

SKEMA BUSINESS SCHOOL

**SUMMER SCHOOL 2020
PARIS**

29 June - 3 July: Project Management
6 - 10 July: Finance & Banking

skema
BUSINESS SCHOOL



ABOUT SKEMA

ONE OF THE LARGEST BUSINESS SCHOOLS IN FRANCE - EDUCATES AND GUIDES HIGH-ACHIEVING STUDENTS AND GRADUATES

With global education lying at the core of its strategy, SKEMA Business School aims to educate adaptable future decision-makers and international talents who can deliver sustainable performance in the knowledge economy.

SKEMA has high-calibre teachers and offers a Global BBA, "ESDHEM", Masters of Science, "Mastère Spécialisés®", Master in Management, as well as doctoral and executive education programmes.

The school has seven campuses, both in France (Lille, Paris and Sophia Antipolis) and abroad (Suzhou in China, Raleigh in the USA, Cap Town in South Africa and Belo Horizonte in Brazil).



CONTENTS

Message from the dean	03
SKEMA Summer School	04
Project Management	05
Finance and Banking	08
Practical information	11



WHAT MAKES A GLOBAL BUSINESS SCHOOL

7

campuses on five continents

“SKEMA is a global business school with French roots. Our mission is to train the talents of the knowledge economy.

In an already globalised and digitalised economy, the arrival of artificial intelligence is further disrupting our lifestyles, our social and cultural codes, and the foundations of our society and our economy. Education has a crucial role to play in these changes.

It is in this context that SKEMA trains future business leaders to adapt to the requirements of 21st century companies and organisations. Our students learn to be mobile, multicultural, agile and aware of new societal challenges while possessing entrepreneurial and managerial capabilities. They are committed to the safeguarding of the planet, protection of personal data and essential ethical issues. These are the values and DNA of our research, our programmes and our organisation.

SKEMA students study in a global environment, on five continents, benefitting from courses that link global and local practices, technology and experience sharing.

We prepare talents for the new reality of companies and organisations. Through academic research, new programmes and content, and the involvement of companies, SKEMA's graduates are ready for emerging and new professions.

Your experiences at SKEMA will shape you and they will become some of your greatest memories. You will be ready to succeed in any company, organisation or project you choose, wherever you are in the world.

I sincerely hope that you will enjoy sharing our visions and values.,,

Alice Guilhon
Dean, SKEMA Business School

8,500
students

120
nationalities on SKEMA's campuses

45,000
graduates throughout the world in 145 countries

Triple
accreditation



12th best worldwide: Master in Management (2019)

4th best worldwide: MSc Financial Markets & Investments (2018/2019)



3rd best worldwide: MSc in International Business (2019)

SKEMA SUMMER SCHOOL

Our two-week summer school, gives you the opportunity to study two business modules in English combined with an optional course on French language and culture. Each module lasts one week and focuses on one topic. Participants can choose one or two modules.

WHY

- ▶ Experience active learning in a triple-accredited, top-10-ranked French business school
- ▶ Interact with highly-esteemed SKEMA faculty
- ▶ Supplier recommendations for highly appreciated participants
- ▶ Deepen insight into a specific business topic in which SKEMA is highly ranked
- ▶ Network with international participants
- ▶ Extend international vision to design your future
- ▶ Gain unique experience for future job or study application
- ▶ Earn transferable credits (3 ECTS per module, up to 6 ECTS*)
- ▶ Develop your cultural awareness and multicultural management
- ▶ Improve your language skills and discover French culture

* Students need to consult their home institution to validate credit transfers

WHO

- ▶ Highly motivated postgraduate or undergraduate students
- ▶ Fluent English (proof required if non-native speaker)

HOW

- ▶ Face-to-face courses, highly interactive learning-by-doing activities
- ▶ Individual study and case study
- ▶ Challenging group-work

WEEKLY SCHEDULE

	Monday	Tuesday	Wednesday	Thursday	Friday
9:00 - 11:00am	Welcome Breakfast & Culture Shock Ice breaker	Class	Class	Class	Class
11:00 - 11:15am		BREAK	BREAK	BREAK	BREAK
11:15 - 12:45	Class	Class	Class	Class	Class
12:45 - 2:00pm	LUNCH	LUNCH	LUNCH	LUNCH	Certificate award + farewell lunch
2:00 - 3:30pm	Class	Class	Class	Class	
3:30 - 3:45pm		BREAK	BREAK	BREAK	
3:45 - 5:15pm		(Optional) Introduction to French Culture & Survival French			

*This schedule is subject to any modification according to the real situation.

SUMMER SCHOOL – PROJECT MANAGEMENT

Large projects are increasingly complex, relying on sophisticated organisational and contractual schemes. They are designed, planned and often implemented with a large diversity of international stakeholders.

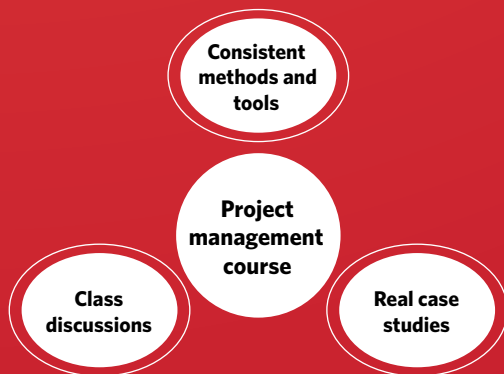
Future managers need to be equipped with critical skills covering: design and negotiation of complex contracts, risk analysis, planning techniques, inter-cultural team management, legal and financial aspects of partnership schemes, crisis management, project recovery plans...

COURSE OBJECTIVES

- ▶ Acquire project management knowledge and tools to be an effective manager.
- ▶ Train international managers with professional capture strategies and negotiation tools and techniques.
- ▶ Train participants in real negotiation situations to reach an initial level of expertise.
- ▶ Prepare participants to be able to manage crisis events.

TEACHING APPROACH

Project-based learning (PBL) approach:
Through this PBL approach, participants are actively involved in the learning process through exercises, real case studies and real life group discussions.



Project-based learning (PBL) approach

PROGRAMME STRUCTURE AND CONTENT

The programme is made up of three modules:

- ▶ Initial capture strategies and negotiations.
- ▶ Knowledge of area (PMBOK).
- ▶ Crisis management and project recovery.

LEARNING OUTCOMES

Participants will be able to:

- ▶ Understand and implement tools and techniques of international capture strategies.
- ▶ Understand the current state of the project management profession.
- ▶ Apply project management tools and techniques.
- ▶ Explore the appropriate methods to initiate, plan, execute, control and close projects.
- ▶ Understand project management terminology with focus on the PMI PMBok.
- ▶ Understand the PMBoK philosophy and core processes.
- ▶ Understand and implement tools and techniques of crisis events (price, delivery time, risks...).





Yves Alliot

Head of Central Campaign Planning
(AIRBUS Defence & Space)

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EDUCATION

Yves Alliot holds an engineering degree specialised in mechanics and electronics, as well as civil project management of Ecole Special des Travaux Publics (ESTP).

WORKING EXPERIENCE

For 37 years Yves Alliot has been working as contract manager, project manager and sales & marketing manager on large export projects/contracts in the Middle East and east Asian countries for major French companies (Sofresa, Eurocopter, DCN-Armairis, Thales and Airbus).

In 2006 he joined the Airbus group (Defence & Space) to support development of new markets with major projects.

Since 2008, Yves Alliot has worked as a professional lecturer in various famous French and international business schools for master programmes and MBA and EMBA programmes.

Since 2012, Yves Alliot is head of Central Campaign Planning.



EXPERTISE

Best practices and advanced training in project management and strategy of negotiation.

- Project and programme management
- Analysis of risks and opportunities
- Negotiation strategies of international contracts
- Crisis management of contracts



PROJECT MANAGEMENT

MONDAY 29 JUNE TO FRIDAY 3 JULY 2020

COURSE PROGRAMME (TEACHING HOURS: 23, 3 ECTS)

Module I: Initial capture strategies & negotiations (10 hours)

Learning Objectives:

International capture strategies and negotiations are complex, involving the participation of multi-skilled international managers. To be successful, future international managers must be knowledgeable regarding professional capture strategies and negotiation tools and techniques. They must also be trained in real negotiation situations to acquire the first level of expertise.

Learning outcomes:

Participants will be able to understand and implement tools and techniques of international capture strategies preparing answers to real tenders (capture plan, storyboards, terms & conditions, negotiation strategy) and to work within a team.

Content:

Three main phases:

- Capture phase: to prepare a full strategy plan (including competition analysis and action plan).
- Storyboard phase: to prepare a detailed storyboard for the customer.
- Offer phase: to prepare a detailed offer (price, terms & conditions, risk calculation) and a negotiation plan.

Teaching methods: Combination of lectures, international real case studies and practitioner inputs. Students will work on 2 real cases:

- preparation of a full capture plan (based on real international tender);
- preparation of a complex offer (price, T&Cs, risks and negotiation plan).

Reference books:

Playing to Win: How Strategy Really Works by A. G. Lafley.

Module II: knowledge of area (PMBOK, 6 hours)

Learning objectives:

Project management is the application of knowledge, skills, tools, and techniques to project activities to meet the project's requirements. Participants will be able to understand and implement simple tools and techniques of the main project management areas composed of: project integration management, project scope management, project time management, project costs management, project HR management, project risk management, project communication management and project procurement management.

Learning outcomes:

Understand the current state of the project management profession.
Apply project management tools and techniques.
Understand project management terminology with a focus on the PMI PMBok.
Explore the appropriate methods to initiate, plan, execute, control and close projects.
Understand the PMBoK philosophy and core processes.

Content:

Project integration management: coordination of all departments and activities.
Project scope management: work to be carried out and deliverables.
Project time management: timely completion of projects.
Project costs management: completion within approved budget.
Project HR management: most effective use of people.
Project risk management: identifying, analysing and responding to risks.
Project communication management: timely and appropriate project information.
Project procurement management: acquire goods and services from outside.

Teaching methods:

Combination of lectures cases studies and Q&A.

Reference books:

The PMBoK Guide, 5th Edition. PMI.

Module III: Crisis management and project recovery (7 hours)

Learning objectives:

International projects are complex, involving the participation of stakeholders from various parts of an organisation. To be successful, international project managers must not only be knowledgeable of professional best practices - they must also be able to manage crisis events.

Learning outcomes:

Participants will be able to understand and implement tools and techniques of crisis management preparing answers to real international crisis events (price, delivery time, risks ...).

Content:

Fifteen crisis cases to be analysed and answered related to integration management, scope management, time management, cost management, HR management, communication management, risk management, procurement management.

Teaching methods:

Real case studies with group analyses and answers.

Reference books: *Harvard Business Review on Crisis Management* Paperback - January, 2000.

SUMMER SCHOOL – FINANCE AND BANKING

4th best worldwide: MSc Financial Markets & Investments *(Financial Times 2018)*

The financial world has changed over the last 30 years. The 2007 financial crisis was not a big surprise. Many changes have influenced the global financial system which has become more unstable, volatile and risky.

How has this happened?

Why do banks exist? What is the role of financial markets?

How can we manage risk in a volatile market?

What is sustainable finance based on sustainable performance? What is the solution for a more sustainable world?

This programme will provide relevant answers to those questions. This approach offers the keys and the basic tools of modern finance.

COURSE OBJECTIVES

- ▶ To provide students with a personalised academic environment to obtain a solid understanding of the international banking and financial system, risk and sustainable finance.
- ▶ The course is open to non-specialists and gives a clear understanding of international banking forces, the global economy, regulation and financial instability in the globalised economy.
- ▶ The course will assess the impact of the financial crisis and deregulation, as well as structural reforms upon banking business models.

TEACHING METHODS

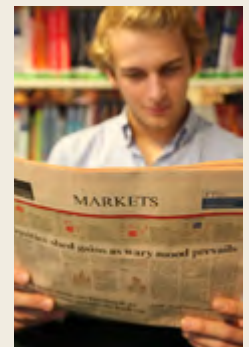
- ▶ Lectures and group-work.
- ▶ Homework during the course will be required.
- ▶ More details and advice will be sent after registration.

LEARNING OUTCOMES

The student is expected to be able to:

- ▶ Identify the place and the role of the banking system in a financial context with its instability and systemic risks.
- ▶ Understand the process of measuring or assessing the actual or potential dangers of a particular situation.
- ▶ Know types of risk: credit, operational, reputational...
- ▶ Understand the general approach of portfolio credit risk.
- ▶ Develop a special macro-prudential approach in order to understand the role of regulation in a globalised banking system.
- ▶ Understand the utility of sustainable finance.

At the end of the course, we expect students to be able to use the analysis framework taught in this course to understand and analyse current developments in international banking as a part of their practical decision making work.





Dhafer Saïdane

Professor and head of the International
Observatory of Sustainable Finance

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EDUCATION

Dhafer Saïdane holds a master's in Money, Banking and Finance, a PhD in Banking from University of Paris 1 - Sorbonne and an HDR (certified to direct research). Dr Dhafer Saïdane has 26 years of research experience in banking, money and finance.

WORKING EXPERIENCE

Dhafer Saïdane is currently head of the MSc Corporate Financial Management - FinTech of the Lille campus of SKEMA Business School.

He is a researcher in banking and finance and member of the Economic Council of the Tunisian Prime Minister.

He is a consultant at the United Nations - Economic Commission for Africa (UNECA - North Africa Office, Rabat, Morocco) and at the UNCTAD (United Nations Conference on Trade and Development, Trade and Development Board, Switzerland) and at the Observatoire des Métiers de la Banque (Paris).

He is academic supervisor at the French training centre of banking (CFPB - Paris), scientific advisor of the French financial academic journal Techniques Financières et Développement (Paris).

He is also an advisor of the African bankers club "Club des dirigeants des banques et établissements de crédit d'Afrique" and visiting professor at WTO Studies School - Wuhan University (China) and Ecole Supérieure de Commerce de Tunis, Université de Sfax (Tunisia), Saint Jérôme Catholic University of Douala (Cameroon).



PUBLICATIONS

Dhafer Saïdane has published numerous articles and books on banking and financial issues and banking strategies and industry.



FINANCE AND BANKING

MONDAY 6 TO FRIDAY 10 JULY 2020

COURSE PROGRAMME (TEACHING HOURS: 23, 3 ECTS)

Financial Deregulation: the big changes

The recent financial crisis: the changes for the world's banking industry: origin of the crisis, financial instability, systemic risks, weakness of global finance, bankruptcy, bank failures and major changes ("Big Five US" Merrill Lynch, Goldman Sachs, Morgan Stanley, Bear Stearns, Lehman Brothers), new banking business model "big is beautiful", "too big to fail", strengths and weaknesses of bank regulation in United States, European Union, China, Africa...

Deregulation and risks in the 80s: the financial Big Bang, new banking firm is born "universal banking" = "generate to distribute". Investment banking, high interest rate volatility, traditional assets and liabilities activity (loans, deposits vs bonds, securities, financial markets): free fall? New services and business: off balance sheet > balance sheet.

Why do bank exists? Microeconomic role and functions of the banking firm. Information management: moral hazard, adverse selection and informational asymmetry. Risk management and monitoring. Economies of scale and reduction of transactional costs. Microeconomic approach of banking firm as risk manager. Modelling the banking firm. Asset liabilities management model. Optimal liquidity risk management (Klein 1971). Excess of liquidity: opportunity cost. Deficit of liquidity: operational and financial costs (Baltensperger, 1980).

Credit risk management: macro-prudential and micro-prudential approaches

Categories of risk: credit, market, operational, reputational etc. The general approach of portfolio credit risk management. What is the expected return and variance of the portfolio? Statistical measures to assess financial risks.

Can diversification eliminate risk?

Credit risk management: macro-prudential and micro-prudential approaches

Macro-prudential approach and systemic credit risk: the role of regulation in a globalised banking system. Basle approach: Solvability, liquidity risks ratios. Pro-cyclical and contra-cyclical approaches. Basle 1, 2 and 3. VaR: measures of the potential loss. Capital adequacy of financial institutions. Banking regulations (Basel 2): requirement implementation of risk measures such as VaR.

Sustainable finance and sustainable bank. A new paradigm for finance. The strong link between "sustainability" and "doing well by doing good". Good governance = Good behaviour.

Socially Responsible Investment (SRI) and Corporate Social Responsibility (CSR) and the Stakeholder Approach (Edward Freeman, 1984).

Sustainable performance - new evaluation of banking efficiency: an application to French banks.

Team work - see the work required file

Team contribution: Work-group and student work presentation based on the homework done prior to the course.

Team work + final essay and assessment

Final essay and assessment: What are our main findings? The main message? Contribution to new knowledge? New concepts identified and discussed? Suggestions for the future.

REFERENCES - Academic and scientific papers

- Allen F. et A.M. Santomero, 2001, What do financial intermediaries do?, *Journal of Banking and Finance*, 25, 271-294.
Battacharya S., Thakor A.V., 1993, "Contemporary Banking Theory", *Journal of Financial Intermediation*, 3.
La Porta, Lopez-de-Silanes, Shleifer et Vishny (1997), "Legal Determinants of External Finance", *Journal of Finance*, 52(3).
Lewis M. K., 1992, "Modern Banking in Theory and Practice", *Revue économique*, n°2, Mars.
Saidane D. (2010), "How to Identify the Best Target in the M&A Banking Operations? Case of Cross-Border Strategies in Europe by Line of Activity", *Review of Quantitative Finance and Accounting*.
Saidane D. (2010), "Banking transparency: a good idea but difficult to implement", *Bankers Markets & Investors*.
Saidane D; and Grandin P. 2010), "What are the main causes of Bank Merger and Acquisition?" *Bankers Markets & Investors*, n°104, January-February 2010.

PRACTICAL INFORMATION

PROGRAMME FEES

€1000 per student per module:

Including application fees, course and document fees, coffee breaks and lunches (including a farewell lunch).

Travelling and accommodation expenses are not included.

OPTIONS

Option 1 - With accommodation: six nights in a student apartment. Additional fees: €500 per student per week.

Option 2 - With three sessions of Introduction to French Culture & Survival French (4.5hrs per week).

Additional fees: €60 per student per week.

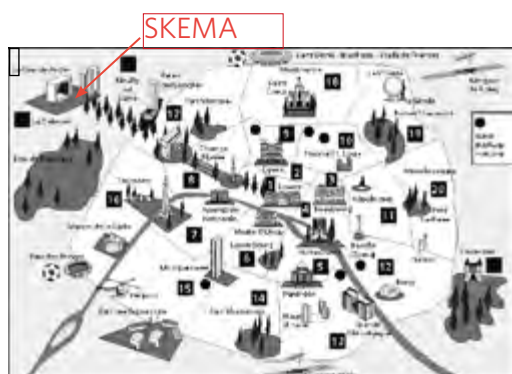
SKEMA reserves the right to close a group if there are less than a minimum number of students enrolled.



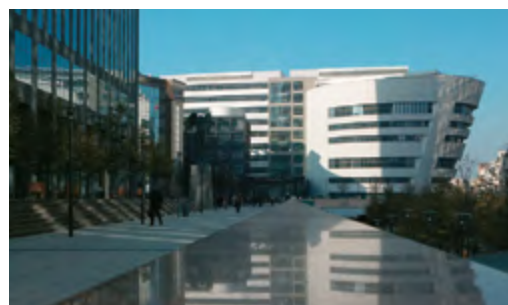
Paris-La Défense



Eiffel Tower



Paris-La Défense campus



Paris-La Défense campus

► CAMPUS OVERVIEW

The campus is located in the Pôle Léonard de Vinci in the heart of La Défense. This modern area is only a 10-minute metro ride from the Champs-Élysées, or 20 minutes from the Eiffel Tower.

La Défense is home to a population of 20,000, with 1,500 companies (15 of which are among the world top 50) employing 150,000 people. Many companies especially banks and insurance companies have left their former neighbourhoods to set up here.

More information about the Paris campus:
<http://www.skema.edu/campus/paris-campus>

► APPLICATION

Apply online: www.skema.edu/summer-school/registration
Apply online before May 22nd 2020

► CONTACT US

Email: summerschool@skema.edu
Phone: +33 (0)4 9395 4512

GET MORE INFO:

<https://www.skema.edu/summer-school/summer-school-overview>

SKEMA BUSINESS SCHOOL

Belo Horizonte Cape Town Lille Paris Raleigh Sophia Antipolis Suzhou

GLOBAL BBA

Business Administration – Belo Horizonte
Global Management – Sophia Antipolis
International Business – Raleigh

ESDHM

Prep School + French Licence
▶ Management
▶ Law

GRANDE ÉCOLE PROGRAMME

Master in Management

MASTÈRES SPÉCIALISÉS® / SPECIALISED MASTERS

CGE-certified

- ▶ MS Auditing, Management Accounting & Information Systems
- ▶ MS Wealth Management
- ▶ MS Supply Chain Management and Purchasing
- ▶ MS Project and Programme Management & Business Development
- ▶ MS Marketing Data & e-Commerce
- ▶ MS Corporate Fiscal Management

TWO-YEAR MSc

MASTERS OF SCIENCE PROGRAMMES

CGE-certified

Marketing

- ▶ International Marketing & Business Development
- ▶ Strategic Event Management & Tourism Management
- ▶ Luxury Hospitality and Innovation
Dual degree SKEMA X ECOLE FERRIÈRES
- ▶ Luxury & Fashion Management
- ▶ Global Luxury And Management
Dual degree NC STATE UNIVERSITY X SKEMA
- ▶ Digital Marketing

Finance

- ▶ Auditing, Management Accounting & Information Systems
- ▶ Corporate Financial Management
- ▶ Financial Markets & Investments

Management

- ▶ International Human Resources & Performance Management
- ▶ Business Consulting and Digital Transformation
- ▶ Supply Chain Management & Purchasing
- ▶ Project and Programme Management & Business Development

Business & Strategy

- ▶ Digital Business, Data Analysis and Management
- ▶ Entrepreneurship & Innovation
Dual degree SKEMA X BERKELEY
- ▶ Entrepreneurship & Sustainable Design
Joint programme SKEMA X THE SUSTAINABLE DESIGN SCHOOL (not CGE-certified)
- ▶ International Strategy & Influence
- ▶ International Business
- ▶ Artificial Intelligence for Business
Transformation - Joint degree SKEMA X ESIEA

TRIPLE MASTER

LOYOLA X SKEMA X LMU
(USA/France/Germany)

PHD AND DOCTORAL PROGRAMMES

GLOBAL EXECUTIVE MBA

EXECUTIVE SPECIALISED MASTERS

EXECUTIVE PROGRAMMES FOR MANAGERS

- ▶ Online programmes
- ▶ Short programmes
- ▶ Customised programmes
- ▶ Programmes leading to a qualification

SUMMER SCHOOLS

Summer School: summerschool@skema.edu
Other programmes: internationalprograms@skema.edu

SKEMA BUSINESS SCHOOL
www.skema.edu

