# Program 2- Syllabi

## Fall 2025

éklore ed.
Business • Sport • Management

# 2025 Fall semester - Program 2

## 100% English  -  225 h / 30 ECTS

| Courses | Teaching hours | ECTS credits |
|---|---|---|
| Advanced management | 30 | 4 |
| Advanced finance | 30 | 4 |
| Data management | 30 | 4 |
| CSR éklosion project | 15 | 2 |
| General culture | 30 | 4 |
| Strategic management for decision making | 45 | 6 |
| Business game | 15 | 2 |
| French as foreign language (for non-French speaker) or English courses (for French speaker) | 30 | 4 |

# Advanced Management

## Course presentation

| | |
|---|---|
| **Course Identifier** | AU25_STR016 |
| **Referral Program** | Grande Ecole Master Programme |
| **Curriculum** | Semester 1 - Master 1 |
| **Field of application** | Strategic management |

## Course definition

| | |
|---|---|
| **Hourly volume of the Course** | 30 hour(s) |
| **Personal working time** | 15 hour(s) |
| **Number of ECTS credits** | 4 |
| **Methods of realization** | Synchronous face-to-face |

The digitalisation of organisations has given rise to New Business Models (NBMs). Entire business sectors have been "disrupted". Examples include the hotel industry with AirB&B and taxis with Uber. These mature, oligopolistic or even monopolistic business sectors, believing themselves to be sheltered behind barriers to entry and organisational isophormism, have seen the majority of added value captured by new entrants. The aim of this course is firstly to be able to decipher an existing business model, and secondly to be able to apply these new

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**1 / 6**

## Prerequisites

-

-

## Core Skills

**First core skill**          Applied Business Knowledge

The aim here is to understand what a business model is (definition, components), categorise the different types of business model (5 main types) and finally to create a database of archetypal real-life examples of each category of business

**Second core skill**          Critical thinking

Having seen the theoretical model and concrete examples of business models, students will need to be able to apply these concepts to an existing business sector, or more precisely, they will need to disrupt the business model of an

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**2/6**

## Learning objective

| | |
|---|---|
| **First learning objective** | Apply knowledge of the core concepts with each of the foundational business disciplines (finance, marketing, |
| **Observable trait N°1** | The 9 blocks of the Canva Business Model |
| **Observable trait N°2** | Know how to recognise the type of BM of a well-known company (from among the 5 types of BM) |

> The first objective is to understand the definition of a BM and the 9 blocks that

| | |
|---|---|
| **Second learning objective** | Identify and analyze business problems and opportunities and formulate recommendations for |
| **Observable trait N°1** | Orginality, clarity, feasibility/operationality of the proposed BM |
| **Observable trait N°2** | Quality of the pitch |

> The second objective is to disrupt an existing BM. In this case, the aim is to

## Expected evaluation method 1

| | |
|---|---|
| **Type** | Final Examination |
| **Weight** | 60% |
| **Forms** | Individual Writing |

## Expected evaluation method 2

| | |
|---|---|
| **Type** | Continuous assessment |
| **Weight** | 40% |
| **Forms** | Collective Oral |

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**3/6**

# Sessions list

## Session 01

**Title** : null

**Skills worked** : Applied Business Knowledge

**Teaching method** : Theoretical course

> Course description in two parts (acquisition of theories and application through a hackathon). Definition and presentation of Ostelwalder and Pigneur's Business

## Session 02

**Title** : null

**Skills worked** : Applied Business Knowledge

**Teaching method** : Theoretical course

> Presentation of Business Model Patterns : - Unbundling business model - The Long

## Session 03

**Title** : BMC patterns acquisition

**Skills worked** : Applied Business Knowledge

**Teaching method** : Theoretical course

> Presentation of Business Model Patterns : - Multi-sided Plateforms - Open

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**4 / 6**

## Session 04

**Title** : BMC patterns acquisition

**Skills worked** : Applied Business Knowledge

**Teaching method** : Theoretical course

Presentation of Business Model Patterns : -Free as a business model

## Session 05

**Title** : Ideation

**Skills worked** :

**Teaching method** : Application / Case study

-

## Session 06

**Title** : disruption of the existing BM

**Skills worked** :

**Teaching method** : Application / Case study

team coaching to disrupt an existing business model

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**5/6**

## Session 07

**Title** : pitch preparation

**Skills worked** :

**Teaching method** : Application / Case study

team coaching to disrupt an existing business model

## Session 08

**Title** : Pitch presentation

**Skills worked** :

**Teaching method** : Setting the scene

Presentation to a jury of professionals

# Advanced Finance

## Course presentation

| | |
|---|---|
| **Course Identifier** | AU25_FIN036 |
| **Referral Program** | Grande Ecole Master Programme |
| **Curriculum** | Semester 1 - Master 1 |
| **Field of application** | Finance |

## Course definition

| | |
|---|---|
| **Hourly volume of the Course** | 30 hour(s) |
| **Personal working time** | - |
| **Number of ECTS credits** | 4 |
| **Methods of realization** | - |

In recent years, the international financial system has become increasingly interconnected, driven by the appearance of new financial instruments and the proliferation of cross-border investments. Consequently, financial markets worldwide are becoming more integrated, and the linkages between different asset classes are growing stronger (Mensi et al., 2024). Nowadays, financial factors besides the supply-demand relationship hold a prominent position in fluctuations of financial markets (Selmi et al., 2023). In this course, we intend to

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**1/3**

## Prerequisites

-

-

## Core Skills

**First core skill**      Critical thinking

-

**Second core skill**      Applied Business Knowledge

-

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**2/3**

## Learning objective

**First learning objective**

**Observable trait N°1**

**Observable trait N°2**

-

**Second learning objective**

**Observable trait N°1**

**Observable trait N°2**

-

## Expected evaluation method 1

| | |
|---|---|
| **Type** | Continuous assessment |
| **Weight** | 40% |
| **Forms** | Collective Oral / Collective writing / Individual Oral |

## Expected evaluation method 2

| | |
|---|---|
| **Type** | Final Examination |
| **Weight** | 60% |
| **Forms** | Individual Writing |

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**3/3**

# Data Management_M1

## Course presentation

| | |
|---|---|
| **Course Identifier** | AU25_TQQ001 |
| **Referral Program** | Grande Ecole Master Programme |
| **Curriculum** | Semester 1 - Master 1 |
| **Field of application** | Quantitative and Qualitative Techniques |

## Course definition

| | |
|---|---|
| **Hourly volume of the Course** | 30 hour(s) |
| **Personal working time** | 7 hour(s) |
| **Number of ECTS credits** | 4 |
| **Methods of realization** | Synchronous face-to-face |

Data analysis plays a key role in decision-making in today's world of business and finance. Probability and statistical inferencing are required in decisions as varied as whether or not to launch a new product, which clients need to be targeted in the marketing campaign, and how much pay raise and bonuses to award. This course focuses on these two important aspects of statistics. Concepts of conditional probability, discrete and continuous probability distributions as well as

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**1/7**

## Prerequisites

Data Management - statistics for data analysis

-

## Core Skills

**First core skill**        Communication

The findings from data analysis are vital to effective management. This course caters to individuals with the skills to present complex data clearly and understandably, enhancing communication with stakeholders, team members, and

**Second core skill**        Applied Business Knowledge

Data help managers make informed decisions. This course provides individuals with advanced analytical skills to interpret complex datasets, enabling them to derive valuable insights that guide strategic decision-making. Through this

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**2/7**

## Learning objective

| | |
|---|---|
| **First learning objective** | Deliver clear and effective oral presentation. |
| **Observable trait N°1** | Effective oral presentation |
| **Observable trait N°2** | Engagement with Audience |

The course aims to equip students with the technical skills necessary for data

| | |
|---|---|
| **Second learning objective** | Recognize the fundamental tools of management science. |
| **Observable trait N°1** | Class quizzes from the business and financial world enable students to apply what they learn in class. |
| **Observable trait N°2** | Final exam and Home Assignment: Applying statistical tools to analyse the financial data. |

Advanced data analysis aims to enhance students' proficiency in managing and

## Expected evaluation method 1

| | |
|---|---|
| **Type** | Continuous assessment |
| **Weight** | 40% |
| **Forms** | Collective Oral / Individual Oral / Individual Writing |

## Expected evaluation method 2

| | |
|---|---|
| **Type** | Final Examination |
| **Weight** | 60% |
| **Forms** | Individual Writing |

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**3/7**

# Sessions list

## Session 01

**Title** : Introduction to Probability

**Skills worked** : Applied Business Knowledge

**Teaching method** : Application / Case study / Lectures / Theoretical course

> In this introductory session, students will become familiar with basic knowledge and terminologies related to Probabilities. Probability is a fundamental concept in

## Session 02

**Title** : Events and conditional probabilities

**Skills worked** : Applied Business Knowledge

**Teaching method** : Application / Case study / Lectures / Theoretical course

> In this session, students will understand how to measure uncertainty using probability, analyse likelihood of events and apply counting rules. Conditional

## Session 03

**Title** : Dans ce cours, l'accent sera mis sur les variables aléatoires. La distribution de probabilité des variables aléatoires, c'est-à-dire la distribution de probabilité discrète,
**Skills worked** : Communication

**Teaching method** : Application / Case study / Lectures / Online Quizes / Theoretical course

> In this session, students will understand how to measure uncertainty using probability, analyse likelihood of events and apply counting rules. Conditional

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**4/7**

## Session 04

**Title** : Binomial and Poisson probability distributions.

**Skills worked** : Applied Business Knowledge

**Teaching method** : Application / Case study / Lectures / Online Quizes / Theoretical course

This lecture will focus on three main discrete probability distributions: Binomial and Hypergeometric probability distributions for two possible outcomes and

## Session 05

**Title** : Uniform and normal probability distributions

**Skills worked** : Applied Business Knowledge

**Teaching method** : Application / Case study / Lectures / Online Quizes / Theoretical course

This session will focus on two types of continuous probability distributions, uniform and exponential. Students will learn exponential probability distribution to

## Session 06

**Title** : Normal probability distribution

**Skills worked** : Communication

**Teaching method** : Application / Case study / Lectures / Online Quizes / Theoretical course

In this session, students will learn the most important continuous probability distribution, the normal distribution. The lecture will shed light on the following

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**5/7**

## Session 07

**Title** : Sampling distribution of Mean

**Skills worked** : Applied Business Knowledge

**Teaching method** : Application / Case study / Lectures / Online Quizes

The concept of sampling distribution is fundamental in statistical inference, hypothesis testing, and decision-making in business contexts. It will enable

## Session 08

**Title** : Sampling Distribution of proportions and other sampling methods

**Skills worked** : Communication

**Teaching method** : Application / Case study / Lectures / Online Quizes / Theoretical course

This session will be the continuation of the previous session (session 7). The students' understanding of sampling distribution will be further enhanced by

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**6/7**

# Assessments list

## Assessment 01

**Type** : Final Examination

**Weight** : 60%

**Form** : Individual Writing

**Methods** : QCM

**Skills assessed** : Applied Business Knowledge

-

## Assessment 02

**Type** : Continuous assessment

**Weight** : 40%

**Form** : Individual Writing

**Methods** : Exercise (group/individual)

**Skills assessed** : Communication

-

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**7/7**

# Individuel project Eklosion

## Course presentation

| | |
|---|---|
| **Course Identifier** | AU25_PRO024_M1 |
| **Referral Program** | Grande Ecole Master Programme |
| **Curriculum** | Semester 1 - Master 1 |
| **Field of application** | Projects |

## Course definition

| | |
|---|---|
| **Hourly volume of the Course** | 15 hour(s) |
| **Personal working time** | - |
| **Number of ECTS credits** | 2 |
| **Methods of realization** | Synchronous face-to-face |

The éklosion project aims to promote and develop individual and personal initiatives by students that benefit the community. It was designed to promote these personal and professional initiatives among students, while encouraging autonomy and initiative, developing soft skills, and fostering social engagement. This will involve creating a Skills Passport to identify the knowledge and skills acquired during their studies and professional and personal lives.

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**1/3**

## Prerequisites

-

-

## Core Skills

**First core skill**       Adaptability

Ongoing assessment of skills: The passport makes it possible to track the evolution of skills over time. This helps individuals identify areas where they need to adapt and develop to meet new job market requirements or specific projects.

**Second core skill**       Communication

Clarity and transparency: The skills passport provides a clear, structured view of an individual's skills. This facilitates communication with employers, colleagues and recruiters by providing accurate and verifiable information on skills and

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**2/3**

## Learning objective

| | |
|---|---|
| **First learning objective** | Respond positively to change and the opportunities it brings. |
| **Observable trait N°1** | Students are able to identify the areas in which they need to adapt and develop to meet the new demands |
| **Observable trait N°2** | Students can have greater flexibility and adaptability in their careers. |

-

| | |
|---|---|
| **Second learning objective** | Write a coherent, concise and accurate business report in organizations and professional settings. |
| **Observable trait N°1** | Students are able to better communicate with employers, colleagues and recruiters by providing |
| **Observable trait N°2** | Students can better present themselves at interviews, performance reviews or career discussions. This |

-

## Expected evaluation method 1

| | |
|---|---|
| **Type** | Continuous assessment |
| **Weight** | 100% |
| **Forms** | Individual Oral / Individual Writing |

## Expected evaluation method 2

| | |
|---|---|
| **Type** | Continuous assessment |
| **Weight** | null% |
| **Forms** | |

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**3/3**

# General culture

---

## Course presentation

| | |
|---|---|
| **Course Identifier** | AU24_AUT011 |
| **Referral Program** | Grande Ecole Master Programme |
| **Curriculum** | Semester 1 - Master 1 |
| **Field of application** | |

## Course definition

| | |
|---|---|
| **Hourly volume of the Course** | 30 hour(s) |
| **Personal working time** | - |
| **Number of ECTS credits** | 4 |
| **Methods of realization** | Synchronous face-to-face |

Power relations are a fundamental element in the dynamics of organizations and interpersonal relationships in the workplace. This course aims to explore the different dimensions, manifestations and implications of power relations in the context of management. To do this, it relies on theoretical frameworks from the humanities and social sciences: History of Art, Sociology of Organizations, Geopolitics. Thus, the course aims for students to acquire general knowledge around the theme of power relations, in order to be able to make informed

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**1/8**

## Prerequisites

-

-

## Core Skills

**First core skill**    Critical thinking

A general culture course in the first year of a Master's program directly supports the development of critical thinking, which is a key academic and professional skill. Such a course introduces students to a wide range of intellectual traditions,

**Second core skill**    Applied Business Knowledge

-

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**2/8**

## Learning objective

| | |
|---|---|
| **First learning objective** | Reflect critically on practical and theoretical issues. |
| **Observable trait N°1** | The student is able to problematize a complex issue |
| **Observable trait N°2** | Students learn to question, analyze, compare, and prioritize information. |

-

| | |
|---|---|
| **Second learning objective** | Integrate knowledge of the core business functions to make sound decisions. |
| **Observable trait N°1** | The student has understood the power relationships that are a fundamental part of organizational |
| **Observable trait N°2** | |

-

## Expected evaluation method 1

| | |
|---|---|
| **Type** | Continuous assessment |
| **Weight** | 40% |
| **Forms** | Collective Oral / Collective writing |

## Expected evaluation method 2

| | |
|---|---|
| **Type** | Final Examination |
| **Weight** | 60% |
| **Forms** | Collective Oral |

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**3/8**

# Sessions list

## Session 01

**Title** : Session 1

**Skills worked** : Critical thinking

**Teaching method** : Case study / Theoretical course

> Modernity

## Session 02

**Title** : Session 2

**Skills worked** : Critical thinking

**Teaching method** : Application / Theoretical course

> Advertising and Art

## Session 03

**Title** : Session 3

**Skills worked** : Critical thinking

**Teaching method** : Lectures / Theoretical course

> Post modernism

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**4 / 8**

## Session 04

**Title** : Session 4

**Skills worked** : Critical thinking

**Teaching method** : Case study / Theoretical course

Hypermodernity

## Session 05

**Title** : Session 5

**Skills worked** : Critical thinking

**Teaching method** : Application / Theoretical course

Liberated companies, mission-driven societies

## Session 06

**Title** : Session 6

**Skills worked** : Critical thinking

**Teaching method** : Case study / Theoretical course

Contemporary power relations

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**5/8**

## Session 07

**Title** : Session 7

**Skills worked** : Communication

**Teaching method** : Lectures / Practical Work / Theoretical course

Contemporary wars

## Session 08

**Title** : Session 8

**Skills worked** :

**Teaching method** :

Environmental issues

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**6/8**

# Assessments list

## Assessment 01

**Type** : Continuous assessment

**Weight** : 15%

**Form** : Collective Oral

**Methods** : Oral simulation (group/individual)

**Skills assessed** : Communication

-

## Assessment 02

**Type** : Final Examination

**Weight** : 25%

**Form** : Collective writing

**Methods** : Written report

**Skills assessed** : Critical thinking

-

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**7/8**

## Assessment 03

**Type** : Final Examination

**Weight** : 60%

**Form** : Individual Writing

**Methods** : Written report

**Skills assessed** : Critical thinking

-

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**8 / 8**

# Stratégic Management for decision making

┌─ **Course presentation** ─────────────────────────────┐

| | |
|---|---|
| **Course Identifier** | AU24_STR045 |
| **Referral Program** | Grande Ecole Master Programme |
| **Curriculum** | Semester 1 - Master 1 |
| **Field of application** | Strategic management |

└───────────────────────────────────────────────────┘

┌─ **Course definition** ───────────────────────────────┐

| | |
|---|---|
| **Hourly volume of the Course** | 43 hour(s) |
| **Personal working time** | 15 hour(s) |
| **Number of ECTS credits** | 6 |
| **Methods of realization** | - |

This course has several objectives - (a) understanding what a strategy is, (b) how do we use strategy in the context of organizations, (c) how can effective decisions be made using strategic management, (d) using a business game simulation implementing the learning of this course. During this course, students will learn how to take decisions that align with organizational goals, objectives, resources, environmental expectations and pressures.

└───────────────────────────────────────────────────┘

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**1/10**

## Prerequisites

-

-

## Core Skills

**First core skill**        Applied Business Knowledge

Whether student can integrate knowledge of the core business functions to make sound decisions. Given the subject matter of this course – highly practical and applied, the primary competency attained through this course is applied business

**Second core skill**        Critical thinking

Whether the student is able to reflect critically on practical and theoretical issues in the business context. Being able to apply the practical knowledge to real organizational scenarios and being able to analyze organizations in the light of

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**2/10**

## Learning objective

| | |
|---|---|
| **First learning objective** | Integrate knowledge of the core business functions to make sound decisions. |
| **Observable trait N°1** | Show an understanding of strategic management process |
| **Observable trait N°2** | Be able to perform strategic scanning. |

Whether student can apply the knowledge of strategic analysis tools in the case of

| | |
|---|---|
| **Second learning objective** | Use quantitative and qualitative tools and methodologies to support organizational decision |
| **Observable trait N°1** | Being able to apply strategic management tools for informed decision making. |
| **Observable trait N°2** | Making recommendations that are sound and practically relevant |

Whether the student is able to reflect critically on practical and theoretical issues

## Expected evaluation method 1

| | |
|---|---|
| **Type** | Continuous assessment |
| **Weight** | 40% |
| **Forms** | Collective Oral / Collective writing |

## Expected evaluation method 2

| | |
|---|---|
| **Type** | Final Examination |
| **Weight** | 60% |
| **Forms** | Individual Writing |

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**3/10**

# Sessions list

## Session 01

**Title** : Session 1

**Skills worked** : Applied Business Knowledge

**Teaching method** : Lectures / Theoretical course

Introductory Session Course Organization What is Strategy?

## Session 02

**Title** : Session 2

**Skills worked** : Critical thinking

**Teaching method** : Application / Setting the scene

Class discussions

## Session 03

**Title** : Session 3

**Skills worked** : Applied Business Knowledge

**Teaching method** : Case study / Theoretical course

What is Strategic scanning? Different aspects of Strategic scanning

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**4/10**

## Session 04

**Title** : Session 4

**Skills worked** : Applied Business Knowledge

**Teaching method** : Application / Setting the scene

Class discussions & preparation for class presentations

## Session 05

**Title** : Session 5

**Skills worked** : Applied Business Knowledge

**Teaching method** : Application / Theoretical course

What is Strategic scanning? Preparation for class presentations

## Session 06

**Title** : Session 6

**Skills worked** : Critical thinking

**Teaching method** : Application / Theoretical course

What is Strategic scanning? Preparation for class presentations

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**5/10**

## Session 07

**Title** : Session 7

**Skills worked** : Applied Business Knowledge

**Teaching method** : Case study / Theoretical course

Strategic analysis tool for strategic scanning – I S/W - Mission/ Vision Analysis O/T - STEEP / PESTEL + Porter's 5+1 Forces Model

## Session 08

**Title** : Session 8

**Skills worked** : Applied Business Knowledge

**Teaching method** : Application / Theoretical course

Strategic analysis tool for strategic scanning – II Strategic Group Mapping Strategic Types of Miles & Snow Competitor Analysis

## Session 09

**Title** : Session 9

**Skills worked** : Applied Business Knowledge

**Teaching method** : Application / Case study / Theoretical course

Choosing a Strategy for the org. Porter's generic Competitive Strategies Perceptual Map Value Chain Analysis

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**6/10**

## Session 10

**Title** : Session 10

**Skills worked** : Critical thinking

**Teaching method** : Application / Setting the scene

Feedback on the business game simulation Reflections on the business game

## Session 11

**Title** : Session 11

**Skills worked** : Critical thinking

**Teaching method** : Application / Setting the scene

Reflections on the business game simulation Group Presentations on Reflection of the business game and decisions taken during the scenario

## Session 12

**Title** : Session 12

**Skills worked** : Critical thinking

**Teaching method** : Application

Group Presentations on Reflection of the business game and decisions taken during the scenario

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**7/10**

## Session 13

**Title** : Session 13

**Skills worked** : Critical thinking

**Teaching method** :

Deadline for submitting the Final Group Project Reports on Blackboard

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**8/10**

# Assessments list

## Assessment 01

**Type** : Final Examination

**Weight** : 60%

**Form** : Individual Writing

**Methods** : Written report

**Skills assessed** : Critical thinking

-

## Assessment 02

**Type** : Continuous assessment

**Weight** : 20%

**Form** : Collective Oral

**Methods** : Oral simulation (group/individual)

**Skills assessed** : Critical thinking

-

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**9 / 10**

## Assessment 03

**Type** : Continuous assessment

**Weight** : 20%

**Form** : Collective writing

**Methods** : Written report

**Skills assessed** : Applied Business Knowledge

-

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**10/10**

# Project : Strategic Plan - Business Game

## Course presentation

| | |
|---|---|
| **Course Identifier** | AU25_STR008 |
| **Referral Program** | Grande Ecole Master Programme |
| **Curriculum** | Semester 1 - Master 1 |
| **Field of application** | Strategic management |

## Course definition

| | |
|---|---|
| **Hourly volume of the Course** | 15 hour(s) |
| **Personal working time** | 15 hour(s) |
| **Number of ECTS credits** | 2 |
| **Methods of realization** | Synchronous face-to-face |

The business game allows them to implement their strategic plan (seen in the rest of the module), with managerial skills and teamwork. In this game, students will work in teams of 5-6 students to manage a wetsuit manufacturing company. Student teams will have to implement their strategic plan by making decisions relating to all company functions: purchasing, production, marketing positioning, distribution channel, HR organization, finance. The game is played over a short period of time, requiring students to build the business management tools they

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**1/6**

## Prerequisites

-

avoir fait le cours "AU24_STR045 : Strategic Management for Decision Making"

## Core Skills

**First core skill**          Applied Business Knowledge

application of knowledge acquired in previous management courses: market analysis, price and quality positioning, purchasing, production, profitability analysis, investment decisions, HR decisions.

**Second core skill**          Collaboration

Teamwork and organization are two essential factors for success in this game.

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**2/6**

## Learning objective

| | |
|---|---|
| **First learning objective** | Adapt to any kind of changes (e.g. technology, market trends, physical environment...). |
| **Observable trait N°1** | adapt company strategy to market changes |
| **Observable trait N°2** | make decisions based on relevant management tools |

-

| | |
|---|---|
| **Second learning objective** | Participate effectively in the teamwork and encourage contributions of others. |
| **Observable trait N°1** | Accomplish assigned tasks within the team |
| **Observable trait N°2** | evaluate the achievement of objectives set by the entire team |

The team's success depends on effective organization. Students will have to

## Expected evaluation method 1

| | |
|---|---|
| **Type** | Continuous assessment |
| **Weight** | 100% |
| **Forms** | Collective writing |

## Expected evaluation method 2

| | |
|---|---|
| **Type** | Continuous assessment |
| **Weight** | null% |
| **Forms** | |

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**3/6**

# Sessions list

## Session 01

**Title** : Introduction to the business game "Subakoua"

**Skills worked** : Collaboration

**Teaching method** : Games

> Discovering the pedagogical scenario: taking over the reins of an existing company, with its past Where to find the information Organizational audit of this

## Session 02

**Title** : null

**Skills worked** : Applied Business Knowledge

**Teaching method** : Games

> Predict sales based on seasonality and PDM and make January decisions on all dimensions (marketing, purchasing, production, administration) of the simulator.

## Session 03

**Title** : Decisions made in February, March and April

**Skills worked** : Applied Business Knowledge

**Teaching method** : Games

> Calculate orders to suppliers, change suppliers and make decisions for February and March in all areas (marketing, purchasing, production, administration).

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**4 / 6**

## Session 04

**Title** : null

**Skills worked** :

**Teaching method** : Games

-

## Session 05

**Title** : Reflections on the business game

**Skills worked** : Collaboration

**Teaching method** : Setting the scene

Assessment of the performance of the strategy implemented and its evolution
Feedback on teamwork (distribution of roles, what worked and what didn't)

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**5/6**

# Assessments list

## Assessment 01

**Type** : Continuous assessment

**Weight** : 50%

**Form** : Individual Writing

**Methods** : Case study

**Skills assessed** : Applied Business Knowledge

-

## Assessment 02

**Type** : Continuous assessment

**Weight** : 50%

**Form** : Individual Oral

**Methods** : Exercise (group/individual)

**Skills assessed** : Collaboration

-

éklore-ed School of Management
Campus Universitaire, 3 Rue Saint-John Perse, 64000 PAU
+33(0)5.59.92.64.64 - contact.pau@eklore-ed.com
www.eklore-ed.com

**6 / 6**