Course Offer

Undergraduate Level

Bachelor in International Business Year 2
## Autumn – Semester 1

**Choose 30 ECTS**

<table>
<thead>
<tr>
<th>COURSES</th>
<th>Class hours</th>
<th>ECTS credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managerial &amp; Financial Accounting</td>
<td>30</td>
<td>5</td>
</tr>
<tr>
<td>Consumer Behaviour</td>
<td>30</td>
<td>5</td>
</tr>
<tr>
<td>Micro &amp; Macro Economics</td>
<td>30</td>
<td>5</td>
</tr>
<tr>
<td>Introduction to Technology Management</td>
<td>15</td>
<td>2.5</td>
</tr>
<tr>
<td>Operations &amp; Supply Chain Management</td>
<td>15</td>
<td>2.5</td>
</tr>
<tr>
<td>Sales Management</td>
<td>15</td>
<td>2.5</td>
</tr>
<tr>
<td>Purchasing</td>
<td>15</td>
<td>2.5</td>
</tr>
<tr>
<td>Social Media Marketing *</td>
<td>30</td>
<td>5</td>
</tr>
<tr>
<td>Foreign Language (French mandatory for non-French speakers)</td>
<td>30</td>
<td>5</td>
</tr>
</tbody>
</table>

*This class is an alternative to our partners who do not provide credits for Language classes*

In accordance with the Bologna Agreement, students are required to validate 30 ECTS credits per semester.

Grenoble Ecole de Management reserves the right to modify courses in the interest of academic developments.
<table>
<thead>
<tr>
<th>Courses</th>
<th>Class hours</th>
<th>ECTS credits</th>
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</thead>
<tbody>
<tr>
<td>Introduction to Human Resource Management</td>
<td>30</td>
<td>5</td>
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<tr>
<td>Market Research</td>
<td>30</td>
<td>5</td>
</tr>
<tr>
<td>Corporate Finance</td>
<td>30</td>
<td>5</td>
</tr>
<tr>
<td>Geopolitics</td>
<td>30</td>
<td>5</td>
</tr>
<tr>
<td>Introduction to Negotiation</td>
<td>15</td>
<td>2.5</td>
</tr>
<tr>
<td>French Society (for exchange &amp; semester students only)</td>
<td>15</td>
<td>2.5</td>
</tr>
<tr>
<td>Small and Family Business*</td>
<td>36</td>
<td>5</td>
</tr>
<tr>
<td>Foreign Language (French mandatory for non- French speakers)</td>
<td>30</td>
<td>5</td>
</tr>
</tbody>
</table>

* This class is an alternative to our partners who do not provide credits for Language classes

The Small and Family Business class runs mid-May.
If you select this module the program will last until the end of May.

In accordance with the Bologna Agreement students are required to validate 30 ECTS credits per semester.
### International Programs

**Managerial and Financial Accounting**

<table>
<thead>
<tr>
<th>Program/Intake</th>
<th>Bachelor in International Business - English Track - 2018-2021</th>
<th>Academic Year</th>
<th>2019-2020</th>
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<tr>
<td>Module Supervisor</td>
<td>Boyer Stephanie</td>
<td>Department</td>
<td>GDF</td>
</tr>
<tr>
<td>Contact Hours</td>
<td>30.0 hours</td>
<td>Total Study Hours</td>
<td>90.0 hours</td>
</tr>
</tbody>
</table>

**Module Description**

This module is composed of two parts, as follows:

1. **Financial accounting:**
   - This section starts by reviewing basic concepts of Financial accounting (as seen in year 1): the principles and concepts used to prepare the basic financial statements (balance sheet and income statement). It then covers more advanced financial accounting concepts: the cash flow statement, accruals and deferrals, inventory valuation methodologies.

2. **Product costing and managerial accounting:**
   - This section of the course introduces the fundamentals of product costing, an introduction to cost behaviour, and costing systems and analysis.

Pedagogy will consist of lectures on the key concepts followed by practical exercises to apply these concepts.

**Module Learning Outcomes**

On completing this module, the students should be aware of the basic accounting principles/tools and be able to use them to make simple business decisions i.e:

**Financial accounting**

1. Understand the role of financial accounting
2. Understand the basic accounting concepts and practices (including the double entry book keeping) used in preparing financial statements
3. Be able to record and summarise accounting data, and prepare basic financial statements

**Product costing and managerial accounting**

1. Understand the use of accounting information to assist in the management decision making process
2. Understand the various characteristics of cost
3. Understand how costs are assigned to products to be able to compute the full cost/marginal cost of a product
4. Understand the fundamentals of the Cost/Volume/Profit model to be able to compute the breakeven point

This module has a high level of contribution to the following learning goals for the program:

**Learning goal 1:** Has **acquired general business knowledge, tools and concepts**
- Demonstrates an understanding of the fundamentals in accounting, finance and law, marketing, operations, strategy, HR and project management and the capacity to apply them

**Learning goal 2:** Has **developed effective communication skills**
- Demonstrates clear and concise written communication

**Teaching Method**

Lectures, exercises and mini-case studies
| Evaluation          | • Examination : 70 %  
|                   | • Continuous Assessment : 30 %  
|                   | A combination of continuous assessment (30%) and 2 hours closed book exam (70%) |
| Textbook           | Accounting and Finance for Non-Specialists, 11th edition |
|                    | Peter Atrill, Eddie McLaney |
|                    | 2019 • Pearson • |

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## Consumer Behaviour

### Program/Intake
- Bachelor in International Business - English Track - 2018-2021
- Academic Year: 2019-2020

### Module Supervisor
- Werle Carolina
- Department: MKT

### Contact Hours
- 30.0 hours
- Total Study Hours: 90.0 hours
- Coefficient: 1.0
- ECTS Credits: 5.0
- US Credits: 2.50

### Module Description
In an increasingly fluid & rapidly changing international market place, organizations need to be able to gain an effective understanding of the current & future needs of consumers and of contextual factors that influence them. Organizations need to be able to swiftly, cost effectively & accurately assess their customers’ needs to assist their strategists & marketing planners in effective decision making on what markets to target & what products/services to offer to them.

This course aims to explore the core issues of consumer behavior (an understanding of how consumer psychological processes interact with both social and situational influences to shape consumer perceptions, decision making processes and behavior). Marketing research will be used to inform the study of consumer behavior topics. Through this course students will develop an understanding of the importance of these topics and their place within the broader marketing & strategic planning framework.

### Module Learning Outcomes
- Allow students to:
  - Understand the key concepts of consumer behavior
  - Learn how to use marketing research to understand the consumer and build up companies’ marketing strategies

### Learning Goals
- **Learning goal 1:** Has acquired general business knowledge, tools and concepts
  - Demonstrates an understanding of the fundamentals in accounting, finance and law, marketing, operations, strategy, HR and project management and the capacity to apply them
- **Learning goal 2:** Is able to adapt, evolve and cooperate in an international and/or culturally diverse environment
  - Has developed the ability to work effectively as part of a multi-cultural team

### Teaching Method
- Material for the class will be available on Moodle, and students will be asked to read it before each class.

- **Readings:** In order to enhance the learning of the concepts and applications presented during the class, scientific and business articles will have to be read before the class.

- **Learning through observation and / or experimentation** will be asked between classes or during the class to improve the understanding of theoretical concepts and their applications in everyday business life.
### Evaluation

- Examination : 60 %
- Continuous Assessment : 40 %

Examination:
Final exam (90 mins, closed book)
Details of the examination process will be given in class

Continuous Assessment:
Large CB Project (35%)  
Plus Quizzes, Short Reports, In-class activities (5%)

### Textbook


### Bibliography


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International Programs

Micro and Macro Economics

Program/Intake | Bachelor in International Business - English Track - 2018-2021 | Academic Year | 2019-2020
--- | --- | --- | ---
Module Supervisor | Vanel Gregory | Department | HOS
Contact Hours | 30.0 hours | Total Study Hours | 90.0 hours | Coefficient | 1.0 | ECTS Credits | 5.0 | US Credits | 2.50

Module Description
This course teaches the fundamentals of micro and macroeconomics, and is divided into theory and applied topics.

The primary goal of the course is to introduce the key concepts of economic theory and enable students to use them to understand business policy and competitiveness questions. A secondary goal is to provide the students with information about the recent economic trends that impact on business strategic issues. Finally, the course will prepare students to understand macroeconomic implications on other courses, such as finance, international business or strategy.

In addition, this course gives students the necessary background to understand the movements in the global economy. Key topics will include economic growth, inflation, unemployment, interest rates, monetary and fiscal policy, international trade, and exchange rates. By the end of the course, students should be able to read and understand the discussions of economic issues in The Economist, the Financial Times, or the Research Bulletin published by the European Central Bank. The course will be self-contained, so any student who has not had any prior exposure to micro or macroeconomics should be able to complete the course successfully.

Module Learning Outcomes
Although both microeconomics and macroeconomics relations have influence on managerial decision making, our module concentrates first on microeconomic topics, such as demand and supply, production theory and cost analysis as means for understanding the allocation of resources and employment in economics. Afterwards, we then turn our attention the external economic environment at large, including market structure, competitive strategy and the role of the government in a market economy. In this context, the course will help to analyse business policies and their consequences using the framework of macroeconomics. There are no prerequisites and the course does not use quantitative methodologies beyond high school algebra.

The course develops a conceptual framework that will enable students to critically understand the following concepts:

1. Demand/supply function and revenue/cost/profit relations.
2. Monopoly and oligopoly.
5. Theory of labour and employment.
6. The macroeconomic environment.
7. The national macroeconomic policy.
8. The global trading and financial environment.

After completing this module, students will be able to have an integrated view and analyse the importance of the macroeconomic environment in the success of individual business and show how economic policies can influence the confidence and choices of both consumers and firms, which can be crucial for economic growth.
This module has a high level of contribution to the following learning goals for the program

<table>
<thead>
<tr>
<th>Learning goal 1</th>
<th>Is able to adapt, evolve and cooperate in an international and/or culturally diverse environment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Demonstrates comprehension of economic differences and the global business environment</td>
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</table>

<table>
<thead>
<tr>
<th>Learning goal 2</th>
<th>Has developed critical thinking and problem-solving skills</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>Is able to question the quality of the information used (rigour, reliability, value of evidence, etc.) and to identify and weigh opposing arguments and evidence fairly</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Teaching Method</th>
<th>A variety of learning methodologies are used. Lectures are used to provide information and knowledge. Group case studies and Group exercises are used for student discussion of practical situations. DVDs are used to provide real life scenarios. A simulation is used to give appreciation of the complexity of economic decision making</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evaluation</td>
<td>• Examination : 60 %</td>
</tr>
<tr>
<td></td>
<td>• Continuous Assessment : 40 %</td>
</tr>
<tr>
<td></td>
<td>Closed book exam.</td>
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</table>


| Bibliography    | Peter Earl and Tim Wakeley, Economics a contemporary approach, Mc Graw Hill 2005 |

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# Introduction to Technology Management

## Program/Intake
Bachelor in International Business - English Track - 2018-2021

## Academic Year
2019-2020

## Module Supervisor
Gotzsch Josiena

## Department
MTS

<table>
<thead>
<tr>
<th>Contact Hours</th>
<th>Total Study Hours</th>
<th>Coefficient</th>
<th>ECTS Credits</th>
<th>US Credits</th>
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<tr>
<td>15.0 hours</td>
<td>45.0 hours</td>
<td>0.5</td>
<td>2.5</td>
<td>1.25</td>
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</table>

## Module Description
New and existing technologies allow companies to offer improvements in products, services and production processes. At times this leads towards breakthrough solutions. Technological innovations also influence our way of living, our society and natural environment, which is important for businesses, society and the sustainability of life on our planet. The aim of this module is to expose you to the importance of technology for a competitive advantage in business, and to create awareness of the impacts caused by technology on society and the environment.

The opportunities created by new technologies are intriguing, but do they correctly respond to users’ needs? Hence, this topic demands a mixture of openness towards technological innovation, empathy for users or clients and a creative, entrepreneurial thinking. Companies can obtain a decisive competitive advantage by develop new technology responding to an unmet need and also by identifying and exploiting an existing technology.

Success of technological innovation is affected by multiple aspects; organisational structures, human visionary decisions, cultural influences ... To develop technological innovations, generate sustainable solutions, and bring these to the market, it is important to understand the dynamics, key concepts and patterns behind technological success (and failure) in modern business.

The module is set up to inspire you, to discover the underlying forces of sustainable, technological innovation and its usefulness in the real world. There are no “right answers” on managing technology that apply to every situation and no universal formulas to memorize. As such, the teacher will serve as your “guide on the side”, rather than a “sage on the classroom stage.”

Potential study topics are;
1) How to develop innovations using new technologies
2) How to develop new technology for an identified need
3) How to produce, deliver and bring technological innovation to the market.
4) How to capture value from new technologies and make sure that the company profits from the innovation and not (new) competitors
5) How to defend and evolve a technology in the face of imitators, competitors, and other innovations
6) How to envision green, sustainable technologies

## Module Learning Outcomes
The objective of this module is to
- Make you understand the business opportunities and threats created by scientific and technological innovations
- Allow you to understand the basic theoretical concepts of technology management
- Make you aware of the impact caused by technological innovations with a critical view on the impact on the overall economy and society
- Stimulate your innovative thinking
- Aim for a creative mind-set, allowing to exploit the potential of upcoming technologies
- Show you how the principles of technology management could apply within your career
This module has a high level of contribution to the following learning goals for the program

Learning goal 1: **Has developed knowledge and skills for managing technology, innovation and related organisational changes**

Understands and anticipates the impact of innovation and technology on organizational performance

| Teaching Method | Courses, case studies, presentations, exercises during classes
Prepare presentations, cases and projects before participating in the classes. |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Evaluation</td>
<td>• Continuous Assessment : 100 %</td>
</tr>
<tr>
<td>Textbook</td>
<td>A collection of articles, case studies, videos will be used. These will be presented in class and/or on the course Moodle site. No compulsory textbook is used for this class, recommended textbook; Schilling, M. (2016), Strategic Management of Technological Innovation, 5th edition, McGraw Hill</td>
</tr>
</tbody>
</table>
Christensen C. (2011), The Innovator’s Dilemma , Harpers Business Essentials
Oswalder A., Pigneur Y., Bernarda, G. and Smith, A. (2014), Value Proposition Design: How to create products and services customers want, John Wiley & Sons Ltd

Articles

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# Operations and Supply Chain Management

**Program/Intake**  
Bachelor in International Business - English Track - 2018-2021  
Academic Year  
2019-2020

**Module Supervisor**  
Bollen Jean-Pierre  
Department  
MTS

<table>
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<tr>
<th>Contact Hours</th>
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<th>Total Study Hours</th>
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<th>Coefficient</th>
<th>0.5</th>
<th>ECTS Credits</th>
<th>2.5</th>
<th>US Credits</th>
<th>1.25</th>
</tr>
</thead>
</table>

**Module Description**  
The Production and Operations Management course seeks to develop students’ understanding of the fundamental role of operations management in domestic and international service and manufacturing organizations. The course concerns both strategic and tactical choices to be made by anyone in a managerial position; either at the beginning of one's career, when responsible for a small unit, or at the pinnacle of a career as a general manager.

This module will cover:  
- Operations as a Competitive Weapon  
- Operations Strategy  
- Process Management  
- Capacity, Location and Layout  
- Inventory Management  
- Resource Planning  
- Lean Systems

**Module Learning Outcomes**  
Upon completion of the course, students should be able to:  
1. Use key concepts to identify, analyze and solve operations problems as they occur across the organization.  
2. Solve selected operations problems.  
3. Feel far more comfortable when stepping into a company or association, in order to understand basics like performance indicators, bottlenecks etc.

This module has a high level of contribution to the following learning goals for the program:

Learning goal 1: **Has acquired general business knowledge, tools and concepts**  
Demonstrates an understanding of the fundamentals in accounting, finance and law, marketing, operations, strategy, HR and project management and the capacity to apply them

Learning goal 2: **Is able to work effectively and constructively in a group**  
Is able to work effectively and constructively in a group

**Teaching Method**  
A variety of teaching methods will be used as is appropriate to developing understanding of concepts and techniques. This will include lectures, simulations, problem discussions and case analysis. Students need to complete all assigned homework for class discussion.

**Evaluation**  
- Examination : 40 %  
- Continuous Assessment : 60 %  
Closed book exam

**Textbook**  

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International Programs

Sales Management

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<thead>
<tr>
<th>Program/ Intake</th>
<th>Bachelor in International Business - English Track - 2018-2021</th>
<th>Academic Year</th>
<th>2019-2020</th>
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<tr>
<td>Module Supervisor</td>
<td>Zanda Remi</td>
<td>Department</td>
<td>MKT</td>
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<tr>
<td>Contact Hours</td>
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<td>Total Study Hours</td>
<td>45.0 hours</td>
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</table>

**Module Description**
The Sales Management module will essentially examine the formulation and implementation of a Sales Management program. It will examine the evolution of the sales function and the factors that have impacted a shift in focus, both in terms of the sales process as the techniques used therein.

**Module Learning Outcomes**
The objectives of the Sales Management module are to develop the understanding of the main concepts related to sales and selling. At the end of this module, participants will have understood:
- Why the sales functions is important and how it's evolving
- The specifics of the B2B environment (how it’s organized and how businesses buy) and its differences with B2C
- The basic of B2B marketing and how it relates to sales.
- The different sales processes a sales manager can implement
- How to set up objectives and how to use levers such as the structure of the sales force and sales force motivation in order to reach such objectives.

This module has a high level of contribution to the following learning goals for the program

**Learning goal 1:** Has developed effective communication skills
Demonstrates clear and concise oral communication
Demonstrates clear and concise written communication

**Teaching Method**
Mix of readings, lectures, exercises & case studies

**Evaluation**
- Continuous Assessment : 100 %

**Textbook**
ISBN 007296183X

**Bibliography**

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International Programs

Purchasing

Program/Intake | Bachelor in International Business - English Track - 2018-2021 | Academic Year | 2019-2020
---|---|---|---
Module Supervisor | Bollen Jean-Pierre | Department | MKT

Contact Hours | 15.0 hours | Total Study Hours | 45.0 hours | Coefficient | 0.5 | ECTS Credits | 2.5 | US Credits | 1.25

Module Description

The Course aim is to familiarize students as to what the position and value contributions effective and efficient purchasing contributes to organisational success both financially and operationally. Students learn and experience the function from the supply and demand side and from the organisational management aspect.

The following themes will be part of the "Purchasing" course:

1. The Purchasing function within supply chains and networks and the organisational environment
2. The Purchasing process - stages and operations of the purchasing function
3. Managing, monitoring and evaluating the Purchaser - Supplier Relationship
4. Cost and pricing strategies from the purchasing perspective
5. E- procurement and Global Supply

Module Learning Outcomes

The learning objectives are as follows:

1. Quantify and qualify purchase and supply decisions into the organisational value chain
2. Rationalise decisions on ‘Make of Buy’ and ‘Centralized or Decentralized’ procurement decisions
3. Justify supplier selection and perform basic Supplier Evaluation procedures
4. Negotiate pricing and operational contracts based upon organisational best practice
5. Run and participate in auction purchases
6. Rationalize decisions made within 'Ethical Supply Chain' guidelines

This module has a high level of contribution to the following learning goals for the program

Learning goal 1: Has developed effective communication skills
Demonstrates clear and concise written communication

Teaching Method

A variety of teaching methods will be used as is appropriate to developing understanding of concepts and techniques. This will include lectures and business case analysis. Students need to complete all assigned homework for class discussion.

Evaluation

• Examination : 60 %
• Continuous Assessment : 40 %

The Assessment metric is 40% Groupwork: A session by session Learning Diary and 60% Individual Formal Examination

The final exam will be closed book with a duration of 2 hours

Textbook

<table>
<thead>
<tr>
<th>Bibliography</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global Supply Management, A guide to international purchasing LOCKE D., 1996</td>
</tr>
</tbody>
</table>

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# Social Media Marketing

<table>
<thead>
<tr>
<th>Program/Intake</th>
<th>Bachelor in International Business - English Track - 2018-2021</th>
<th>Academic Year</th>
<th>2019-2020</th>
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<tr>
<td>Module Supervisor</td>
<td>Garnier Marion</td>
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<td>MKT</td>
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<tr>
<td>Contact Hours</td>
<td>30.0 hours</td>
<td>Total Study Hours</td>
<td>90.0 hours</td>
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</table>

**Module Description**
Social media have known an exponential growth over the last decade. They have become essential tools for many companies to connect with their customers & prospects but also to build loyalty, reinforce the brand image and increase turnover. More and more (e-) marketers are aware of their significance in the customer relationship management but one of the key issues is how to integrate them properly in the marketing strategy? Facebook, LinkedIn, Twitter and many other social media names sound familiar to us as users but how can we benefit from them in a business related context?

**Module Learning Outcomes**
At the end of this module students should be able to:
- Understand & interpret the social media strategy of a brand, product or service.
- Assess the value of social media to the business.
- Implement a social media marketing plan.

**Teaching Method**
Lectures, class discussion, case study analysis, group work, group presentations

**Evaluation**
- Continuous Assessment : 100 %
  - Individual (60%)
  - Group (40%)

**Textbook**

**Bibliography**

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International Programs  

French Level A1.1 - Autumn  

**Program/Intake**  
Bachelor in International Business - English Track - 2019-2022  
**Academic Year**  
2019-2020  

**Module Supervisor**  
Gally Carole  
**Department**  
LVE  

<table>
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<tr>
<th>Contact Hours</th>
<th>Total Study Hours</th>
<th>Coefficient</th>
<th>ECTS Credits</th>
<th>US Credits</th>
</tr>
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<tbody>
<tr>
<td>30.0 hours</td>
<td>90.0 hours</td>
<td>0.0</td>
<td>5.0</td>
<td>2.50</td>
</tr>
</tbody>
</table>

**Module Description**  
This course is designed for complete beginners. Students will learn the basics in French in order to allow them to deal with everyday situations. Additionally the course will give students a broader understanding of the French social and cultural context.

**Module Learning Outcomes**  
Following this course, students will be able to:  
- introduce themselves and talk about what they do in life  
- handle everyday situations  
- talk about their home country  
- purchase goods and ask for their prices  
- use the present tense

**Teaching Method**  
10 classes of 3 hours, once a week. Each class will contain 20 or so students. This course will use a mixture of traditional teaching methods, as well as work in pairs and group work. Course teachers will use textbooks based on modern communicative teaching methods. Additionally the course teacher will use practical documents such as newspapers, magazine advertisements, billboards etc. thus enabling the student to better integrate and grasp the French culture. Apart from the two 90 minute tests, class participation will also be evaluated.

**Evaluation**  
- Continuous Assessment : 100 %  
Assessment in two parts : 60% continuous assessment and 40% final exam. Continuous assessment will include mid-term test, a grade for independent learning in the language laboratory (8 sessions with proof of attendance by signature of green sheet for each session), a grade for class participation. Oral expression, oral comprehension, written expression and comprehension as well as grammar will be evaluated.

**Textbook**  
There is no text book

**Bibliography**  
"A propos" Niveau A1 + Cahier d'exercices, "Ici" niveau A1 + Cahier d'exercices  
"Mobile" Niveau A1  
"Echo" Niveau A1 + cahier d'exercices  
"Café crème 1" + Cahier d'exercices  
"Guide pratique de la communication" (Didier)  
"Le Bescherelle"  
"La grammaire des tout premiers temps", niveau A1  
"450 nouveaux exercices" Clé International, niveau débutant  
"Exercices de vocabulaire en contexte", Hachette, niveau débutant

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# International Programs

## French Level A1.2 - Autumn

**Program/Intake**
Bachelor in International Business - English Track - 2019-2022

**Academic Year**
2019-2020

**Module Supervisor**
Gally Carole

**Department**
LVE

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<td>90.0 hours</td>
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**Module Description**

The title of the course is « Voulez-vous parler avec moi ? »
The course is based on a dozen different grammatical and functional topics such as: make a presentation of yourself, with name, address...etc, speak about your family, describe a person, speak about his/her personality; speak about your culture and traditions; make suggestions; speak about your likes and dislikes; simulate a shopping experience (ask for the price, choose and describe different products); organize a travel (make a reservation, choose the dates and the place).

**Module Learning Outcomes**

Following this class students will be able to:
- understand simple sentences and figure out the main topics of a conversation
- ask and answer simple questions
- read and understand simple text from books or newspapers.
- report information
- tell a story at the past tense
- write a simple message, on a post-it for instance.
- describe a picture
- have a short conversation with a native speaker.

**Teaching Method**

10 classes of 3 hours, once a week. Each class will contain 20 or so students. This course will use a mixture of traditional teaching methods, as well as work in pairs and group work. Course teachers will use textbooks based on modern communicative teaching methods. Additionally the course teacher will use practical documents such as newspapers, magazine advertisements, billboards etc. thus enabling the student to better integrate and grasp the French culture.

**Evaluation**

- Continuous Assessment : 100 %

**Textbook**

- « Rond Point 1 », Barcelone (2005)

**Bibliography**

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### International Programs

**French Level A2.1 - Autumn**

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<th>ECTS Credits</th>
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<th>US Credits</th>
<th>2.50</th>
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</table>

**Module Description**

This is a refresher course aimed at students who have studied French in high school or at university level. The course also aims to allow the false beginner to reinforce the basics already learned and to improve the student's oral and written expression.

**Module Learning Outcomes**

Following this course, students will be able to:
- Introduce themselves and their family and friends
- Express an opinion
- Make precise descriptions
- Report an event
- Express themselves in the future tense and outline future projects
- Use the comparative form
- Understand French cultural traits and compare themselves with fellow students

**Teaching Method**

10 classes of 3 hours, once a week. Each class will contain 20 or so students. This course will use a mixture of traditional teaching methods, as well as work in pairs and group work. Course teachers will use textbooks based on modern communicative teaching methods. Additionally the course teacher will use practical documents such as newspapers, magazine commercials, billboards, etc. thus enabling the student to better integrate and grasp the French culture.

**Evaluation**

- Continuous Assessment : 100 %

**Textbook**

- Français.com (débutant)
- Grammaire en dialogues (débutant)
- Exercices d'oral en contexte(débutant)
- Grammaire des premiers temps (niveau 1)

**Bibliography**

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</tr>
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<td></td>
<td>- Express their opinion</td>
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<td>- Report an event/protest and reproach</td>
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<td></td>
<td>- Make an appointment/invitation and refuse an appointment/invitation</td>
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<td></td>
<td>- Understand levels of language (colloquial, slang,….)</td>
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<td></td>
<td>- Cultural mannerisms</td>
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<td>- etc.</td>
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<td>« Y » and « En »</td>
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<td>Revision of past tense: “Imparfait” and “Passé Composé”</td>
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<td>Future tense: “futur progressif” and “futur simple”</td>
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<td>Conditional tense</td>
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International Programs

French Level A2.3 - Autumn

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**Module Description**

Students will be able to improve speaking and writing skills. Grammar will be also taught. We will use primary documents: press articles, movies, television programs, etc.

**Module Learning Outcomes**

Following this course, students will be able to:
- Express their opinion
- Report an event/protest and reproach
- Make an appointment/invitation and refuse an appointment/invitation
- Understand levels of language (colloquial, slang, …)
- Cultural mannerisms
- etc.

Grammar skills:
- Revision of pronouns “Y” and “En”
- Revision of past tense: “Imparfait” and “Passé Composé”
- Future tense: “futur progressif” and “futur simple”
- Conditional tense
- Time (date/length/frequency)

**Teaching Method**

10 classes of 3 hours, once a week. Each class will contain 20 or so students. This course will use a mixture of traditional teaching methods, as well as work in pairs and group work. Course teachers will use textbooks based on modern communicative teaching methods. Additionally, the course teacher will use practical documents such as newspapers, magazine advertisements, billboards, etc. this enabling the student to better integrate and grasp the French culture. Apart from the two 90 minute tests, class participation will also be evaluated.

**Evaluation**

- Continuous Assessment: 100%

Both oral and written exams will test the students’ ability to put into practice all he/she has learned during the year, either through individual or group testing.

**Textbook**

No textbook for this class. Primary sources, radio and TV programs, press articles, songs, etc.

**Bibliography**

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# International Programs

## French Level B1.1 - Autumn

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## Module Description

This course is designed to reinforce the student's level of French, with the particular aim of improving the student's oral and written communication in everyday situations and in the business world. Additionally, the course will enable the student to present his/her point of view with confidence.

## Module Learning Outcomes

Following this course, students will be able to:
- Understand written and oral information in relation to predictable or known situations
- Express themselves in a very comprehensible manner in both everyday situations and simple business-world situations.
- Understand the French cultural environment.

## Teaching Method

10 classes of 3 hours, once a week. Each class will contain 20 or so students. This course will use a mixture of traditional teaching methods, as well as work in pairs and group work. Course teachers will use textbooks based on modern communicative teaching methods. Additionally, the course teacher will use practical documents such as newspapers, magazine advertisements, billboards etc. thus enabling the student to better integrate and grasp the French culture.

## Evaluation

- Continuous Assessment : 100%

Both oral and written exams will test the students' ability to put into practice all he/she has learned during the year, either through individual or group testing.

## Textbook


## Bibliography

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# Syllabus

## International Programs

### French Level B1.2 - Autumn

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<td>The course aims to improve the student's oral and written communication skills. They will learn how to express an opinion and to debate in both an everyday and a professional setting. Students will be required to choose a topic and to present their findings to the class in the form of an oral presentation. The course is based on french documents: press, radio, TV, internet...</td>
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<td>Following this course, students will be able to:</td>
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<tr>
<td>- communicate and be able to respond to a diverse range of social and professional contexts.</td>
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<td>- confidently express their opinion or point of view.</td>
</tr>
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<td>- understand the French cultural environment and its evolution.</td>
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### International Programs

**French Level B1.3/B2 - Autumn**

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<td></td>
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</tr>
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<td>Teaching Method</td>
<td>Classes will be made up of 20 or so students. There will be 10 classes of 3 hours, once a week, each lesson will be divided into three parts: - part one: French language with four specific grammar points and possible reviewing of past grammar if necessary. - part two: Debating. - part three: Culture and sociology. The course teacher will use a mixture of traditional teaching methods, as well as work in pairs and group work. Additionally, prepared debates as well as group discussions relating to current affairs or newspaper articles will make up one part of the lesson. Whenever possible the course teacher will use practical documents such as: newspaper articles, magazines advertisements, etc. in the aim of helping the student's assimilation of what is an alien culture to him/her (i.e. the French culture).</td>
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# French Level B2 - Autumn

**Program/Intake**
- Bachelor in International Business - English Track - 2019-2022
- Academic Year: 2019-2020

**Module Supervisor**
- Gally Carole
- Department: LVE

## Contact Hours
- 30.0 hours
- Total Study Hours: 90.0 hours
- Coefficient: 0.0
- ECTS Credits: 5.0
- US Credits: 2.50

## Module Description
The course aims to improve the student's oral and written communication skills whilst enabling them to confidently express an opinion and to debate in both an everyday and a professional setting. Students will learn to distinguish the different types of registers and discover sociological aspects of life in France.

## Module Learning Outcomes
Following this course, students will be able to:
- communicate in a fluid manner and be able to respond to a diverse range of social and professional contexts.
- confidently express their opinion or point of view and debate in a structured manner.
- understand the French cultural environment and its evolution.

## Teaching Method
Classes will be made up of 20 or so students. There will be 10 classes of 3 hours, once a week, each lesson will be divided into three parts:
- part one: French language with four specific grammar points and possible reviewing of past grammar if necessary.
- part two: Debating.
- part three: Culture and sociology.

The course teacher will use a mixture of traditional teaching methods, as well as work in pairs and group work. Additionally, prepared debates as well as groups discussions relating to current affairs or newspaper articles will make up one part of the lesson. Whenever possible the course teacher will use practical documents such as; newspaper articles, magazines advertisements, etc. in the aim of helping the student's assimilation of what is an alien culture to him/her (i.e. the French culture).

## Evaluation
- Continuous Assessment: 100%

Both oral and written exams will test the students' ability to put into practice all he/she has learned during the year, either through individual or group testing.

## Textbook
No textbook for this class. Primary sources, radio and TV programs, press articles, songs, etc.

## Bibliography

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Module Description

Module Learning Outcomes

Teaching Method

Evaluation
- Continuous Assessment : 100 %

Textbook

Bibliography

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# International Programs

**French Level C1 - Autumn**

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**Contact Hours**

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**Module Description**

Classes in French, about culture and civilization, with a special attention to local, national and international news.

**Module Learning Outcomes**

At the end of the class, students will have identified and worked on their linguistic individual needs. They will also get to develop a more fluent and confident capacity of speaking and writing communication in a private, public or professional environment with French speakers. They will have studied argumentation technics, improved their speaking capacity (debate, presentation) and also their writing skills particulary by using different communication tools used in companies. They will be able to develop a better global understanding of contemporary French society (specialy economic and social aspects). In addition, they will experience intercultural teamwork.

**Teaching Method**

Classes will be made up of 15 or so international students. There will be 11 classes of 3 hours, once a week.

Classes will include the following:
- French society and current events
- cultural exchange around the different nationalities in the classroom
- grammar adapted to the level of the group and the requests of the group

Classes will alternate between group and individual work, role playing and debates, presentations by students (about their countries, as well as a theme concerning France and our contemporary society, the economy and culture) Additionally the course teacher will use practical documents and audio-video material.

**Evaluation**

- Continuous Assessment : 100 %

Both oral and written exams will test the students' ability to put into practice all he/she has learned during the year, either through individual or group testing.

**Textbook**

No textbook for this class. Primary sources, radio and TV programs, press articles, songs, etc.

**Bibliography**

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**Program/Intake**
Bachelor in International Business - English Track - 2018-2021

**Academic Year**
2019-2020

**Module Supervisor**
Calamel Ludivine

**Department**
HOS

**Contact Hours**
30.0 hours

**Total Study Hours**
90.0 hours

**Coefficient**
1.0

**ECTS Credits**
5.0

**US Credits**
2.50

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**Module Description**
People are at the heart of organisations and are often one of the most important resources available to management. However, managers have traditionally regarded human resource management (HRM) as a necessary evil, rather than a source of value to an organization. Recent research challenges this view: HR practices are likely to be an organization's source of competitive advantage. Indeed, decisions such as whom to hire, how much to pay, what training to offer, and how to evaluate employees - this all affects employees' ability to provide goods and / or services to clients. Hence, one of our objectives is to learn about these various policies and practices. Through case studies and problem-solving exercises, you will be better prepared to identify critical problems, evaluate various courses of action, and defend your own decisions.

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**Module Learning Outcomes**
The objectives of this course are to
- provide an introduction to Human Resource Management and the factors that affect the management of human resources
- understand the various functions HR departments carry out in organisations as well as the resources and competencies necessary to fulfil these functions
- understand conceptual and analytical frameworks which help organisations to decide upon approaches and strategies in the management of their workforce
- understand key challenges HRM departments are facing today
- develop managerial competences to recruit, retain and motivate employees

---

**This module has a high level of contribution to the following learning goals for the program**

**Learning goal 1:** Is able to adapt, evolve and cooperate in an international and/or culturally diverse environment
- Demonstrates comprehension of economic differences and the global business environment
- Has developed a sense of intercultural awareness, tolerance and respect

**Learning goal 2:** Has developed effective communication skills
- Demonstrates clear and concise written communication

**Learning goal 2:** Has developed critical thinking and problem-solving skills
- Is able to collect, in a relevant, organized and non-biased way, the necessary information and data
- Is able to question the quality of the information used (rigour, reliability, value of evidence, etc.) and to identify and weigh opposing arguments and evidence fairly

**Learning goal 2:** Is able to work effectively and constructively in a group
- Is able to work effectively and constructively in a group
### Teaching Method

The course will be primarily discussion oriented. It is important that the students bear in mind that at this level, learning is a “two-way process”. The success of the class depends on students' contributions in the form of comments, questions, and real-life examples. Readings will be assigned to supplement the in-class material. Teaching methods include:

- Presentations
- Discussions of case studies, articles, and handouts
- In-class exercises and questionnaires
- Case study over two days

### Evaluation

- Examination : 60 %
- Continuous Assessment : 40 %

Each student will be evaluated on their individual and group performances in each of the following components:

1. Individual exam at the end of the semester 60%
2. Group work (total 30%): group work on case study
3. Group presentation (10%)

### Textbook

There is no text book. This course is article based. Articles will be provided on moodle. Students are encouraged to use the existing HRM books in the library for additional readings.

### Bibliography

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## Market Research

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<td>Contact Hours</td>
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### Module Description

In an increasingly fluid & rapidly changing international market place, organisations need to be able to gain an effective understanding of the current & future needs of the market place & behavioural factors that influence them. Organisations need to be able to swiftly, cost effectively & accurately assess these needs to assist their strategists & marketing planners in effective decision making on what markets to target & what products/services to offer to them. They also need to understand what current attitudes & perceptions are towards them, their competitors and the products & services currently offered.

By developing an understanding of how through marketing research, these issues can be studied, understood & learned from, students will develop an understanding of the importance of these topics, how to apply them in a commercial environment & their place within the broader marketing & strategic planning framework.

### Module Learning Outcomes

On completion of the subject students should:

1. Understand the major principles of marketing research, its scope, challenges and benefits, and how it impacts on the marketing decisions.

2. Be familiar with the main methods of conducting marketing research, and be able to make informed choices to the most suitable ones for particular types of research problem.

3. Have practical experience of developing, executing, evaluating & reporting on, a marketing research project to address a specific research problem, related to consumer behaviour issues.

4. Have an understanding of how through marketing research, organisations can effectively impact marketing decision making, become more customer focussed, marketing oriented and ultimately achieve greater profitability.

---

### This module has a high level of contribution to the following learning goals for the program

**Learning goal 1:** Has developed effective communication skills  
Demonstrates clear and concise written communication

**Learning goal 2:** Has developed critical thinking and problem-solving skills  
Is able to collect, in a relevant, organized and non-biased way, the necessary information and data

**Learning goal 2:** Is able to work effectively and constructively in a group  
Is able to work effectively and constructively in a group
### Teaching Method

The module will consist of lecture inputs, seminars, role playing, investigative research, class discussions and student led workshops.

Case study material, academic journal articles, and video case studies relating to marketing research & consumer behaviour will be provided to enhance the learning experience.

Case study examples will be linked to academic theory where students will be able to gain practical insights into marketing research & consumer behaviour.

It is expected that students will complete the required case study reading material in advance and through the learning environment be able to make a full contribution to class discussions on a variety of marketing research & consumer behaviour related issues.

Students will be encouraged to do their own research & bring in topical examples of effective marketing research & consumer behaviour, to develop not only their own research skills, but to build classroom knowledge.

### Evaluation

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The module is assessed in two parts:

Continuous assessment: 40%  
Written group report + oral presentation

Individual assessment: 60%  
Final exam: (2 hours, closed book)

**Assessment Criteria:**

**Presentation:**  
(A copy of the slides & supporting material shall be submitted at the presentation)  
1. Content  
2. Structure  
3. Verbal communications & body language  
4. Use of visual aids  
5. Effective team working & preparation

**Report:**  
(a bound copy of the report & an electronic copy are to be submitted)  
1. Appropriateness of the answer (content and scope).  
2. Appropriateness of the theoretical framework and concepts.  
3. Ability to apply theory and concepts to practice.  
4. Utilisation of examples and illustrations.  
5. Evidence of relevant in depth reading and research.  
6. Quality of structure and presentation of the answer.

**Examination:**  
(2 hours closed book, several questions typically in short essay format)  
1. Appropriateness of the answer (content and scope).  
2. Appropriateness of the theoretical framework and concepts.  
3. Ability to apply theory and concepts to practice.  
4. Utilisation of examples and illustrations.  
5. Quality of structure and presentation of the answers.

### Textbook

# International Programs

## Corporate Finance

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<th>Bachelor in International Business - English Track - 2018-2021</th>
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<td>Module Supervisor</td>
<td>Jaballah Jamil</td>
<td>Department</td>
<td>GDF</td>
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</table>

| Contact Hours | 30.0 hours | Total Study Hours | 90.0 hours | Coefficient | 1.0 | ECTS Credits | 5.0 | US Credits | 2.50 |

| Module Description | The course is based on selected chapters of the text book by Berk and DeMarzo "Corporate Finance", covering the following:  
1. Time value, Interest rates and Investment decisions  
2. Fundamentals of capital budgeting and Valuing bonds  
3. Capital Budgeting and Valuation with leverage  
4. Leasing |

| Module Learning Outcomes | 1. Understand the principles underlying investment decisions  
2. Master the main tools of capital budgeting  
3. Be capable of comparing the costs of different sources of financing |

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This module has a high level of contribution to the following learning goals for the program

**Learning goal 1:** Has acquired general business knowledge, tools and concepts  
Demonstrates an understanding of the fundamentals in accounting, finance and law, marketing, operations, strategy, HR and project management and the capacity to apply them

**Learning goal 2:** Has developed critical thinking and problem-solving skills  
Is able to identify root causes of a problem

### Teaching Method

Lecture and exercises. Students are expected to read the suggested chapters of the basic text book regularly (before and after classes). The reading of the relevant chapters of the other suggested text books is highly recommended as complementary study. Students are also expected to be active in class.  
Students are advised to go through the following modules of "Cross Knowledge":  
1. Fundamentals of Finance, parts 1, 2 and 3  
2. Understanding Financial instruments, all parts except that on options  
3. Value creation, parts 1 and 5

### Evaluation

- Examination : 60 %  
- Continuous Assessment : 40 %

Group homework and final exam. Each assessment will be on all the covered concepts and tools. For the final exam, students are allowed to come with a 4 page self written summary of the course.

### Textbook

|                     | CHARREAUX: "Finance d'Entreprise", Litec 1994  
|                     | ROSS, WESTERFIELD & JAFFE: "Finance Corporate"  
|                     | SOLNIK: "Gestion Financière", Nathan  
|                     | VERNIMMEN, P: "Finance d'Entreprise"  
|                     | Any other Corporate Finance textbook  

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## Module Description

This course is an introductory survey of fundamental issues in international relations, and the interaction among politics, the economy, geography and culture. It will inevitably deal with concepts such as the nation-state, national sovereignty, power, and the nature and origins of conflict. A special emphasis will be put on what Gerard Toal calls 'the axes of power and conflict' and students will be given the conceptual framework to help them understand that what is called global politics is essentially parochial.

## Module Learning Outcomes

Students will be introduced to research methods by giving them homework assignments in which they are expected to show their autonomy, research skills, and communication abilities. They will also be encouraged to maintain an exploratory mind-set. The right conditions will be created to enable them to have their own understanding of events and to think up their own ideas about the issues that we will cover in this course.

## This module has a high level of contribution to the following learning goals for the program

**Learning goal 1:** Is able to adapt, evolve and cooperate in an international and/or culturally diverse environment  
Has developed a sense of intercultural awareness, tolerance and respect  
**Learning goal 2:** Has developed critical thinking and problem-solving skills 
Is able to identify root causes of a problem

## Teaching Method

The course will comprise lectures, presentations, seminars and debates based on readings of fundamental texts by essential thinkers and major specialists.

## Evaluation

- Continuous Assessment : 100%

Students' work will be evaluated in the following way:

1) Knowledge of assigned readings demonstrated through participation in class discussions and attendance: 10%
2) Quiz 1: 10%
3) Preparation and moderation of a debate: 20%
4) Quiz 2: 10%
5) Presentation 1: 20%
6) Presentation 2: 10%
6) Final Quiz: 20%
<table>
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# Introduction to Negotiation

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<td>Module Supervisor</td>
<td>Foss Celine</td>
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| Contact Hours | 15.0 hours | Total Study Hours | 45.0 hours | Coefficient | 0.5 | ECTS Credits | 2.5 | US Credits | 1.25 |

## Module Description
This course is designed to introduce students to the fundamentals of successful negotiation. The main topics that will be covered are:

- Introduction to Negotiation Theory
- Negotiation Vocabulary and Key Concepts
- Types of Negotiation
- Individual vs. Team Negotiations
- Intercultural Negotiation

## Module Learning Outcomes
At the end of this module, participants should be able to:

- Give a thorough and accurate definition of what it means to NEGOTIATE
- Define key vocabulary terms related to negotiation
- Recognize key negotiation elements in a simple case study
- Enumerate the four possible outcomes of a negotiation
- Identify potential challenges specific to intercultural negotiation
- Thoroughly and accurately complete a Pre and Post Negotiation Worksheet
- Conduct a negotiation simulation, individually or as part of a team, using information from their Pre Negotiation Worksheets
- Integrate basic cultural variables into a simple, trans-national negotiation

This module has a high level of contribution to the following learning goals for the program:

### Learning goal 1: Is able to adapt, evolve and cooperate in an international and/or culturally diverse environment
Has developed a sense of intercultural awareness, tolerance and respect

### Learning goal 2: Is able to work effectively and constructively in a group
Is able to work effectively and constructively in a group

## Teaching Method
This module is highly interactive. The following teaching/learning methods will be used:

- Short lectures by instructor to introduce new theory
- Group discussions and negotiation debriefings
- Case Studies
- Negotiation simulations
- Readings

## Evaluation
- Continuous Assessment : 100 %

100% Continuous Assessment : group case, individual exercises, quizzes, cases

## Textbook

Students are expected to familiarise themselves with the principles of marketing research & basic consumer behavior by background reading of related texts. In addition students will also be expected to read any set readings supplied prior to attendance of the teaching sessions.
# French Society

<table>
<thead>
<tr>
<th>Program/Intake</th>
<th>Bachelor in International Business - English Track - 2018-2021</th>
<th>Academic Year</th>
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<td>Module Supervisor</td>
<td>Gally Carole</td>
<td>Department</td>
<td>HOS</td>
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| Contact Hours | 15.0 hours | Total Study Hours | 45.0 hours | Coefficient | 0.5 | ECTS Credits | 2.5 | US Credits | 1.25 |

**Module Description**

This course will be taught in English and will study topics connected to the French society such as composition and social organisation, territory - Immigration - the young people - education - leisure and spare time. Students will be asked to share their experience here in France as international students and to participate as much as possible in class and compare their experience and their country with France. They will also prepare an oral presentation of 20 minutes on a given topic connected to French society. Students will also have to write an analysis based on the book "60 million Frenchmen can't be wrong" by J.B Nadeau.

**Module Learning Outcomes**

This course will help students understand the society they are living in, by offering an in-depth analysis of the organisation of French society through its social classes, political system, educational system, and immigration policies.

This course will also examine the daily life of French people through their environment, their work, companies and also their leisure activities.

By the end of the course students will have acquired a French perspective of the society they have integrated. Moreover, they will be able to explain the environment they are living in, how the French live, what fears they have, how they create social links, what their work represents for them, what the role of the family is in France.

**Teaching Method**

The teacher will use movies, press articles, books. The course will combine both the analysis of the teacher and the oral presentations of students done either individually or in group.

**Evaluation**

- Continuous Assessment : 100 %

Students will do an individual presentation in class that they will have to prepare in advance, they will also do various team work in class. They will have to hand in several written analyses and they will do a written test in the last session.

Oral presentation : 40%
Written work: 40%
Quiz : 20%

**Textbook**

Sixty Million Frenchmen Can't Be Wrong - Jean-Benoit Nadeau et Julie Barlow
Bibliography

- Atlas des français aujourd'hui - Dynamiques, modes de vie et valeurs - Laurence Duboys Fresney
- Sommes-nous des paresseux ? Et 30 autres questions sur la France et les français - Guillaume Duval
- Francoscopie - Gérard Mermet

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International Programs

**Small & Family Business**

<table>
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**Module Description**

The module focuses on management in the context of small and family businesses. As such, it aims to provide a practical and current review of small and family business sectors by taking a diagnostic approach to the crafting of effective growth strategies.

This course allows participants to 'step into the shoes' of family and small business owners/managers and obtain a unique fast track learning experience in understanding the fundamentals and challenges in running and growing an existing company. Participants will analyze a range of complex and interacting challenges that any growing business faces, relating to legal frameworks, marketing, finance, business operations and human resources. The course will also explore and analyze family business continuity challenges and best management, family, and governance practices for leading growth oriented family-owned businesses.

**Module Learning Outcomes**

By the end of the module, participants should be able to:
- Examine the specific factors that small and family businesses face on the journey of business growth;
- Evaluate the factors that may lead to business success or business failure in small & family business contexts;
- Understand the special characteristics of family businesses;
- Understand the basics about funding of growth businesses.

This module has a high level of contribution to the following learning goals for the program:

**Learning goal 1:** Has developed critical thinking and problem-solving skills
- Is able to identify root causes of a problem
- Is able to question the quality of the information used (rigour, reliability, value of evidence, etc.) and to identify and weigh opposing arguments and evidence fairly

**Teaching Method**

Theory and case discussions will put participants in situations where they have to analyze and discuss solutions to managerial issues in the small and family business context. Preparation, written reports and discussion will also be used to explore understanding and application of core concepts.

**Evaluation**

- Continuous Assessment : 100 %
  - Continuous Assessment (group work): 40 % (e.g. Business plan, Financial projections, Business plan presentation, etc.)
  - Continuous Assessment (Individual): 60 % (e.g. Participation, Exam, etc.)
|-------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|


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# French Level A1.1 - Spring

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<td>Module Supervisor</td>
<td>Gally Carole</td>
<td>Department</td>
<td>LVE</td>
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</table>

| Contact Hours | 30.0 hours | Total Study Hours | 90.0 hours | Coefficient | 0.0 | ECTS Credits | 5.0 | US Credits | 2.50 |

**Module Description**

This course is designed for complete beginners. Students will learn the basics in French in order to allow them to deal with everyday situations. Additionally the course will give students a broader understanding of the French social and cultural context.

**Module Learning Outcomes**

Following this course, students will be able to:
- introduce themselves and talk about what they do in life
- handle everyday situations
- talk about their home country
- purchase goods and ask for their prices
- use the present tense

**Teaching Method**

10 classes of 3 hours, once a week. Each class will contain 20 or so students. This course will use a mixture of traditional teaching methods, as well as work in pairs and group work. Course teachers will use textbooks based on modern communicative teaching methods. Additionally the course teacher will use practical documents such as newspapers, magazine advertisements, billboards etc. thus enabling the student to better integrate and grasp the French culture. Apart from the two 90 minute tests, class participation will also be evaluated.

**Evaluation**

- Continuous Assessment : 100 %

Assessment in two parts : 60% continuous assessment and 40% final exam. Continuous assessment will include mid-term test, a grade for independent learning in the language laboratory (8 sessions with proof of attendance by signature of green sheet for each session), a grade for class participation. Oral expression, oral comprehension, written expression and comprehension as well as grammar will be evaluated.

**Textbook**

There is no text book

**Bibliography**

"A propos" Niveau A1 + Cahier d'exercices, "Ici" niveau A1 + Cahier d'exercices
"Mobile" Niveau A1
"Café crème 1" + Cahier d'exercices
"Guide pratique de la communication" (Didier)
"Le Bescherelle"
"La grammaire des premiers temps", volume 1
"450 nouveaux exercices" Clé International, niveau débutant
"Exercices de vocabulaire en contexte", Hachette, niveau débutant

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## International Programs

### French Level A1.2 - Spring

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### Module Description

The title of the course is « Voulez-vous parler avec moi ? »
The course is based on a dozen different grammatical and functional topics such as : make a presentation of yourself, with name, address...etc, speak about your family, describe a person, speak about his/her personality; speak about your culture and traditions; make suggestions; speak about your likes and dislikes; simulate a shopping experience (ask for the price, choose and describe different products); organize a travel (make a reservation, choose the dates and the place)

### Module Learning Outcomes

Following this class students will be able to:
- understand simple sentences and figure out the main topics of a conversation
- ask and answer simple questions
- read and understand simple text from books or newspapers.
- report information
- tell a story at the past tense
- write a simple message, on a post-it for instance.
- describe a picture
- have a short conversation with a native speaker.

### Teaching Method

10 classes of 3 hours, once a week. Each class will contain 20 or so students. This course will use a mixture of traditional teaching methods, as well as work in pairs and group work. Course teachers will use textbooks based on modern communicative teaching methods. Additionally the course teacher will use practical documents such as newspapers, magazine advertisements, billboards etc. thus enabling the student to better integrate and grasp the French culture.

### Evaluation

- Continuous Assessment : 100 %

### Textbook

« Rond Point 1 », Barcelone (2005 )

### Bibliography

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# Syllabus

**Program/Intake**  
Bachelor in International Business - English Track - 2019-2022  

**Academic Year**  
2019-2020  

**Module Supervisor**  
Gally Carole  

**Department**  
LVE  

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**Description**  
This is a refresher course aimed at students who have studied French in high school or at university level. The course also aims to allow the false beginner to reinforce the basics already learned and to improve the student's oral and written expression.

**Module Learning Outcomes**  
Following this course, students will be able to:
- Introduce themselves and their family and friends
- Express an opinion
- Make precise descriptions
- Report an event
- Express themselves in the future tense and outline future projects
- Use the comparative form
- Understand French cultural traits and compare themselves with fellow students

**Teaching Method**  
10 classes of 3 hours, once a week. Each class will contain 20 or so students. This course will use a mixture of traditional teaching methods, as well as work in pairs and group work. Course teachers will use textbooks based on modern communicative teaching methods. Additionally, the course teacher will use practical documents such as newspapers, magazine commercials, billboards, etc. thus enabling the student to better integrate and grasp the French culture.

**Evaluation**  
- Continuous Assessment: 100 %

**Textbook**  
- Français.com (débutant)
- Grammaire en dialogues (débutant)
- Exercices d'oral en contexte (débutant)
- Grammaire des premiers temps (niveau 1)

**Bibliography**  

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### Syllabus

**Programme/Session**  
Bachelor in International Business - English Track - 2019-2022  
**Année Académique**  
2019-2020  

**Responsable de module**  
Gally Carole  
**Département**  
LVE

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<td>0.0</td>
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**Description du cours**  
Students will be able to improve speaking and writing skills. Grammar will be also taught. We will use primary documents: press articles, movies, television programs, etc.

**Acquis à l'issue du module**  
Following this course, students will be able to:  
- Express their opinion  
- Report an event/protest and reproach  
- Make an appointment/invitation and refuse an appointment/invitation  
- Understand levels of language (colloquial, slang, …)  
- Cultural mannerisms  
- etc.

Grammar skills:  
Revision of pronouns  
« Y » and « En »  
Revision of past tense: “Imparfait” and “Passé Composé”  
Future tense: “futur progressif” and “futur simple”  
Conditional tense  
Time (date/length/frequency)

**Méthode d'enseignement**  
10 classes of 3 hours, once a week. Each class will contain 20 or so students. This course will use a mixture of traditional taching methods, as well as work in pairs and group work. Course teachers will use textbooks based on modern communicative teaching methods. Additionally the course teacher will use practical documents such as newspapers, magazine advertisements, billboards etc. thus enabling the student to better integrate and grasp the French culture. Apart from the two 90 minute tests, class participation will also be evaluated.

**Evaluation**  
- Contrôle continu : 100 %  
Both oral and written exams will test the students’ ability to put into practice all he/she has learned during the year, either through individual or group testing.

**Manuel de référence**  
No textbook for this class. Primary sources, radio and TV programs, press articles, songs, etc.

**Ouvrages complémentaires**

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# French Level A2.3 - Spring

## Program/Intake
- Bachelor in International Business - English Track - 2019-2022
- Academic Year: 2019-2020

## Module Supervisor
- Gally Carole
- Department: LVE

## Contact Hours
- 30.0 hours
- Total Study Hours: 90.0 hours
- Coefficient: 0.0
- ECTS Credits: 5.0
- US Credits: 2.50

## Module Description
Students will be able to improve speaking and writing skills. Grammar will be also taught. We will use primary documents: press articles, movies, television programs, etc.

## Module Learning Outcomes
- Express their opinion
- Report an event/protest and reproach
- Make an appointment/invitation and refuse an appointment/invitation
- Understand levels of language (colloquial, slang,...)
- Cultural mannerisms
- etc.

Grammar skills:
- Revision of pronouns
- Revision of past tense: “Imparfait” and “Passé Composé”
- Future tense: “futur progressif” and “futur simple”
- Conditional tense
- Time (date/length/frequency)

## Teaching Method
- 10 classes of 3 hours, once a week. Each class will contain 20 or so students.
- This course will use a mixture of traditional teaching methods, as well as work in pairs and group work. Course teachers will use textbooks based on modern communicative teaching methods. Additionally, the course teacher will use practical documents such as newspapers, magazine advertisements, billboards, etc., thus enabling the student to better integrate and grasp the French culture. Apart from the two 90-minute tests, class participation will also be evaluated.

## Evaluation
- Continuous Assessment: 100%
- Both oral and written exams will test the students’ ability to put into practice all he/she has learned during the year, either through individual or group testing.

## Textbook
- No textbook for this class. Primary sources, radio and TV programs, press articles, songs, etc.

## Bibliography

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International Programs

French Level B1.1 - Spring

<table>
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<tr>
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<td>Department</td>
<td>LVE</td>
</tr>
</tbody>
</table>

| Contact Hours | 30.0 hours | Total Study Hours | 90.0 hours | Coefficient | 0.0 | ECTS Credits | 5.0 | US Credits | 2.50 |

| Module Description | This course is designed to reinforce the student's level of French, with the particular aim of improving the student's oral and written communication in everyday situations and in the business world. Additionally the course will enable the student to present his/her point of view with confidence. |

| Module Learning Outcomes | Following this course, students will be able to:  
| - Understand written and oral information in relation to predictable or known situations  
| - Express themselves in a very comprehensible manner in both everyday situations and simple business-world situations.  
| - Understand the French cultural environment. |

| Teaching Method | 10 classes of 3 hours, once a week. Each class will contain 20 or so students. This course will use a mixture of traditional teaching methods, as well as work in pairs and group work. Course teachers will use textbooks based on modern communicative teaching methods. Additionally the course teacher will use practical documents such as newspapers, magazine advertisements, billboards etc. thus enabling the student to better integrate and grasp the French culture. |

| Evaluation | • Continuous Assessment : 100 %  
Both oral and written exams will test the students' ability to put into practice all he/she has learned during the year, either through individual or group testing. |


Bibliography

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## International Programs

### French Level B1.2 - Spring

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### Module Description

The course aims to improve the student's oral and written communication skills. They will learn how to express an opinion and to debate in both an everyday and a professional setting. Students will be required to choose a topic and to present their findings to the class in the form of an oral presentation.

The course is based on French documents: press, radio, TV, internet...

### Module Learning Outcomes

Following this course, students will be able to:
- Communicate and be able to respond to a diverse range of social and professional contexts.
- Confidently express their opinion or point of view.
- Understand the French cultural environment and its evolution.

### Teaching Method

10 classes of 3 hours, once a week. Each class will contain 20 or so students. This course will use a mixture of traditional teaching methods, as well as work in pairs and group work. Course teachers will use textbooks based on modern communicative teaching methods. Additionally, the course teacher will use practical documents such as newspapers, magazine advertisements, billboards, etc., thus enabling the student to better integrate and grasp the French culture.

### Evaluation

- Continuous Assessment: 100 %

### Textbook

No textbook for this class. Primary sources, radio and TV programs, press articles, songs, etc.

### Bibliography

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# International Programs

## French Level B1.3 - Spring

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## Module Description

The course aims to improve the student's oral and written communication skills. They will learn how to express an opinion and to debate in both an everyday and a professional setting. Students will be required to choose a topic and to present their findings to the class in the form of an oral presentation. The course is based on French documents: press, radio, TV, internet...

## Module Learning Outcomes

Following this course, students will be able to:
- communicate in a fluid manner and be able to respond to a diverse range of social and professional contexts.
- confidently express their opinion or point of view.
- understand the French cultural environment and its evolution.

## Teaching Method

Classes will be made up of 20 or so students. There will be 10 classes of 3 hours, once a week, each lesson will be divided into three parts:
- part one: French language with four specific grammar points and possible reviewing of past grammar if necessary.
- part two: Debating.
- part three: Culture and sociology.

The course teacher will use a mixture of traditional teaching methods, as well as work in pairs and group work. Additionally, prepared debates as well as group discussions relating to current affairs or newspaper articles will make up one part of the lesson. Whenever possible the course teacher will use practical documents such as; newspaper articles, magazines advertisements, etc. in the aim of helping the student's assimilation of what is an alien culture to him/her (i.e. the French culture).

## Evaluation

- Continuous Assessment: 100%  

## Textbook

No textbook for this class. Primary sources, radio and TV programs, press articles, songs, etc.

## Bibliography

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# French Level C1 - Spring

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</tbody>
</table>

| Contact Hours | 30.0 hours | Total Study Hours | 90.0 hours | Coefficient | 0.0 | ECTS Credits | 5.0 | US Credits | 2.50 |

| Module Description | Classes in French, about culture and civilization, with a special attention to local, national and international news. |

| Module Learning Outcomes | At the end of the class, students will have identified and worked on their linguistic individual needs. They will also get to develop a more fluent and confident capacity of speaking and writing communication in a private, public or professional environment with french speakers. They will have studied argumentation technics, improved their speaking capacity (debate, presentation) and also their writing skills particulary by using different communication tools used in companies. They will be able to develop a better global understanding of contemporary French society (specialy economic and social aspects). In addition, they will experience intercultural teamwork. |

| Teaching Method | Classes will be made up of 15 or so international students. There will be 11 classes of 3 hours, once a week. Classes will include the following: - French society and current events - cultural exchange around the different nationalities in the classroom - grammar adapted to the level of the group and the requests of the group Classes will alternate between group and individual work, role playing and debates, presentations by students (about their countries, as well as a theme concerning France and our contemporary society, the economy and culture) Additionally the course teacher will use practical documents and audio-video material. |

| Evaluation | • Continuous Assessment : 100 % Both oral and written exams will test the students' ability to put into practice all he/she has learned during the year, either through individual or group testing. |

| Textbook | No textbook for this class. Primary sources, radio and TV programs, press articles, songs, etc. |

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