



Electives HUB MBA 2025



Our electives will take place in
Les Collines de l'Arche IÉSEG building
76 route de la Demi-Lune – 92800 Puteaux

Here's a video link to access from the CNIT La Défense:

<https://www.youtube.com/watch?v=QjoHZQL4WqQ>

(more logistical information will be sent later by email)

ELECTIVES WEEKS CALENDAR

FEBRUARY			
18th	19th	20th	21st
8.30am to 6.30pm	8.30am to 6.30pm	8.30am to 6.30pm	8.30am to 6.30pm
Business Development	Business Development	Cybersecurity	Cybersecurity
Deva Rangarajan	Deva Rangarajan	Christine Abdalla Mikhaeil	Christine Abdalla Mikhaeil
Strategic Innovation & Introduction to AI	Strategic Innovation & Introduction to AI	Luxury Marketing	Luxury Marketing
Arnaud Legaignoux	Arnaud Legaignoux	Gwarlann de Kerviler	Gwarlann de Kerviler

APRIL			
22nd	23rd	24th	25th
8.30am to 6.30pm	8.30am to 6.30pm	8.30am to 6.30pm	8.30am to 6.30pm
Fintech	Fintech	Project Management	Project Management
Guido Teot	Guido Teot	Pascal Thalin	Pascal Thalin
Consumer Behavior	Consumer Behavior	Business Analytics	Business Analytics
Pascale Patat-Dubouis	Pascale Patat-Dubouis	Kaveh Mohajeri	Kaveh Mohajeri

NUMBER OF PLACES REMAINING

ELECTIVES	NUMBER
STRATEGIC INNOVATION & INTROCUCTION TO AI	4
BUSINESS DEVELOPMENT	8
CYBERSECURITY	10
LUXURY MARKETING	5
FINTECH	8
CONSUMER BEHAVIOR	7
BUSINESS ANALYTICS	7
PROJECT MANAGEMENT	7

DEADLINE REGISTRATION

For February electives: before **January 03rd**

For April electives: before **March 14th**

STRATEGIC INNOVATION & INTRODUCTION TO AI



Arnaud Legaignoux  · 2e

Head of Marketing | CMO | Digital & E-commerce (ex-Luko, Cheerz, Bouygues Telecom)

Paris, Île-de-France, France · [Coordonnées](#)

[Fabulo.app](#) 



Fabulo



IESEG School of Management

- What is strategic innovation? How has it shaped today's world?
- What defines AI? How has AI evolved? What future trends are expected in AI?
- AI's Business and Broader Impacts
- Why is it all about AI now? Who are the leaders in AI and why?
- What are the economic impacts and ethical challenges of AI?
- Navigating and Adopting the AI-Enhanced Future
- How will AI change the workplace? How can professionals adapt to AI?
- How can AI enhance everyday tasks?


BUSINESS DEVELOPMENT STRATEGY & COMMERCIAL TECHNIQUES



Deva Rangarajan · 2nd

Professor of B2B Sales and Academic Director of the Masters in International Negotiation/Sales Sherpa

France · [Contact info](#)

 **IESEG School of Management**



**Vellore Institute of
Technology**

At the end of the course, the student should be able to:

- Understand the changing nature of customer requirements in business contexts
- Understanding the challenges posed by digitalization of business environments and learn ways to harness the same to your advantage
- Understand the importance of customer centricity as key to the success of organizations
- Understanding the role of marketing and sales in business contexts

CYBERSECURITY



Christine Abdalla Mikhaeil · 1er
PhD, Assistant Professor in Information Systems
France · [Coordonnées](#)



IÉSEG School of Management



Georgia State University

CYBERSECURITY

This course provides an overview of information security and cybersecurity risk assessment and management as well as privacy. Students will learn to identify information assets, threats, and vulnerabilities; conduct risk assessment; and prioritize risk management efforts. Additionally, students will learn to research relevant laws, standards, and best practices.

At the end of the course, the student should be able to:

- Explain the major goals of information security.
- Identify information assets and describe potential threats.
- Identify vulnerabilities including non-technical weaknesses such as processes and human factors.
- Describe physical, technical, and administrative controls.
- Prioritize risk remediation efforts as a result of performing a risk assessment.
- Recommend appropriate controls and countermeasures to prevent, detect, and respond to risks.
- Explain appropriate security incident response policies.

LUXURY MARKETING



Gwarlann De Kerviler · 1er

Associate Professor of Marketing at IESEG - HDR (Habilitation Diriger la Recherche)

Paris et périphérie · [Coordonnées](#)



IESEG SCHOOL OF
MANAGEMENT



Université Paris Dauphine

LUXURY MARKETING

- Introduction to the world of luxury (history, definition, different Industries involved).
- Trends and challenges.
- Luxury consumption patterns (segmenting the market; understanding purchasing process).
- Luxury brands development: developing a strong brand; protecting the brand; managing careful growth, brand extension, licensing and co-branding.

- Luxury Product/service, price and portfolio: integrating creativity and design; managing quality; service dimension; fixing and managing price.
- Providing an experience; developing a relationship with customers.
- Luxury brand communication: designing the message; Choosing and planifying media; Going digital
- Luxury retailing and business models: Understanding the business model; Designing the store experience (selling process;merchandising,..); Managing internationalization

FINTECH



AutoConnexa
meglio guidi, meno paghi



Guido Teot  · 1er

C-Level | Fintech | Insurtech | Business Development, Marketing,
Product, Digital | Mentor | Lecturer



AutoConnexa



London Business School

FINTECH

Fintech is an emerging industry with different levels of maturity all over the world. It is the strong usage of technology to create, improve or innovate the market of financial products.

The course illustrates the development of the industry from its beginning to its current status, analyzing the social, economic, technological and regulatory factors that allowed its development and the strong flow of money into the Fintech startup shapping in the different parts of the world.

FINTECH

Several verticals of Fintech will be deeply analyzed with concrete examples of success and failures, and some guests will speak about their actual companies and/or jobs.

A specific focus will be placed on the three big trends of Fintech: Embedded Finance, Open Banking/Open Finance, and Cryptocurrency. The businesses will be analyzed from the business model perspective to let students learn how to keep in consideration when a Fintech product is designed.

Objectives:

- Understand the impact of the regulation and compliance for the development and the go-to-market of a financial product
- Correct usage of the business model canvas, its potential and limitations
- Capital markets, how to finance a start-up
- Impacts of the Digital Transformation
- Digital currencies impact in the modern world

CONSUMER BEHAVIOR



Pascale PATAT DUBOUIS PhD · 1er

Professeure de Marketing & vente | Directrice académique de l'Executive MBA



IESEG School of Management



Université Paris Dauphine



CONSUMER BEHAVIOR

This course is intended to provide an understanding of the theoretical foundations of consumer behavior and the societal developments that impact them.

We will first present the fundamentals of knowledge of consumer behavior in order to provide a common basis for all participants. This part of the course will be in the form of a lecture illustrated by numerous concrete examples. Then 3 major contemporary aspects which influence consumer behavior and marketing actions will be discussed: digital, environmental awareness and poverty. These 3 axes will be addressed using both a theoretical and practical approach via case studies or group discussions following pre-readings.

Course content

- Part 1 : Consumer behavior theories
- Part 2 : The impact of digital on consumer behavior
- Part 3 : Changing habits: green consumption and consumer paradoxes
- Part 4: Marketing and poor consumers

Pre requisite: an understanding of the key principles of marketing (marketing strategy and operations)


BUSINESS ANALYTICS




→ KAVEH MOHAJERI

Assistant Professor

Ph.D. in Information Systems - Virginia Commonwealth University

 Full resume

 k.mohajeri@ieseg.fr

Track: Management
of Information
Systems

BUSINESS ANALYTICS

Enhance participants' practical understanding of business analytics and foster teamwork, problem-solving, and effective communication skills.

This course transcends technical instruction, positioning students at the intersection of data, society, and the environment. Through a hackathon participants engage directly with the pressing demands of environmental stewardship and social accountability in business.

Diverse, interdisciplinary teams foster a confluence of perspectives, guiding students to recognize data as a powerful instrument of change. Through this course, students emerge not just as data analysts but as professionals ready to drive decisions that benefit both business and the broader world.

Course content

Immerse students in a real-world business scenario, mainly through a comprehensive hackathon.

Students will work collaboratively in teams. Each team will be formed of students with diverse backgrounds and skills, covering, as much as possible, the whole spectrum from more business-minded to more technology-minded students.

Students will use a specific business analytics tool (i.e., Tableau) and apply analytical and data visualization techniques to address specific challenges presented in the provided data sets and problem statements.

PROJECT MANAGEMENT





➔ PASCAL THALIN

Senior Professor of Practice

Ph.D in Engineering - National Polytechnic Institute of Toulouse

Filière : Operations
Management

 CV complet

 p.thalin@ieseg.fr

PROJECT MANAGEMENT

Application of knowledge, skills, and techniques to execute projects effectively and efficiently, it is a strategic competency for organizations, enabling them to tie project results to business goals, and to better compete in their markets.

- Understand methods and tools for managing projects
- Apply project planning techniques and best practices
- Execute projects in line with budget, time, and scope requirements
- Control/manage project execution

Course content

- Project Management Fundamentals
- Resource Management / Scheduling
- Project Uncertainty & Risk Management