LIAC

BBA FRANCE CURRICULUM 2023

Loyola-International

Academic Collaboration (LIAC)

Structure and Dynamics of the BBA Program

This BBA program is a twinning program between Loyola, Chennai and IESEG School of Management, France. The first two years are offered at Loyola Chennai, followed by 3 years at IESEG SM leading to a Masters degree in Management (France) or one year at IESEG, SM leading to a Bachelor's degree.

This full-time BBA program is a 3-year dynamic program with an international perspective. It focuses on personal and professional development along with introducing students to foundations and functional areas of business. As it dwells on hands-on experience during the study, project-based learning is embedded into the whole curriculum. In each semester a group of courses is integrated into a live project that enables the students to master the practices of creating and managing a business. It prepares students for digital skills and technology that are highly sought after in the industry at every level today. The course offers training in critical thinking skills, problem-solving, and creativity, where students acquire personal and professional competencies to prepare them for managerial roles and entrepreneurship.

The following are the streams that run through the entire curriculum.

Personal and Professional development

Managerial Competencies

Functional courses

CAPSTONE Project

The syllabus is integrated into the five-year Grande Ecole Programme (MSc. in Management) by IESEG School of Management, Lille France. If a student wants to gain only a bachelor's degree, he/she can get one after the third year of studying at IESEG and can even stand alone as a BBA program. The 2 year course at Loyola will lead to the 3rd year at IESEG.

Key Features of the New Curriculum

1. Aligns with the curriculum and pedagogies followed at IESEG

2. Competency-based curriculum and pedagogies: students have to demonstrate mastery of identified competencies.

3. Trains students in the skills of Industry 4.0: hence a greater number of two and three-credit courses are introduced.

4. Focus on experiential and project-based learning: students are required to take up live Capstone projects to apply what they learn in a set of courses each semester.

LEARNING GOALS

LG 1. Students are able to integrate in an international and intercultural environment
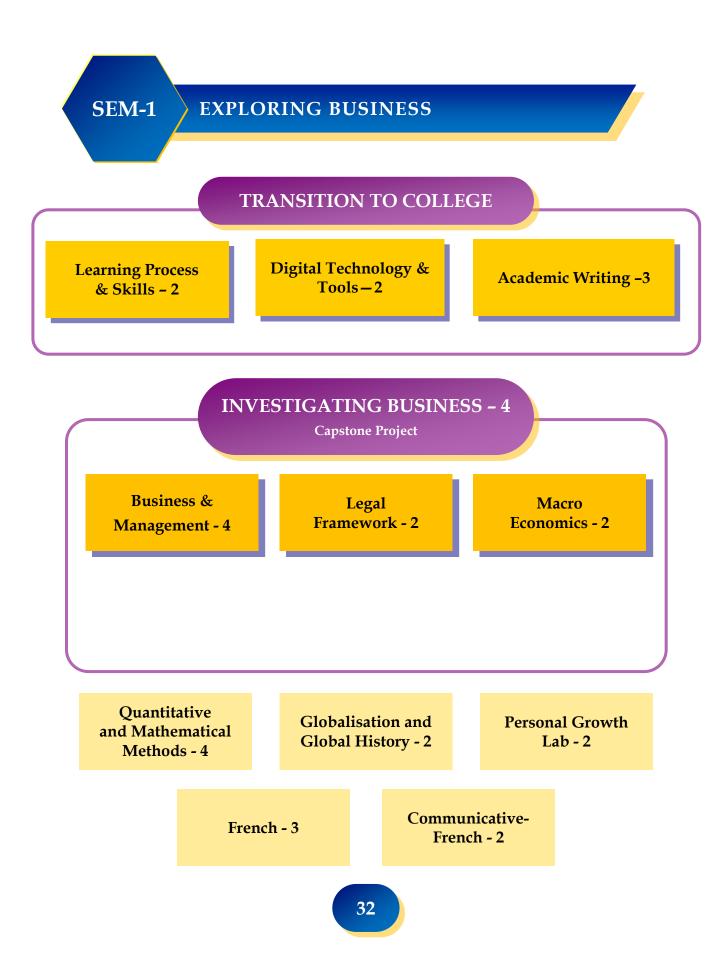
LG 2. Students are able to work with an ethical and responsible mindset

LG 3. Students develop an innovative and critical approach to a fast-changing environment

LG 4. Students are able to effectively work in teams

LG 5. Students demonstrate personal and professional skills

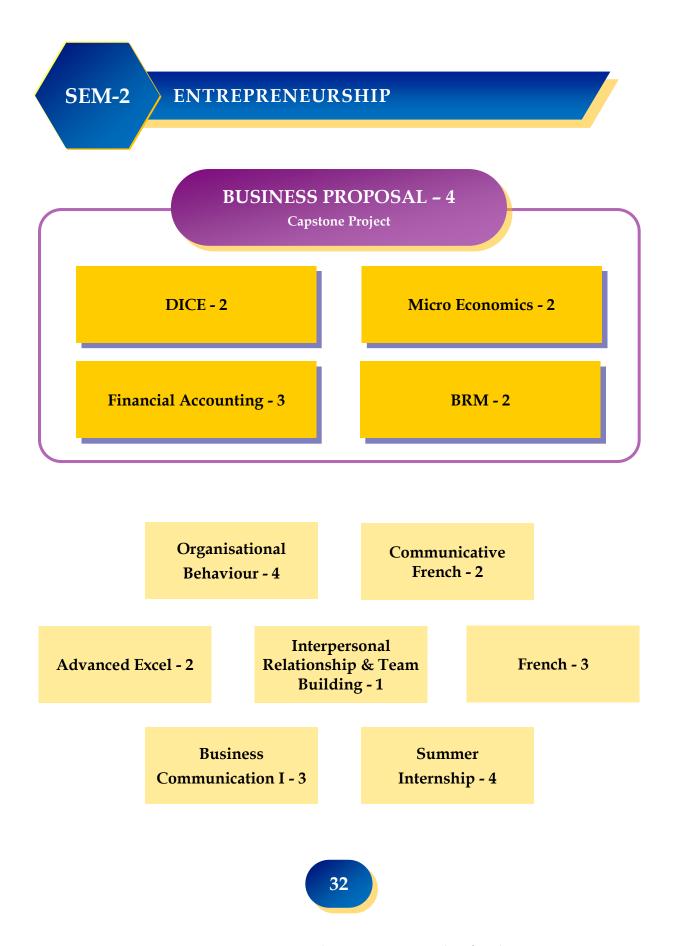**LG 6.** Students know how to apply state-of-the-art theories and techniques in management

LEARNING OBJECTIVES

LG 1. Students are able to integrate in an international and intercultural environment

LO 1.1. Develop an international mindset

LO 1.2. Successfully collaborate within an intercultural team

LO 1.3. Communicate effectively in English, and French.

LG 2. Students are able to work with an ethical and responsible mindset

LO 2.1. Understand the relevance of learning as a lifelong process

LO 2.2. Take responsibility for their own learning journey

LO 2.3. Are able to work in an autonomous way

LO 2.4. Consciously understand and act in line with Loyola values.

LG 3. Students develop an innovative and critical approach to a fast-changing environment

LO 3.1. Are able to think in an original and creative way

LO 3.2. Demonstrate intellectual agility and critical thinking

LO 3.3. Understand and tackle the challenges of a volatile environment

LG 4. Students are able to effectively work in teams

LO 4.1. Are able to produce an integrated piece of (oral and written) work in a team

LO 4.2. Actively contribute to the team

LO 4.3. Appreciate the contribution of all team members

LG 5. Students demonstrate personal and professional skills

LO 5.1. Understand what motivates themselves as a person and in a professional role

LO 5.2. Are able to implement developmental feedback

LO 5.3. Are able to self-reflect on their competency development

LO 5.4. Are able to produce a written/oral piece of work of quality

LG 6. Students know how to apply state-of-the-art theories and techniques in management

LO 6.1. Have a sound knowledge basis of management fundamentals

LO 6.2. Have a deep understanding of how an organization works

LO 6.3. Are able to understand how the management disciplines and functions are interconnected

LO 6.4. Understand the organizational impact of digital technology and make effective and appropriate use of it

SEMESTER FOCUS AND PROJECT

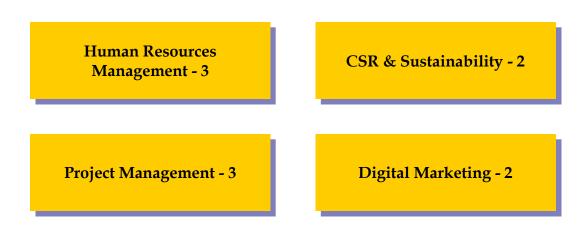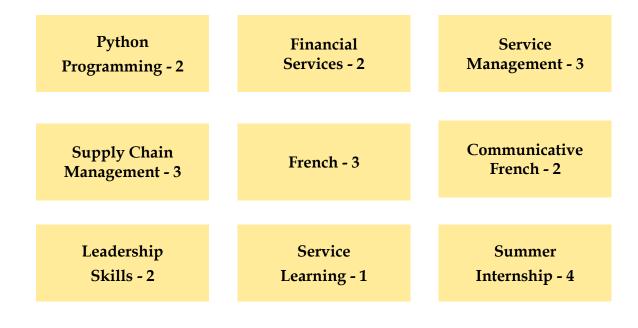| SEMESTER	SEMESTER FOCUS	INTERDISCIPLINARY CAPSTONE PROJECT
I	EXPLORING BUSINESS	Investigating Business
II	ENTREPRENEURSHIP	Internship on Hands on Experience at Enterprises
		Business Proposal
III	APPLYING TO CORPORATE REALITY	Marketing Strategy
IV	SUSTAINABILITY & BUSINESS	Sales & Marketing Internship
V	SPIRIT OF ENTREPRENEURSHIP IN A DIGITALIZED WORLD	Creating a Business
VI	ACQUIRING A HOLISTIC INTERNATIONAL EXPERIENCE	

SEM-1   EXPLORING BUSINESS

TRANSITION TO COLLEGE

| Learning Process & Skills – 2 | Digital Technology & Tools—2 | Academic Writing –3 |

INVESTIGATING BUSINESS – 4
Capstone Project

| Business & Management - 4 | Legal Framework - 2 | Macro Economics - 2 |

| Quantitative and Mathematical Methods - 4 | Globalisation and Global History - 2 | Personal Growth Lab - 2 |

| French - 3 | Communicative-French - 2 |

32

Figures next to course name represent the respective credits for that course.

BUSINESS PROPOSAL – 4
Capstone Project

DICE - 2	Micro Economics - 2
Financial Accounting - 3	BRM - 2

Organisational Behaviour - 4	Communicative French - 2

Advanced Excel - 2	Interpersonal Relationship & Team Building - 1	French - 3

Business Communication I - 3	Summer Internship - 4

32

Figures next to course name represent the respective credits for that course.

APPLYING TO CORPORATE REALITY

MARKETING STRATEGY – 4
Capstone Project

Marketing Management - 4	**Econometrics & Data Analysis - 3**	**Operations Management - 3**

Sales Techniques - 2	**Management Accounting - 4**

Managing Diversity - 2	**Introduction to Data Science - 2**
French - 3	**Business Communication II - 3**

Communicative French - 2

32

Figures next to course name represent the respective credits for that course.

SEM-4 SUSTAINABILITY & BUSINESS

Human Resources
Management - 3

CSR & Sustainability - 2

Project Management - 3

Digital Marketing - 2

Python
Programming - 2

Financial
Services - 2

Service
Management - 3

Supply Chain
Management - 3

French - 3

Communicative
French - 2

Leadership
Skills - 2

Service
Learning - 1

Summer
Internship - 4

Figures next to course name represent the respective credits for that course.

SEM-5 — CREATING BUSINESS - 4

Market Research - 3

Digital Corporate Finance - 3

Strategy & Innovation - 2

Design Thinking - 2

Company Law - 2

Business Negotiation - 2

Business Ethics - 2

Artificial Intelligence- Implications for Finance - 2

Financial Instruments and Technology - 2

Intermediate Econometrics & Data Analysis - 2

Introduction to Artificial Intelligence - 2

LV – 1 - 2

30

Figures next to course name represent the respective credits for that course.

SEM-6 | **CORE COURSES**

Global Brand Management - 2

International Finance - 3

International HRM - 3

International Business Law -3

International Business Strategies -3

International Supply Chain Management - 3

International Financial Reporting-3

ELECTIVES - 8

Includes IBP, Clemson, Hawai etc.
Includes 2 ECTS courses and 6 ECTC Courses

LV – 1   - 2

3O

Figures next to course name represent the respective credits for that course.

LOYOLA INTENATIONAL ACADEMIC COLLABORATION (LIAC)			
BBA FRANCE - PROGRAM ARCHITECTUREE			
LOYOLA			
FOCUS	**SEM**	**TITLE OF THE PAPER**	**CREDITS**
Exploring Business	I	Learning Process & Skills	2
		Digital Technology & Tools	2
		Academic Writing & Presentation	3
		Investigating Business - **CAPSTONE PROJECT**	4
		Business & Management	4
		Legal Framework	2
		Macro Economics	2
		Quantitative and Mathematical Methods	4
		Globalization and Global History	2
		Personal Growth Lab	2
		French	3
		Communicative French	2
		Total Credits	**32**
Entrepreneurship	II	Business Proposal - Capstone Project	4
		DICE (Design Thinking, Innovation, Creativity and Entrepreneurship)	2
		Micro Economics	2
		Financial Accounting	3
		Business Research Methods	2
		Organisational Behaviour	4
		Advance Excel	2
		Interpersonal Relationship & Team Building	1
		French	3
		Business Communication I	3
		Communicative French	2
		Summer Internship	4
		Total Credits	**32**

FOCUS	SEM	TITLE OF THE PAPER	CREDITS
Applying to Corporate Reality	III	Marketing Strategy - **CAPSTONE PROJECT**	4
		Marketing Management	4
		Econometrics & Data Analysis	3
		Operations Management	3
		Sales Techniques	2
		Management Accounting	4
		Managing Diversity	2
		Introduction to Data Science	2
		French	3
		Business Communication II	3
		Communicative French	2
		Total Credits	**32**
Sustainability & Business	IV	Human Resources Management	3
		CSR & Sustainability	2
		Project Management	3
		Digital Marketing	2
		Leadership Skills	2
		Python Programming	2
		Financial Services	2
		Service Management	3
		Supply Chain Management	3
		French	3
		Service Learning	1
		Communicative French	2
		Sales & Marketing - Internship	4
		Total Credits	**32**

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FOCUS	**SEM**	**TITLE OF THE PAPER**	**CREDITS**
	V	Creating Business	4
		Market Research	3
		Digital Corporate Finance	3
		Strategy & Innovation	2
		Design Thinking	2
		Company Law	2
		Business Negotiation	2
		Business Ethics	2
		Artificial Intelligence - Implications for Finance **(CAPSTONE)**	2
		Financial Instruments and Technology	2
		Intermediate Econometrics & Data Analysis	2
		Introduction to Artificial Intelligence	2
		Language – I	2
		Total Credits	**30**
	VI	Global Brand Management	2
		International Finance	3
		International HRM	3
		International Business Law	3
		International Business Strategies	3
		International Supply Chain Management	3
		International Financial Reporting	3
		Electives (IBP, Clemson, Hawai etc.) - Includes 2 ECTS courses and 6 ECTC courses	8
		Language – I	2
		Total Credits	**30**