



FINAL ORIENTATION: 3 SPECIALISATIONS

BOSTON UNIVERSITY - IT Strategies for a Networked Economy



This is a US led course with American teaching philosophy requiring substantial case reading, active participation in class, field work and company trips. Long working days, homework and challenging final exams are to be expected. Rather than four separate short courses, the module is conceptualised as a block.

- Crowdsourcing Products
 - Data Centres & Cloud Computing
 - Distributed Innovation
 - Entertainment Industry
 - ERP & CRM Systems: from Products to Services
 - Information Asymmetry in Global Agriculture
 - Information Goods & Pricing
- Long Tail Business Models
- Network Effects & Standards
- Platforms in Practice
- Platforms, Business Models & Competition
- Security Risks
- Value of Information & Data Mining

LEARNING OUTCOMES

After having taken this course participants will be able to:

Understand the dramatic impact of information technology on every aspect of business.

Better appreciate the value and uses of information in the networked economy.

Understand major technical aspect of information use such as ERP, CRM, security, and the cloud.

Understand new business models and processes enabled by information technology.

EDHEC LONDON CAMPUS - Finance



This is a British led concentration in all areas integrating Corporate Finance and Investment as an institutional or personal optimisation strategy. The courses include a career day, the Bloomberg test and close contact with consultants working in the financial district of London.

- Risk Assessment
- Asset Management
- Portfolio Management
- Performance
- Financing Options
- Debts
- Loans
- Cash Flow
- Hedging
- Derivatives
- Securitization
- Off-Balance Sheet Tools

LEARNING OUTCOMES

Treasury and Risk

After having taken this course participants will be able to:

Evaluate the role and scope of risk management in organisations and justify the need for an enterprise wide approach to risk management.

Undertake calculations to quantify risk and to evaluate the effectiveness of risk management products.

Demonstrate an ability to formulate and critically evaluate treasury policies and financial risk management strategies.

Evaluate the effectiveness of a variety of approaches to risk financing, risk transfer and risk control in the context of an organisation's risk management strategy.

Portofolio Management & Derivates

After having taken this course participants will be able to:

Critically evaluate the suitability and risk of different asset classes in constructing an optimal investment portfolio

Analyse, discuss and evaluate differing approaches to asset management and fund management.

Synthesise knowledge of investment theories and product knowledge to build sophisticated investment portfolios.

Demonstrate a detailed critical understanding of how financial derivatives are used / priced for hedging, speculation and arbitrage.

BUSINESS DEVELOPMENT IN ASIA



This is a French led initiative by core faculty at EDHEC. This specialisation has a strong emphasis on multinational development in Asia. It uses business cases from the luxury and retail sectors, and concludes with a focus on supply chains which reconcile procurement and logistics with brand and marketing priorities. Students can gain better awareness of how businesses in Singapore treat these topics by taking part in the business trip to Singapore. Their local base for the trip is EDHEC's

Singapore campus which is run by EDHEC Risk Institute Asia.

[Business Development in Asia](#)

[Consumers & Consumption across Asia](#)

[Luxury Retail in Asia](#)

[Supply Chain](#)

LEARNING OUTCOMES

After completing this specialisation, participants will be able to:

Understand the key drivers of business growth in both mature and emerging East Asian markets.

Identify quantitative and qualitative indicators of market growth, internal and external growth opportunities including joint ventures, greenfields, brownfields and other forms of market entry opportunities.

Learn to modelize top-line strategies and how to optimize scarce resources for the purpose of business development in the capital goods/industrial sector, consumer goods, and luxury sectors.