CALL FOR
COURSE PROPOSALS

2024 International Summer School

EM Normandie Business School

Founded in 1871, EM Normandie is one of the Top Business Schools in the world and has 6,300 students on 6 campuses in France and Internationally: Caen, Le Havre, Paris (France), Oxford (UK), Dublin (Ireland), Dubaï (United Arab Emirates). The school has more than 23,000 Alumni. It is accredited by the French Ministry of Higher Education, Research and Innovation and benefits from EQUIS, AMBA and AACSB accreditations, prestigious international accreditations that guarantee the academic excellence of the programmes taught.

Course proposals

EM Normandie Business School is opening a call for course proposals, at Bachelor and Master's degree levels, for its **2024 International Summer School session**, which will be held from 28 June to 11 July 2024 in Le Havre and from 12 to 25 July 2024 in Caen. Courses shall be taught in English. Each course shall have a total teaching load of 30 hours and will have an academic value of 6 ECTS credits.

We invite international professors willing to teach in our International Summer School to send their course proposals on the following topic:

From 15 to 24 July 2024 in Caen – Teaching load of 30 hours – 6 ECTS

- **Sports management**

EM Normandie Business School will consider any course proposals related to this topic.

Requirements

The required qualification is a PhD with a three-year full-time teaching experience.

Submissions

Visiting teachers shall apply by filling in the following SYLLABUS TEMPLATE (See Annex1 here) **by October 31st 2023**

To apply please email a Resume and a syllabus to Virginie DELMOTTE, *Erasmus and Short-Term Programme Manager* (short-term@em-normandie.fr).

The syllabus should include the following information (please refer to Annex 1):
- Course title
- Catch phrase
- Session & Campus
- Contact

- Level / Prerequisites for attending the course
- Learning objectives, goals and outcomes
- Course description (daily topics, teaching methods)
- Teaching materials (textbooks, case studies, academic articles, software…)
- Evaluation criteria
- Recommended readings

Opportunities

There will also be opportunities to network and explore possible research collaborations with researchers from one of our research axis.

Financial conditions

EM Normandie will pay accommodation and contribute to the transportation expenses in line with the School rates. In addition, the hourly payment for teaching is 100 EUR. The scheme is compatible with the Erasmus Staff Mobility scheme.

Contact

For further details please contact:

Virginie DELMOTTE, Erasmus and Short-Term Programme Manager
Tel.: +33 (0)2 32 92 52 69 / short-term@em-normandie.fr

INTERNATIONAL SUMMER SCHOOL 2024

SYLLABUS

Academic year 2023/2024

FORM TO FILL IN (please respect the format – see example below) Thanks!

COURSE TITLE	TITLE		
Catchphrase			
Session and Campus	**Session 1 or 2, LE HAVRE or CAEN (to precise)**		
Teaching delivery	**On campus, attendance mandatory**		
Workload (1h = 60 min)	**30 class-hours** + Independent learning hours	**ECTS credits**	**6**
Professors	**Full name** Diploma, email Status		

Pre-requisite(s) for attending the course / Level of studies	Please precise
Learning goal(s)	- Please precise (up to 3) - Please precise - Please precise
Learning objective(s)	- Please precise (up to 3) - Please precise - Please precise Add text, e. g. By the end of this course, participants are able to: ✓ details
Learning outcome(s)	- Please precise (up to 3~5) - Please precise - Please precise Add text, e. g. By the end of this course, participants are able to: ✓ details
Course description	**Contents:** Text **Methods:** Text
Teaching Material	Text
Evaluation criteria	**Continuous assessment**: 40% - Please precise type and conditions of exam **Final assessment**:60% - Please precise type and conditions of exam
Recommended readings	Consult teaching materials (will be accessible on moodle platform during class period) as well as: List to precise

| SEE THE EXAMPLE BELOW |

COURSE TITLE	MARKETING ANALYTICS
CATCHPHRASE	*"Understand and develop a powerful method to make the customer experience more meaningful and compelling."*

Session and Campus	International Summer School from X to X July 2024 in CAEN		
Teaching delivery	**On campus, attendance mandatory**		
Workload (1h = 60 min)	**30 class-hours** + Independent learning hours	**ECTS credits**	**6**
Professor	**Full name (diploma) email** Visiting Lecturer at EM Normandie Business School PhD Lecturer		
Pre-requisite(s) for attending the course	To facilitate understanding, students should have basic notions of marketing, statistics and Excel©. No programming knowledge is required.		
Learning goal(s)	▪ To be equipped with efficient business skills ▪ To be entrepreneurially-minded ▪ To be a project manager with a strategic overview		
Learning objective(s)	▪ To define and analyse a marketing plan ▪ To identify the appropriate methodology to solve a problem ▪ To understand the environment of a company whatever the activity sector ▪ To do a global analysis of the firm and its environment		
Learning outcome(s)	▪ To define a marketing strategy ▪ To know how to use Excel© Spreadsheet ▪ To select the methodological approach and data processing ▪ To analyse one's company's positioning within its environment		
Course description	**1: An overview of data, analytics and insights** - This module focuses on the following topics: • The main differences between data, analytics and insights • Gathering, storing and integrating raw marketing data • Processing raw data and generating marketing analytics • Interpreting analytics and generating marketing insights • Reporting marketing insights to management • Using marketing insights to make strategic and tactical decisions **2: An in-depth look into gathering data** - This module focuses on the following topics: • Gathering data through the Marketing Information System • The Internal Reports Sub-System • The Marketing Intelligence Sub-System • The Marketing Research Sub-System • High quality data • Big data **3: An in-depth look into storing & integrating data** – This module focuses on the following topics:		

	• Data automation • Data integration • Data retrieval • Data accessibility & GDPR • Data storage & security • CRM solutions to implement marketing data integration **4: An in-depth look into analyzing data, interpreting analytics and reporting insights** – This module focuses on the following topics: • Data visualization tools • Data analysis techniques • Marketing metrics • Predictive analytics • AI & marketing insights • Marketing reports & the Marketing Decision Support Sub-system Each module will use the following types of activities and teaching methods: • Interactive presentations with reflection points and discussions • Tutorials and team exercises in using analytical tools in Excel© • Case study / best practice analysis and debriefing • Tutorial and team exercises in using marketing dashboards	
Teaching Material	Teaching materials - students will receive: • a concise course outline (40 pages long) providing an overview of the main theoretical concepts and tools discussed in class; • a toolkit providing Excel© templates, flow-charts and infographics, to be used for marketing business analytics work; • work-in-class materials (case studies, best practices and team & individual exercises); • a bibliographical list of references, mainly to online articles that can be accessed freely, which support and enhance the learning process.	
Evaluation criteria	**Continuous assessment**: 40% Type: work in class (case study discussions, team & individual exercises, best practice analysis)	**Final assessment**: 60% Type: open book case study analysis, with requirements similar to those discussed in class
Recommended readings	Books (in alphabetical order): • Baran, R., Galka, R. – Customer Relationship Management – The Foundation of Contemporary Marketing Strategy – 2nd Edition – Routledge, 2017 • Nussbaumer Knaflic, C. - Storytelling with Data: A Data Visualization Guide for Business Professionals – 2015 • Pauwels, K. - It's Not the Size of the Data -- It's How You Use It: Smarter Marketing with Analytics and Dashboards - 2014	

• Siegel, E. - Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die - 2016 • Sorger, S. - Marketing Analytics: Strategic Models and Metrics - 2013 • Winston, W. L. - Marketing Analytics: Data-Driven Techniques with Microsoft Excel – 2014 Consulting reports and articles from resources available online, such as: • McKinsey & Company - https://www.mckinsey.com/ • Harvard Business Review - https://hbr.org/ A full list of recommended articles, reports and white papers is included in the course materials.