Course Catalogue

Master Programs

Courses taught in English

Introduction

The RULE’s French Department offers high-standard education to its students, potential leaders in both public and private sectors such as: ministries, private companies, NGO etc.

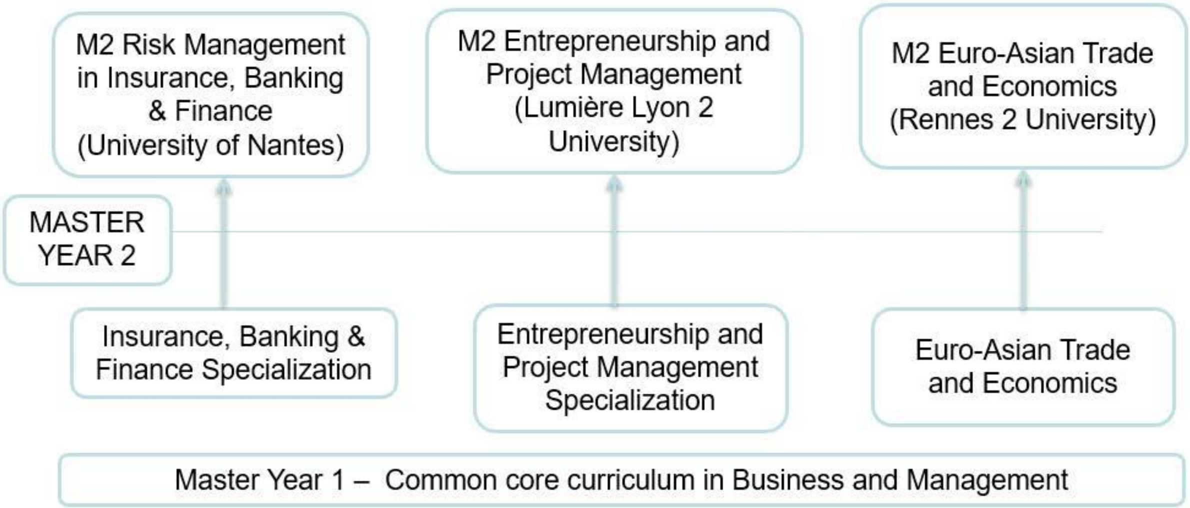
Along with its Bachelor programs in Economics and Management delivered with Lumière Lyon 2 University, RULE’s French Department in cooperation with French universities (Audencia Nantes School of Management, Lumière Lyon 2 University, University of Nantes, and Rennes 2 University), has continuously developed international Master’s degree programs for students and professionals who seek to develop their potentials as well as professional career advancement in the increasingly integrated environment.

Under the continuous effort with its partners, three specializations of international Master’s degree programs are offered as follows:

- Master of Entrepreneurship and Project Management towards Sustainability (EPM) with the 10 years’ partnership of Lumière Lyon 2 University;
- Master of Risk Management in Insurance, Banking and Finance (RMIBF) with the collaboration of University of Nantes;
- Master of Euro-Asian Trade and Economics with the collaboration of Rennes 2 University.

The three specialized programs are begun with the common first year of Master in Management (Master 1 in Management) offered on the site. The first-year program is designed to offer to the students the foundation of Management. It aims to prepare students to top and middle Management positions.

Structure of master’s degree program



Master first year (M1) curriculum

Course Title	Hours
Common core curriculum	
Business Ethics	20
Financial Accounting	40
Marketing Management	24
Operations Management	24
Management Control	24
Financial Management	24
Business Statistics	24
Introduction to Quantitative Methods	24
Research Methodology	20
Professional Report	-
Entrepreneurship and Project Management towards Sustainability Track	
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International Business Law	30

Business Ethics	Teaching hours	20

Course Description

This course introduces students to the fundamentals of business ethics and explores how ethical principles apply to real-world managerial situations. Through practical examples, guest speakers from the corporate world, and case studies, students examine the role of trust, leadership, and corporate social responsibility in today's business environment. A significant part of the course focuses on negotiation, exploring how ethical considerations shape the negotiation process, generate value, and influence long-term business relationships, particularly in cross-cultural and multicultural contexts.

Objective and Learning Outcomes

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

- Understand the core concepts of business ethics, trust, and corporate social responsibility
- Apply ethical frameworks to leadership, talent management, and cross-cultural management situations
- Analyze the negotiation process, including preparation, mandates, and key concepts such as ZOPA and BATNA
- Identify how ethical principles can generate value, build trust, and strengthen long-term relationships in a negotiation
- Recognize and respond to common ethical challenges and hard bargaining tactics encountered in professional negotiations

Financial Accounting	Teaching hours	40

Course Description

This course develops students' knowledge and skills in understanding and applying International Financial Reporting Standards (IFRS) and International Accounting Standards (IAS) for the preparation, analysis, and interpretation of financial statements. It covers the conceptual and regulatory framework of financial reporting, the accounting treatment of assets, revenues, leases, provisions, financial instruments, and employee benefits, as well as the preparation of financial statements for both single entities and business combinations, including consolidated accounts and foreign currency transactions.

Objective and Learning Outcomes

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

- Discuss and apply the conceptual and regulatory framework for financial reporting
- Account for transactions in accordance with International Accounting Standards and International Financial Reporting Standards
- Analyze and interpret financial statements, including the calculation of accounting ratios and trends

- Prepare and present financial statements for single entities and business combinations, including consolidated financial statements, in accordance with International accounting standard

Marketing Management	Teaching hours	24

Course Description

This course introduces students to the fundamental concepts and tools of marketing management, covering the analysis of markets, consumer behavior, and competitive environments. Students will learn how to design and implement effective marketing strategies, including market segmentation, targeting, positioning, and the marketing mix (product, price, place, and promotion).

Objective and Learning Outcomes

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

- Understand the core concepts and principles of marketing management
- Analyze market environments, consumer behavior, and competitive dynamics
- Design and apply marketing strategies, including segmentation, targeting, and positioning
- Develop and evaluate marketing mix decisions to achieve business objectives

Operations Management	Teaching hours	24

Course Description

This course introduces students to the fundamental principles and tools of operations management, covering the design, planning, and control of processes used to produce goods and deliver services. Students will explore key topics such as capacity planning, quality management, supply chain coordination, and process optimization, with an emphasis on improving efficiency and performance within organizations.

Objective and Learning Outcomes

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

- Understand the core concepts and principles of operations management
- Analyze and design efficient production and service delivery processes
- Apply tools and techniques for capacity planning, quality control, and process improvement
- Evaluate operational performance and propose solutions to enhance efficiency and productivity

Management Control	**Teaching hours**	**24**

Course Description

This course equips students with the principles and tools of management control systems used to guide organizational performance and strategy execution. It covers the role of the business controller, the fundamentals of financial analysis, cost classification and allocation, costing methods, and the design of reporting and budgeting systems. Students will also explore performance measurement tools such as scorecards, as well as how management control is adapted to different organizational contexts.

Objective and Learning Outcomes

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

- Understand the key concepts and tools of management control systems
- Analyze the role of the business controller in supporting organizational decision-making
- Apply costing methods and cost allocation techniques to business situations
- Design and interpret budgets, variance analysis
- Adapt management control practices to different organizational contexts

Financial Management	**Teaching hours**	**24**

Course Description

This course introduces students to the fundamental principles and tools of financial management, covering key topics such as financial analysis, investment decisions, capital structure, and working capital management. Students will develop the analytical skills needed to evaluate the financial health of an organization and to support sound financial decision-making.

Objective and Learning Outcomes

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

- Understand the core principles and concepts of financial management
- Analyze financial statements to assess a company's financial performance and position
- Evaluate investment decisions using key financial analysis tools
- Apply financial management principles to capital structure and working capital decisions

Business Statistics	Teaching hours	24

Course Description

This course introduces students to the major concepts and tools for collecting, organizing, summarizing, analyzing, and drawing conclusions from data, with a focus on business applications. It covers descriptive and inferential statistics, measures of central tendency and dispersion, the normal distribution, estimation, correlation analysis, and hypothesis testing.

Objective and Learning Outcomes

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

- Understand the fundamental concepts of descriptive and inferential statistics
- Collect, organize, and graphically represent business data
- Calculate and interpret measures of central tendency, dispersion, and relative standing
- Apply estimation techniques and hypothesis testing to support business decision-making
- Conduct correlation analysis to identify relationships between business variables

Introduction to Quantitative Methods	Teaching hours	24

Course Description

This course is divided into two main parts: financial mathematics and probability theory. The first part covers the time value of money, including the calculation of present and future values for single cash flows, series of cash flows, and annuities. The second part introduces the fundamental concepts of probability, including addition and multiplication rules, as well as counting rules such as permutations and combinations, with applications in a business context.

Objective and Learning Outcomes

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

- Understand and apply the concept of time value of money
- Calculate the present value and future value of single cash flows, series of cash flows, and annuities
- Understand the basic concepts and rules of probability
- Apply addition and multiplication rules to calculate probabilities of business-related events
- Use counting rules such as permutations and combinations in probability calculations

Research Methodology	Teaching hours	20

Course Description

This course introduces students to the fundamental principles and methods of academic and professional research. It provides a practical framework for designing and conducting research projects, covering the key stages of the research process from problem formulation to data collection, analysis, and presentation of findings.

Objective and Learning Outcomes

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

- Understand the key stages of a research process, from problem formulation to data analysis and presentation
- Select and apply appropriate qualitative and quantitative research methods
- Collect, process, and interpret data in a rigorous and ethical manner
- Write and present a well-structured research report in an academic and professional context

Professional Report	Teaching hours	-

Course Description

This component allows students to apply the knowledge and methodological skills acquired during the first year of the Master's program by producing a professional report based on a real business situation, an internship experience, or a specific topic related to economics and management. It encourages students to develop their analytical and writing skills while linking academic concepts to practical, real-world issues.

Objective and Learning Outcomes

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

- Apply theoretical knowledge to analyze a real business or professional situation
- Conduct independent research and structure a coherent professional report
- Develop critical thinking and analytical skills in addressing a concrete management issue
- Communicate findings and recommendations in a clear, structured, and professional manner

Entrepreneurship and Project Management towards Sustainability Track

Introduction to Social and Solidarity Economy	Teaching hours	12

Course Description

This course introduces students to the principles and concepts of the social and solidarity economy, exploring how economic activities can be organized to serve social and collective goals rather than pure profit maximization. It examines the key actors of this economy, such as cooperatives, mutual organizations, associations, and foundations, and their role in promoting a more inclusive and sustainable model of development.

Objective and Learning Outcomes

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

- Understand the core principles and values of the social and solidarity economy
- Identify the main actors and organizational forms within this economic model
- Analyze the contribution of the social and solidarity economy to sustainable development
- Evaluate the opportunities and challenges faced by social and solidarity economy organizations

Entrepreneurship	Teaching hours	24

Course Description

This course introduces students to the fundamentals of entrepreneurship, covering the process of identifying business opportunities, developing a viable business concept, and launching a new venture. Students will explore the entrepreneurial mindset, the key steps of venture creation, and the resources required to start and grow a business, with particular attention to sustainable and socially responsible entrepreneurship.

Objective and Learning Outcomes

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

- Understand the entrepreneurial process, from opportunity identification to venture creation
- Develop the entrepreneurial mindset and key skills required to launch a business
- Analyze the resources, including financing and partnerships, needed to start a venture
- Apply entrepreneurial tools and frameworks to a real or simulated business idea

Supply Chain Management & E-Logistics	Teaching hours	24

Course Description

This course provides students with the concepts and tools of supply chain management as a strategic lever for business performance, with a focus on the growing role of digital technologies in logistics. It covers the planning, coordination, and optimization of flows of goods, information, and resources across the supply chain, including the use of e-logistics solutions to improve efficiency and responsiveness.

Objective and Learning Outcomes

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

- Understand the key concepts and components of supply chain management
- Analyze the role of e-logistics and digital tools in optimizing supply chain operations
- Apply planning and coordination methods to manage flows of goods and information
- Evaluate supply chain performance and identify opportunities for improvement

Risk Management Track

Market Economy and International Finance	Teaching hours	18

Course Description

This course provides students with the concepts and tools of supply chain management as a strategic lever for business performance, with a focus on the growing role of digital technologies in logistics. It covers the planning, coordination, and optimization of flows of goods, information, and resources across the supply chain, including the use of e-logistics solutions to improve efficiency and responsiveness.

Objective and Learning Outcomes

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

- Understand the key concepts and components of supply chain management
- Analyze the role of e-logistics and digital tools in optimizing supply chain operations
- Apply planning and coordination methods to manage flows of goods and information
- Evaluate supply chain performance and identify opportunities for improvement

Fundamentals of Risk Management	Teaching hours	18

Course Description

This course introduces students to the core principles and processes of risk management within organizations. It covers the identification, assessment, and treatment of risks, as well as the frameworks and tools used by businesses to anticipate, mitigate, and monitor financial and operational risks.

Objective and Learning Outcomes

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

- Understand the fundamental concepts and processes of risk management
- Identify and classify the main types of risks faced by organizations

- Apply risk assessment and mitigation tools and frameworks
- Evaluate the role of risk management in supporting organizational decision-making

Basic Principles of Insurance	Teaching hours	18

Course Description

This course introduces students to the fundamental principles underlying the insurance industry, including risk pooling, premium calculation, and the legal and contractual framework of insurance policies. Students will explore the different types of insurance products and the role of insurance in protecting individuals and businesses against financial loss.

Objective and Learning Outcomes

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

- Understand the basic principles and mechanisms underlying insurance
- Identify the main types of insurance products and their characteristics
- Analyze the legal and contractual framework governing insurance policies
- Evaluate the role of insurance in managing risk for individuals and businesses

Financial Markets	Teaching hours	18

Course Description

This course provides students with an overview of the structure, functioning, and instruments of financial markets, including equity, bond, and derivative markets. It examines the role of financial markets in allocating capital, pricing assets, and managing risk within the global economy.

Objective and Learning Outcomes

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

- Understand the structure and functioning of the main financial markets
- Identify the key financial instruments traded on equity, bond, and derivative markets
- Analyze the role of financial markets in capital allocation and risk management
- Evaluate the impact of financial market dynamics on businesses and investors

Euro-Asian Trade and Economics Track

Supply Chain Management & E-Logistics	Teaching hours	24

Course Description

This course provides students with the concepts and tools of supply chain management as a strategic lever for business performance, with a focus on the growing role of digital technologies in logistics. It covers the planning, coordination, and optimization of flows of goods, information, and resources across the supply chain, including the use of e-logistics solutions to improve efficiency and responsiveness.

Objective and Learning Outcomes

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

- Understand the key concepts and components of supply chain management
- Analyze the role of e-logistics and digital tools in optimizing supply chain operations
- Apply planning and coordination methods to manage flows of goods and information
- Evaluate supply chain performance and identify opportunities for improvement

Market Economy and International Finance	Teaching hours	18

Course Description

This course provides students with a foundational understanding of how market economies function and how international finance shapes economic relations between countries. It covers the principles of market mechanisms, exchange rates, balance of payments, and international capital flows, equipping students with the tools needed to analyze the global financial environment.

Objective and Learning Outcomes

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

- Understand the fundamental principles of market economies and price mechanisms
- Analyze the key concepts of international finance, including exchange rates and balance of payments
- Evaluate the impact of international capital flows on national economies
- Apply economic and financial concepts to interpret global market developments

International Business Law	Teaching hours	30

Course Description

This course introduces students to the legal framework governing international business transactions, covering key topics such as international contracts, trade regulations, dispute resolution mechanisms, and the legal aspects of cross-border investment. Particular attention is given to the legal environment of trade between Europe and Asia.

Objective and Learning Outcomes

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

- Understand the legal framework governing international business transactions
- Analyze the key elements of international contracts and trade regulations
- Identify the main mechanisms for resolving international business disputes
- Evaluate the legal risks and considerations involved in cross-border investment and trade