



ROYAL UNIVERSITY
OF LAW AND ECONOMICS



FACULTY OF ECONOMICS AND MANAGEMENT

Course Catalogue

Master Programs

Courses taught in English

Master 2 Entrepreneurship and Project Management Towards Sustainability



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.

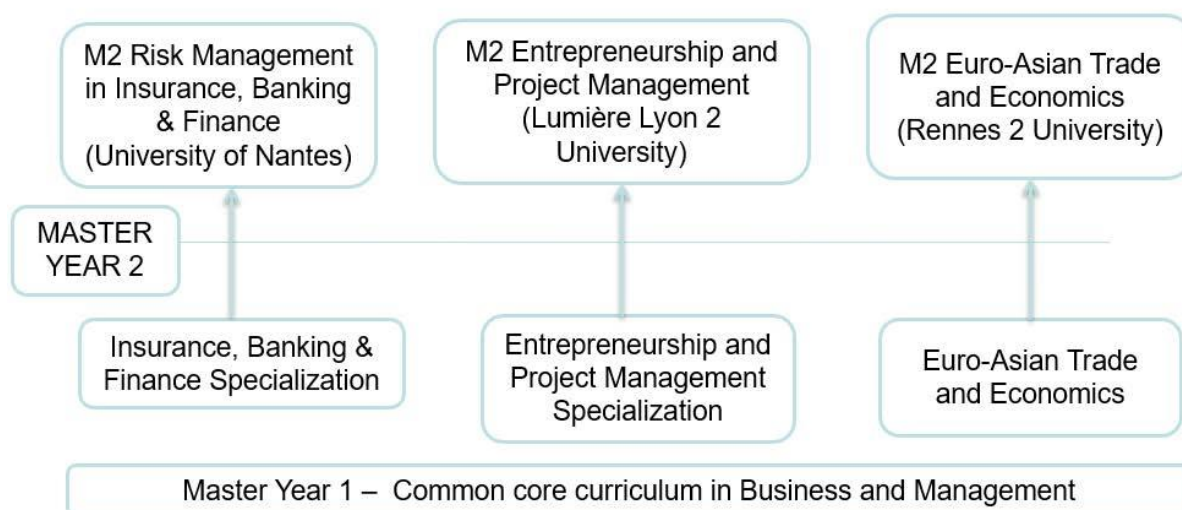
Along with its Bachelor programs in Economics and Management delivered with Lumière Lyon 2 University, RULE's French Department in cooperation with French universities (Audencia Nantes School of Management, Lumière Lyon 2 University, Rennes 2 University, and University of Nantes), has continuously developed 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 more than 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 (EATE) 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 2 in Entrepreneurship and Project Management Towards Sustainability

Course title	Teaching hours
<u>Module 1: Economic issues of development policies, actors and instruments</u>	
Conference Series	30
Best Practices	24
Gouvernance for NGOs, associations & entreprises	15
Introduction to social economy and sustainable development	18
Corporate Social Responsibility	12
Economics of sustainable development	22
Problem-Solving	24
<u>Module 2: Entrepreneurship</u>	
Sustainable Business Projects	24
Building a Business Plan	21
Financial evaluation	12
Legal aspects	18
<u>Module 3: Project Management</u>	
Project identification & initiation	24
Sustainable Economic Development TD	24
Study Trip	-
<u>Module 4: Tools & methods</u>	
English	24
Sustainable and Ethical Market Study	9
Creativity and Public Speaking	12
Cross-cultural management	21
Research methodology	14
Thesis (individual project)	-



Module 1: Economic issues of development policies, actors and instruments

Conference Series	Teaching hours	30
Course Description		
The objective of the master EPM is to equip students with the theoretical and practical tools necessary to manage projects within companies or NGOs as well as to develop an idea / concept and launch a business. Objective of the conference is to draw on the experience on contemporary issues happening in the business world and developed by international level speakers from diverse sectors and functions.		
Objective and Learning Outcomes		
On successful completion of this course, student will be able to:		
• reflect and develop their own professional practices; • reveal innovative projects and / or models; • compare, adapt and reflect on the contextualization of these practices and models in the field of development of Cambodia and the region and in particular within the framework of the Social and Solidarity Economy.		

Best Practices	Teaching hours	24
Course Description		
This course provides a hands-on experience in entrepreneurship and will teach you specific methods to assess and understand the industry, customers, and competitors for a new venture. And you will then learn how to translate those insights into a winning venture idea, a business model, and set of distinctive new products and services. With this venture strategy in hand, you will then learn how to best raise venture financing, how to write a powerful business plan, and create a compelling pitch for investors. This course will also show how these methods can be applied for corporate ventures as well as startups.		
Objective and Learning Outcomes		
Upon completion of this module, students will be able to:		
• Understand entrepreneurship • Analyze opportunities and limits of your identified problem • Launching and managing businesses • Identify the sources of financing your businesses		



Gouvernance for NGOs, associations & entreprises

Teaching
hours

30

Course Description

This course provides students with a comprehensive understanding of governance frameworks and management practices applicable to NGOs, associations, and private enterprises. It examines the specific organizational structures, accountability mechanisms, and decision-making processes that govern these different types of entities, with a focus on their roles in sustainable development and social impact.

Objective and Learning Outcomes

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

- Understand the governance structures and legal frameworks of NGOs, associations, and enterprises
- Analyze the roles and responsibilities of boards, directors, and stakeholders in different organizational settings
- Apply good governance principles to ensure transparency, accountability, and ethical management
- Evaluate the specific challenges and opportunities faced by each type of organization in a Cambodian and international context

Introduction to social economy and sustainable development

Teaching
hours

30

Course Description

This course introduces students to the principles and concepts of social economy and sustainable development, exploring how economic activities can be designed to serve both social and environmental goals. It examines the key actors of the social economy — such as cooperatives, mutual organizations, associations, and foundations — and their contribution to a more inclusive and sustainable model of development, with particular attention to the Cambodian and Southeast Asian context.

Objective and Learning Outcomes

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

- Understand the core principles and values of the social economy and its main actors
- Identify the links between social economy, sustainable development, and public policies
- Analyze the environmental, social, and economic dimensions of sustainable development
- Evaluate the role of social enterprises and non-profit organizations in addressing development challenges



Corporate Social Responsibility	Teaching hours	12
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Course Description

In an ever more competitive economy, in which companies are increasingly held directly responsible for the consequences of their impact on society from an environmental, social and economic point of view, it is necessary to be prepared to face these challenges in order to strengthen legitimisation to operate and to seize all opportunities for growth, innovation and reputational advantage. The management of these processes, in the interest of all stakeholders, to create shared value for both the company and the community by outlining a solid and effective social responsibility policy that is well integrated with a company's strategy requires specific competencies and sensitivities.

Objective and Learning Outcomes

Upon completing this course, students will:

- Be able to formulate a CSR management plan aligned with corporate strategy;
- Be ready to use CSR sustainability standards and reporting tools in real world professional settings;
- Be ready to engage with global/regional/local support networks;
- Be ready to deal handle CSR issues related to economic globalisation;
- Be able to anticipate the impact of CSR on corporate behaviour and business performance.

Economics of sustainable development	Teaching hours	12
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Course Description

This course examines the economic dimensions of sustainable development, exploring how economic theory and policy can address key environmental and social challenges such as climate change, resource depletion, and inequality. Students will analyze the interactions between economic growth, environmental sustainability, and social well-being, and evaluate the policy tools available to governments and organizations to promote a more sustainable economic model.

Objective and Learning Outcomes

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

- Understand the main economic theories and concepts underpinning sustainable development
- Analyze the economic causes and consequences of environmental degradation and resource depletion
- Evaluate the effectiveness of economic policy instruments such as carbon taxes, subsidies, and regulations in promoting sustainability
- Apply economic frameworks to assess sustainable development challenges at local, national, and global levels



Problem-Solving	Teaching hours	12
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Course Description

This course develops students' ability to identify, analyze, and resolve complex problems in a professional and business context. Using a structured and methodological approach, students will learn how to break down problems, generate creative solutions, and make informed decisions under uncertainty. The course combines theoretical frameworks with practical case studies drawn from entrepreneurship, project management, and sustainable development.

Objective and Learning Outcomes

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

- Apply structured problem-solving methodologies to complex business and organizational challenges
- Analyze root causes and identify creative and feasible solutions
- Make informed decisions by evaluating options and anticipating risks
- Work effectively in teams to tackle real-world problems in a professional environment

Module 2: Entrepreneurship

Sustainable Business Projects

Course Description

Business Game is a practical course which simulates a global environment of business competition. Working in teams, students become active participants in the management of a company. The teacher sets up the simulation by explaining the rules of the business game in which a computer model is used.

The simulation will allow students to use their acquired knowledge of Strategic management, International Business, Marketing Management, Human Resources, Logistics, Accounting and Finance. Furthermore, the simulation will allow the development of useful behavioral skills such as: teamwork, leadership, negotiation and communication. Finally, the simulation will allow students to improve their skills in areas such as analyzing business situations, ability to synthesize, decision making and taking a long-term approach.

Objective and Learning Outcomes

Upon completing this course, students will be able to acquire:

- Problem solving
- written and verbal communication
- capacity for analysis and synthesis of information
- ethical commitment
- team working
- motivation for quality
- capacity for autonomous work



- assessment of private companies and unions

Building Business Plans	Teaching hours	21
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Course Description

A well written business plan takes time, patience, detail, research, and a right approach to presentation. This course will walk you through the process of writing a comprehensive Business Plan and preparing report on Project Management and strategic tools. You will learn why certain details are vitally important, which parts of your business plan can make or break your finance query with investors, and how to sharpen your public presentation of your company and its business.

Objective and Learning Outcomes

This course will help students to be able to:

- Understand the characteristics of strategic and operational decisions regarding one's project
- Understand the basic vocabulary of project management and business planning
- Understand the key elements of the Business Plan (Expression of the idea, Environment analysis, Marketing plan, Operational plan, Strategic plan and Financial plan)
- Using and implementing project management and strategic tools
- Designing project workflow and action plan, to reach expected objectives

Financial Evaluation	Teaching hours	12
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Course Description

This is a specific finance course for entrepreneurs. The purpose of this course is to equip students with a framework and basic tools and techniques in the field of "Entrepreneurial Finance" to make sound financing deal decisions both from entrepreneur and investor perspectives. The course will use a combination of lectures, case studies and class discussion. Guest speakers from the investment industry will be invited to provide practical approach of investing in early stage companies in Cambodia. The course is targeted to budding entrepreneurs and venture capitalists.

Objective and Learning Outcomes

By the end of this course, students should be able to:

- Value early stage ventures
- Structure a financing deal
- Set up a platform for negotiation (Term Sheet)



Legal Aspects	Teaching hours	18
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Course Description

This course is designed to provide an overview of the legal aspects doing business in Cambodia. We will look at corporate formation, ongoing compliance and other legal and regulatory issues facing legal entities in Cambodia.

Objective and Learning Outcomes

This course will introduce to students on different legal aspects including:

- Labor Law Compliance in Cambodia
- Tax/Regulatory Compliance and Corporate Liability
- Dispute Resolution

Module 3: Project Management

Project Identification & Initiation	Teaching hours	24
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Course Description

This course will introduce you to the process of initiating and management your project and the five essential factors to successfully implement your project. It will examine the project management in a variety of global business settings, including project management methodologies and processes as well as culture, team building, and behavior management in a global context.

Objective and Learning Outcomes

The overall objective of this course aims to help to students to:

- Understand the importance of PM in most industries and businesses and to apply specific tools, models and processes.
- Understand the Importance of applying these methodologies and tools at the four distinct stages in the Project's life cycle.
- The Definition, Planning, Execution and Closing Phase.
- Understand the importance of Leadership specifically in heterogeneous and virtual teams as well as governance and approaches to conflict resolutions.
- Understand key levers for measurement and follow up, Management Dash Board and Key Performance Indicators.
- Identify and Analyse factors for successful Projects, as well as reasons for failure based on specific case studies in the context of effective Risk Management.



Sustainable Economic Development TD	Teaching hours	18
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Course Description

The course aims at introducing the major sustainable development issues (including climate change, energy and food issues) as well as a set of solutions, from industrial to economic policy ones. It presents the issues by mingling their local, national and global dimensions. It finally tries to introduce students to a reflection on their own projects through sustainable development lenses.

Objective and Learning Outcomes

The objective of this course is to introduce to students:

- the rise of sustainable development issues
- basic principles for a sustainable economy
- major Sustainable Development Problems

Module 4: Tools & methods

English	Teaching hours	24
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Course Description

This course is designed to strengthen students' English language proficiency in a professional and academic context. It focuses on developing written and oral communication skills essential for success in an international business environment, preparing students to engage confidently in presentations, negotiations, report writing, and cross-cultural interactions.

Objective and Learning Outcomes

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

- Communicate effectively in English in professional, academic, and business settings
- Write clear and structured documents such as reports, emails, and business plans in English
- Deliver confident oral presentations and participate actively in discussions and debates
- Use professional English vocabulary related to entrepreneurship, project management, and sustainable development

Sustainable and Ethical Market Study	Teaching hours	24
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Course Description

This course explores the principles and methodologies of market research applied to sustainable and ethical business contexts. Students will learn how to design and conduct market studies that take into account



environmental, social, and ethical considerations, enabling them to better understand consumer behavior, identify market opportunities, and support responsible business decision-making.

Objective and Learning Outcomes

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

- Design and conduct market research studies with a focus on sustainability and ethical standards
- Analyze consumer behavior and market trends through a social and environmental lens
- Use qualitative and quantitative research methods to collect and interpret market data
- Present market research findings in a clear and structured report to support ethical business decisions

Creativity and Public Speaking

Teaching
hours

12

Course Description

The Art of Communication is designed for both students and professionals interested in learning and/or improving the skills and techniques necessary to be an organized and effective communicator. The course is a combination of tutorial instruction along with several speaking exercises designed to instill confidence by doing.

Objective and Learning Outcomes

The instructor provided sessions will focus on:

- Developing the Skills Needed to Captivate Audiences
- Learning and Practicing Impromptu and Extemporaneous Speaking Styles
- Generating and Organizing Ideas and Thoughts
- Research, Preparation and Presentation Methods and Techniques
- Power Point Presenting Tips
- Importance of Presence Communication—Appearance, Body Language and Voice Tonality
- Successful Networking
- Effective Interviewing
- Questioning and Listening



Cross-Cultural Management	Teaching hours	21
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Course Description

The course is designed to provide an overview of what cross-cultural communication entails, from the management perspective, and why it is vital when operating in an international environment to understand the people you are working with. In order to establish successful relationships, be it when traveling abroad or dealing with other nationalities in your home country (and within your own company), professionals need to be aware of a variety of cultural customs and practices. Cultural differences exist not only between people of different nationalities, but also between corporations which have their own identity and ways of doing business. Being sensitively aware of these differences – or not - can mean the difference between cultivating relationships which succeed and prosper and those that miserably fail. Even when a common language is used to communicate, it is also the non-spoken communication between culturally diverse people that makes understanding cross-cultural communication critical to succeeding in today's interconnected multi-national marketplace.

Objective and Learning Outcomes

The course focuses on the following areas of instruction Appreciating Cultural Values and Differences

- Recognizing and Understanding Varying Corporate Cultures
- Management Philosophies Across Borders
- Understanding Yourself and Other Personality Types
- Effectively Leading, Managing, and Working in a Diverse Environment
- Decoding Non-Verbal Communication and Body Language
- Recognizing Inter-Relationship Challenges and Overcoming Them
- Negotiating in a Culturally Diverse Environment

Research Methodology	Teaching hours	12
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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, with a focus on the methodological tools and techniques required to produce rigorous and credible work in the fields of entrepreneurship, project management, and sustainable development.

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 or thesis in an academic and professional context

Thesis (individual project)	Teaching hours	12
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Course Description

The thesis is the culminating academic exercise of the Master's program, requiring students to independently conduct an in-depth research project on a topic related to entrepreneurship, project management, or sustainable development. Under the supervision of an academic advisor, students will apply the theoretical knowledge and methodological skills acquired throughout the program to produce an original and rigorous piece of academic work.

Objective and Learning Outcomes

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

- Define a relevant and well-structured research question in their field of specialization
- Conduct an independent literature review and apply appropriate research methodologies
- Analyze and interpret findings in a critical and systematic manner
- Present and defend their research work in a clear, structured, and professional written thesis