AIMS OF THE COURSE

To address the main issues of Human Resource Management (HRM) and Organizational Change Management (OCM) from an international and practical perspective and to provide students with an overview of different HRM practices in Europe and the institutional constraints that shape them.
COURSE DESCRIPTION

Key issues in International Human Resource Management (IHRM) are introduced to the participants, with a focus on the practical dimension. As companies are to go worldwide to achieve high performance (Schwens et al., 2017), managing the human resources and change on the international level becomes a priority. This course aims at presenting accurate and appropriate IHRM concepts and operational tools in order to understand the means by which a company can achieve high performance through a higher human capital and a better managed workforce. In an environment where companies are strongly impacted by the digitalisation, this course will also aim at presenting how HR has to adapt and evolve to cope with this digital evolution.

If being able to lead transformations is mainly about the human factor, the participants will be trained to the techniques of Organizational Change Management as well, so that their company manages to implement changes required by the international competition. In a competitive and rapidly changing environment, organizational dynamics have become high on companies’ agendas. This course therefore also aims at presenting appropriate operational tools in order to understand the means by which a company can become agile and lead successful transformations worldwide.

SKILLS AND LEARNING OUTCOMES

Through successful completion of this course, participants should be able to:
• show a basic understanding and knowledge of IHRM & OCM concepts,
• demonstrate skills and tools enabling the concrete application of this knowledge to real issues of concern to companies,
• gain experience in applying IHRM & OCM knowledge to issues relevant to international context,
• develop their ability to critically analyze, assess and deal with the managerial and organizational implications of IHRM & OCM issues, at different levels of analysis,
• use IHRM & OCM tools and adapt them to the international and cultural context,
• anchor the HR policy in the long-run and follow-up its implementation,
• experiment, share and adapt best practices in terms of IHRM & OCM.

COURSE SYLLABUS

International Human Resource Management

I/ TRENDS AND ISSUES IN INTERNATIONAL HUMAN RESOURCE MANAGEMENT
1.1 What is Human Resources Management?
1.2 Comparative studies about Human Resources Practices
1.3 Issues of Cultural Diversity

II/ HR and Digitalisation
2.1 Main facts and trends
2.2 Reshaping of HR processes
2.3 HRIS and Big Data
2.4 New ways of working and Change management
III/ IHRM – Part 3
1) Managing in Asia & Generations in the workplace
2) Expatriation Management
3) Job interview simulations (bring your own updated CV)

IV/ Organizational Change Management
4) Introduction to change management
5) Tools for change management
6) Examples from North America
7) Stage-models of managing change
8) Harvard change management simulation

TEACHING METHODS
- Lectures
- Active engagement
- Teamwork
- Discussions
- Projects

BIBLIOGRAPHY

International Human Resource Management

Organizational Change Management
TBS Summer School Syllabus 2018

Business Strategy in Europe

Lecturers:
Hanna Dohlen Opsahl Lecturer and Researcher in Strategic Management, Toulouse Business School
Jonas Viklund Lecturer and Researcher in Strategic Management, Toulouse Business School

Professor in charge of course development: Yuliya Snihur - Resident Professor at TBS

ECTS credits: 6

Total Hours: 45 including 25 Contact Hours

Pre-requisites:
This course is appropriate for undergraduate students with foundation knowledge of economics.

Evaluation:
Group case homework assignments (2 assignments each worth 20 %) = 40 %
Class participation (2 points per class session) = 20 %
2 Quizzes during class = 20 % each (or 40 % for both)

FINAL COURSE GRADE:

FINAL COURSE GRADE
16/20 - 20/20 (Excellent) A
14/20 - 15/20 (Very Good) B
12/20 - 13/20 (Good) C
10/20 – 11/20 (Satisfactory) D
< 10/20 (Fail) F

AIMS OF THE COURSE

This module is designed to introduce participants to dealing with strategic issues in the firm. Strategy involves the coordination and integration of the efforts within the different functional areas of an organization for dealing with an uncertain future. This comprises formulating a business strategy for each individual unit of the firm, formulating a corporate strategy, and implementing these strategies while at the same time being cognizant of competitor reactions. Strategy formulation involves understanding the business the firm is in, determining how to position the firm within its business environment, and developing the capabilities to compete, but also to cooperate, in this environment.

SKILLS AND LEARNING OUTCOMES

The module will help participants to understand the nature of strategic competitiveness and develop the ability to analyze the competitive environment facing the firm, assess the attractiveness of the industry, and isolate potential sources of competitive advantage and disadvantage. The focus will be
put on explaining the specific strategic tools, such as Porter’s five forces, PESTEL, VRIN analysis, as well as analyzing dynamic interactions firms face in their industries. In particular, participants will be encouraged to consider the actions of competitors and how those might impact a firm’s ability to reach strategic goals. If time permits, we will analyze additional topics, such as firm growth, internationalization, and innovation.

Thinking strategically is a difficult skill to master. The objective of this course is to push students to think strategically in different situations. The course introduces the students to a coherent framework of value creation and value capture and develops related concepts that are used to analyze the competitive environment of a firm and its internal strengths and weaknesses. We expect the students to be able to deal with the basic strategy concepts introduced. The ultimate objective is to be able to formulate but also to critically analyze various business strategies.

**COURSE SYLLABUS**

**Week 1 – Introduction, industry value chain, building blocks of a business strategy**

We will focus on becoming familiar with a number of strategy concepts. We will examine how the industry and the environment affect the performance of individual businesses. Understanding the pressures of industry characteristics is a first step in formulating a strategy. We will then consider the building blocks of a strategy, such as defining competitive positions, analysing activities and capabilities of a firm, and discussing the sustainability of a firm’s competitive advantage.

**Week 2 – Competitive dynamics**

We will take a dynamic look at strategy, specifically analysing competitive interactions. Understanding competitors’ moves and reacting appropriately is important. Making strategic decisions and anticipating competitors’ reactions is crucial for the viability of a business. We will use tools from game theory to conduct dynamic competitor analysis.

**Week 3 – Contemporary challenges in business strategy**

Change and uncertainty are always present when formulating a business strategy. We will explicitly discuss how some current challenges such as new technologies, innovation, and internationalization affect the formulation of a business strategy.

**TEACHING METHODS**

The course presents the strategy frameworks and concepts through the analysis of concrete business situations in recent cases, practical exercises, and readings from academic journals and business press. Students are expected to read assigned articles and cases prior to class sessions. Class sessions will consist of lectures and discussions around the cases and other readings.

Students are expected to contribute to discussions and to offer insights into the course material from their personal and professional experience. Students will often work in groups to analyze strategic situations and to present their findings to the class. Strategic thinking is best learned through practice and use of strategic concepts. The cases we will study are about specific business situations; they are an opportunity to both apply the concepts we discuss in class as well as further develop our ability to think about competitive strategy. Discussions are an important part of the course, which makes it imperative that everyone attempts to regularly contribute to class discussions.
BIBLIOGRAPHY

- Porter, M. Competitive advantage, the Free Press, 1985

Additional academic and practitioner articles will be posted for each particular session for students to read on the topics discussed in class.
TBS Summer School Syllabus 2018
Big Data & Marketing Analytics

Lecturers: Associate Professor Kevin Carillo, PhD (TBS)
Sam Hee Lazare (Continental)

ECTS credits: 6

Total Contact Hours: 25 + 20 hours study time + group work

Pre-requisites:
None
(installation of Tableau software on the students’ laptop – Instructions will be provided).

Evaluation:

• Case study (50%)
• Group: Data visualization project (50%)

FINAL COURSE GRADE:

16/20 - 20/20 (Excellent) A
14/20 - 15/20 (Very Good) B
12/20 - 13/20 (Good) C
10/20 – 11/20 (Satisfactory) D
< 10/20 (Fail) F

AIMS OF THE COURSE

The explosive growth in the amount of data created in the world by humans and machines continues to accelerate. This data deluge coupled with a societal awareness of the strategic value of data, has engendered a global business paradigm shift: the advent of the data-driven business era. In this new data-driven business world, marketers need to incorporate data into their decision-making processes in order to gain a competitive edge by: interacting with customers in a more personalized and efficient manner, by designing products and services that perfectly match customers’ fast-changing needs and desires, but also by managing marketing and communication campaigns in real-time.

In other words, the data revolution goes way beyond the boundaries of a mere technological evolution, marketing professionals must get used to evolving in a volatile and fast changing business environment, and thus acquire new forms of expertise and skills that are at the junction of digital marketing innovation and analytics.

This course aims at sensitizing students to the transformation of marketing induced by the big data revolution. Moreover, students will be confronted to the specificities of data-driven marketing decisions with an emphasis on the use of data visualization techniques in marketing.
SKILLS AND LEARNING OUTCOMES

Students will:

• Understand the business reality that hides behind the term big data.
• Understand the specificities of the data-driven business era as well as data-driven marketing
• Acquire skills at developing data-driven business models.
• Be able to identify and analyze big data marketing applications
• Gain knowledge and skills in the domain of data visualization
• Understand and implement a marketing data-driven decision process
• Be able to answer a marketing problem using a (big) data visualization tool

COURSE SYLLABUS

This course is composed of two complementary parts:

1. Data-driven business models & marketing applications
   a. Introduction to big data
   b. Impact of big data on customer knowledge:
   c. Enriching customer profiles through simplified data collection information
   d. Customer micro-segmentation
   e. Impact of big data on customer relationship management and communication
   f. Customer relationship management Web 2.0
   g. Using big data to design customer communication
   h. Big data and marketing strategy
      i. Impact on product design
      ii. Impact on business and sales strategies
      iii. Impact on brand management

2. Data-driven marketing and data visualization
   a. From marketing to data-driven marketing
   b. The science behind data visualization
   c. Group project: using data visualization in data-driven marketing

TEACHING METHODS

• Interactive Lectures
• Group discussions
• Case studies
• Group project (using a data visualization tool)
BIBLIOGRAPHY

Introductory readings:


- Principles of Data Visualization - What We See in a Visual. FusionCharts.  
TBS Summer School Syllabus 2018

Digital Marketing Integrating Social Media

Lecturers: Gilles Nakhle - International Lecturer, Course Director and Brand Consultant

ECTS credits: 6

Total Contact Hours: 25 + 20 hours study time + group work

Pre-requisites:
This course is appropriate for Master students with basics in Marketing Management.

Evaluation:
Lab Search
Oral Presentation

FINAL COURSE GRADE:

16/20 - 20/20 (Excellent) A
14/20 - 15/20 (Very Good) B
12/20 - 13/20 (Good) C
10/20 – 11/20 (Satisfactory) D
< 10/20 (Fail) F

AIMS OF THE COURSE

• The main objective is to broaden the student's understanding of the European opportunities available in digital and social media to all businesses and organisations regardless of capitalisation.
• Focus is on the French case studies and successful campaigns.
• In essence, social media is about human connections, interactions, and stories that add value and have a positive outcome.

SKILLS AND LEARNING OUTCOMES

• By the end of the course you will be transformed by the cases and examples that will be treated.
• You will be able to evaluate digital and social media campaigns as well as websites and blogs.
• You will be able to understand and learn more about social media, its jargon.
• You will view things from a professional perspective after being a consumer.
COURSE SYLLABUS

Day 1
• Introduction to the digital world
• Definitions
• Success and failures
Online exercise

Day 2
• What is Online marketing?
• What are its 5 key components?
• How does it work?
• Distinctions of online marketing
• Case study
Assignment: Impact of Digital revolution on different industries

Day 3
Oral presentations of Digital Strategies

Day 4
• Intro to social media
• Intro and definitions
• Social media objectives
• How it serves supports growth
• How to apply it to organisations
• Social Media Strategy: Three Vs
• Major campaigns on Social Media
Homeworks

Day 5
• The big players
• Facebook - Google -Instagram -LinkedIn- Pinterest - Snapchat -Blogs
• Social Media worldwide
• Social Media in France
• Social media in China
Oral Presentations by the teams

Day 6
• Real-time marketing
• What is Real-time?
• A real challenge for companies
• Evaluation of digital/social media tactics and tools
• Sample strategies
• Evaluation criteria

Day 7
• Web Analytics
• Setting up
• The Art of Web analytics
• Tracking Tools
• Search Engine Optimisation (SEO)

Day 8
Online Lab search Project/Evaluation of a Website/Blog

Day 9
Building a blog
First decisions
The 7 planning steps

Digital and media jargon through all sessions Day 10
Final Blog presentation

TEACHING METHODS

• Lectures
• Active engagement
• Teamwork
• Discussions
• Projects
• Digital and media jargon through all sessions

BIBLIOGRAPHY

• THE SOCIAL MEDIA SURVIVAL GUIDE – DELTINA HAY – QUILL DRIVER BOOKS- 2011
• THE POWER OF REAL-TIME SOCIAL MEDIA MARKETING – BEVERLY MACY & TERI THOMPSON – McGRAW-HILL- 2010
• ONLINE MARKETING – LORRIE THOMAS – McGRAW-HILL 36-HOUR COURSE– 2011
• CASE STUDIES
TBS Summer School Syllabus 2018

Corporate Leadership and Governance: A pragmatic interdisciplinary perspective

Lecturers: Emilia Bunea and Dr. David Stolin

Emilia Bunea, MBA, CFA is a corporate leader with nearly two decades of board and C-level experience at multinational firms, most recently as CEO of a company with 800 staff and 2 million clients. She is a Chartered Financial Analyst and is currently pursuing a PhD in Leadership at Vrije Universiteit in The Netherlands.

Dr. David Stolin is a Professor of Finance at Toulouse Business School. He holds a PhD in Finance from London Business School and his research on corporate governance has been published in such leading outlets as Management Science and Journal of Business, and profiled in The Financial Times and Le Monde.

ECTS credits: 6

Total Hours: 45 including 25 Contact Hours

Pre-requisites: Undergraduate-level coursework in business/management

Evaluation:
Class participation: 33%
Presentations: 33%
2h30 Final Exam: 33%

FINAL COURSE GRADE:
16/20 - 20/20 (Excellent) A
14/20 - 15/20 (Very Good) B
12/20 - 13/20 (Good) C
10/20 – 11/20 (Satisfactory) D
< 10/20 (Fail) F

AIMS OF THE COURSE

What makes a corporation work? The answer lies in a combination of good governance and good leadership. Despite being tightly interrelated in practice, the topics of governance (the rules and processes through which a corporation is managed) and leadership (the ability to stir others to action) are typically researched and taught separately. This course is an exception: it is co-taught by an academic expert on governance jointly with a top-level business leader who is also a leadership scholar. In this course, we will survey major issues in the functioning of a modern corporation from
both governance and leadership perspectives. In addition, we will be continually seeking to reconcile academic and practical viewpoints on the topics we analyze, drawing on examples from around the globe. The course is intended for any student seeking to enter the corporate world and aspiring to become a corporate leader in future.

SKILLS AND LEARNING OUTCOMES

By the end of the course, students will:
1. Understand what it means to be a good leader – and a good follower – in the corporate context.
2. Understand the constraints placed by a corporation’s organization and governance on its leaders.
3. Appreciate the challenge and importance of influencing without power.
4. Understand the ethical grounding of authentic leadership and its importance for corporate governance.
5. Explain how governance mechanisms seek to address conflicts of interest inherent to corporate realities.
6. Analyze key corporate governance mechanisms and their interplay with how the organization is led.
7. Analyze the roles of governance and leadership in corporate transformations.
8. Assess the characteristics and performance of a board of directors in light of the firm’s objectives.

COURSE SYLLABUS

The course will be both rigorous and highly interactive, consisting of lectures, class discussions, case studies, student presentations and simulations of corporate decision-making. The classes will cover the following topics:
1. The theory and practice of corporate leadership and governance: An overview
2. Corporate politics: formal and informal power
3. Away from the limelight: Leading in a matrix organization
4. Proxy voting: the (mal)functioning of corporate democracies
5. Managerial incentives: Inside and outside perspectives
6. Corporate boards: A look inside the black box
7. Corporate transformations 1: Leading an IPO
8. Corporate transformations 2: Leading a merger
9. Corporate transformations 3: Leading a restructuring
10. Crisis management and corporate scandals
TEACHING METHODS

The course will be taught through a combination of formal lectures, class discussions, case studies, and student presentations.

BIBLIOGRAPHY

Sample readings:


White, Roderick E., Paul W. Beamish, and Andreas Schotter, 2007, ING Insurance Asia/Pacific,  Case Study, Ivey Publishing.
TBS Summer School Syllabus 2018

Corporate Finance

Lecturers: Professor Deborah Meloso - Resident Professor at Toulouse Business School
Professor Jean-François Verdié - Resident Professor at Toulouse Business School

ECTS credits: 6

Total Contact Hours: 25 + 20 hours study time + group work

Pre-requisites:
This course is appropriate for Master students with a basic knowledge of economics, mathematics and statistics.

Evaluation:
Final Exam: 100%

FINAL COURSE GRADE:

16/20 - 20/20 (Excellent) A
14/20 - 15/20 (Very Good) B
12/20 - 13/20 (Good) C
10/20 – 11/20 (Satisfactory) D
< 10/20 (Fail) F

AIMS OF THE COURSE

This module aims to provide students with both a fundamental and an operational grounding in corporate finance. A rigorous method for selecting investment projects will be presented and practiced. Students will learn the various modes of financing and their real cost.

SKILLS AND LEARNING OUTCOMES

Academic Skills developed in the course: Assimilate the concepts of Discounted Cash Flows, Net Present Value, Internal Rate of Return, Risky Investments and Diversification. Understand the equilibrium relationship between risk and return. Students must master all the concepts and tools discussed in the course, i.e. compute the risk and return of an asset and a portfolio, determine the efficient frontier and the cost of capital of a company and an individual project. They must also be able to study the profitability of an investment under uncertainty.
Professional Skills developed in the course: The objective is to learn how to make an optimal investment decision in real world situations when there is uncertainty about the projects’ Cash Flows and risk. The course proposes methodologies to evaluate a company and processes to make a capital budgeting decision in practice.

COURSE SYLLABUS

The course is divided into four parts.

Session 1&2. Basic Concept: The Net Present Value Rule / Financial Calculus
Session 3&4. Capital Budgeting/ Fixed Asset Investment Decisions
Session 5&6. Risk and Return: an introduction
Session 7&8. The Capital Asset Pricing Model (CAPM) and the Cost of capital

TEACHING METHODS

A rigorous method for analysing economic and financial problems will be developed, based on a study of the theoretical foundations of modern finance. To renounce theory would be to renounce explaining the working of capital markets. The theoretical knowledge acquired by the student will, however, continually be called upon to solve practical financial problems. Student performance in the course will be assessed with a final examination that will consist of multiple choice questions.

BIBLIOGRAPHY

European and International Business Strategies

Lecturer:
Leandro De Sa – Associate Professor at Toulouse Business School
Associate Professor at Toulouse School of Management
Founder of LDS - Lean Development Structure, a management consulting and
training company for executives focusing on the operational efficiency and the
financial performance of complex enterprises in various industrial settings.
Chairman of GrowthPhases LLC, a global company focused on inorganic growth and
Lean for corporations.
He is the President of the European American Chamber of Commerce in Southwest
France.

ECTS credits: 6

Total Hours: 45 including 25 Contact Hours

Pre-requisites: This course is appropriate for Master students with a basic knowledge of
economics.

Evaluation:

Oral group presentations on case studies presentation 60%
Individual participation 40%

Group case studies: you will be divided into groups.

Each group works on all of the case studies. For each case, attendees need to prepare a power point
presentation (10-15 min.), addressing the case-specific questions listed hereafter.

FINAL COURSE GRADE:

16/20 - 20/20 (Excellent) A
14/20 - 15/20 (Very Good) B
12/20 - 13/20 (Good) C
10/20 – 11/20 (Satisfactory) D
< 10/20 (Fail) F
AIMS OF THE COURSE

After this course, students should be able to:

- Comprehend issues of European business strategy
- Understand and analyze advantages and challenges of intra and extra European trade, Eurozone and TTIP
- Understand contracting, resources, financing strategies, stakes and outcomes in global terms
- Understand and acknowledge future developments and challenges for European businesses going global or for global business developing in Europe

SKILLS AND LEARNING OUTCOMES

Through successful completion of this course, participants should be able to:

- Master fundamentals in management science
- Attendees will master management skills in scientific and technological environments and acquire knowledge of specific aerospace functions and/or sub-sectors.
- Attendees will develop problem-solving techniques and be able to analyze and solve business problems.
- Attendees will have the decision-making skills to propose solutions to transverse issues
- Attendees will have a global perspective, including international and European issues, and global economics.

COURSE SYLLABUS

This course aims to give students a broad perspective on the major challenges European business strategies. On completion of this module, students will be able to understand the effects of European current trends, challenges and key transitions in Economic growth and member-State development. We will analyze different models and scenario in different industry sectors and suggest upcoming scenarisi and evolutions in the midterm future.

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<td>The education systems in Europe and their business impact, Legal, negotiation, Background material Simulation games</td>
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<td>Cooperation and large projects</td>
<td>Large cooperation projects and their history, A nearly-global financial sector, Case examples PE guest</td>
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</table>

**TEACHING METHODS**

- Lectures
- Active engagement
- Case Studies
- Simulations
- Teamwork
- Discussions
- Projects
BIBLIOGRAPHY

Books

• “Principles of Corporate Finance” by Brealey and Myers
• “Valuation” by Copeland, Koller and Murrin
• “Macroeconomics”, 2017 by Charles I. Jones

Internet

• OECD Global Economic Outlook, June 2017,
• World Economic Outlook Update,
• “World Bank’s Global Economic Prospects”, HBR,

CASES

• “Airbus: living through yesteryears contradictions”, ECCH, 2007
• “Hermes, Paris”, INSEAD, 2014
• “Can the Eurozone Survive”, HBS, 2013
• “Google in Europe: Competition Policy in the Digital Era”, HBS, 2017
• “Did Apple Pay Too Little Tax?”, INSEAD, 2016
• “The TTIP: Bridging the Transatlantic Economy”, HBS, 2017
• “The Brexit Unknown: Britain’s Boom or Bust?”, Darden, 2017
• “European Integration: Meeting the Competitiveness Challenge”, HBS, 2017