

**BUSINESS AND MARKETING PROGRAM**  
**BUSINESS COURSES in ENGLISH**  
**ACADEMIC YEAR 2016/2017**

COURSES	FALL		SPRING	
	Hours	Credits	Hours	Credits
<b>MARKETING SALES AND COMMUNICATION</b>				
International Marketing	40	4		
Marketing Tools	20	2		
Specific Forms of Negotiation	20	2		
Intercultural Negotiation	20	2		
Strategic Marketing			20	2
Services Marketing			40	4
International Negotiation			20	2
Business Game			20	2
<b>FINANCE</b>				
Management and Financial Tools	20	2		
General Accounting	20	2		
Budget Management			20	2
Financial Analysis			20	2
<b>HUMAN RESSOURCES</b>				
Project Management	20	2		
Press Release	20	2		
Events Communication & Web Communication			20	2
Human Resources Management			20	2
<b>STRATEGY ECONOMY AND LAW</b>				
International Institutions	20	2		
French Business in Europe	20	2		
French Market Study	20	2		
International Law			20	2
European Integration			20	2
Research Methods			20	2
<b>LANGUAGE AND CIVILISATIONS</b>				
French Seminar	20	2		
French as a Foreign Language	20	2	20	2
Business English	20	2	20	2
Intercultural Exchange Report (spring)			20	2
	<b>TOTAL :</b>	<b>30</b>	<b>TOTAL :</b>	<b>30</b>

UPDATED FEBRUARY 2016—SUBJECT TO CHANGES

## **MARKETING SALES AND COMMUNICATION**

### **International Marketing (fall)**

This course completes student training in marketing by extending the national context to a global context. It allows him to realize the importance of foreign markets and the necessity to implement international development and to target markets in foreign countries. Thus, the concepts of strategic marketing and mix marketing are revisited in a comprehensive framework.

### **Marketing Tool (fall)**

After a brief introduction of the main marketing concepts and definitions, students will learn how to use marketing tools to analyse markets and firms. They will also use marketing tools to understand and optimize marketing strategy and marketing mix.

### **Specific Forms of Negotiation (fall)**

The objectives are for students to master the different forms of negotiation as well as the common and specific points of each type of negotiation. They will also learn the "commercial purchase", the various forms of commercial negotiation and the negotiation in position buyer

### **Intercultural Negotiation (fall)**

The student will have to study those differences and learn how to manage intercultural teams, study the definition of culture and how it applies to international cultural issues. Concepts and issues surrounding international culture and business management. Discover specific skills that will increase the student's ability to integrate with, live within and enjoy a foreign culture. Select and better understand a foreign culture, and how to manage cross cultural teams in an international environment.

### **Strategic Marketing (spring)**

Markets move faster than marketing. Based on rigorous research, this course provides the latest tools, techniques and leading-edge thinking to help students recreate the marketing strategy and mix and retain the competitive edge.

### **Services Marketing (spring)**

The specifics of the Services : What is a service ? The structure of the sector and types of services. Differences between goods and services. Notions of global product and associated services. The service experience: the interaction between customer and employees. The key elements of Service Marketing: The component of a Service Marketing-mix. Strategies of diversification through services.

Implications of Marketing and Management: The service experience, quality (how to measure it? how to warrantee it?), the customer relationship (employees, recruiting, training, organization...).

## **International Negotiation (spring)**

International Negotiations takes students through the entire negotiation process, from preparing to negotiate to closing the deal. This course gives students the essential language, skills and techniques needed for successful negotiations and cover topics such as relationship-building, questioning techniques, decoding body language, bargaining and the powers of persuasion. Challenging role-plays and skill-building games further develop key negotiation and language skills, while the Key and Commentary provide valuable insights into all aspects of negotiating, including the importance of understanding cultural differences when negotiating.

## **Business Game (spring)**

This simulation game gets students in groups have to manage a company in a competitive environment. They must manage the different aspects of their company (stock, investment, strategy, ...) They must make some choice with what is given to them. They have task to be done and report to the organizer to make sure they are going in the right direction.

## **FINANCE**

### **Management and Financial Tools (fall)**

Financial Management will present the necessary tools required to objectively approach and solve financial problems. The course facilitates the student's ability to synthesize and incorporate the presented tools as well as other academic and professional experiences into a standard yet flexible model for solving financial management problems. This course will discuss and teach the tools required to objectively make: capital budgeting, capital structure and working capital decisions.

### **General Accounting (fall)**

This course makes it easy to acquire theoretical and practical knowledge of accounting. It allows the identification of important concepts embodied by numerous examples.

At the end of the course, students will:

- Understand the concept of provisions,
- Understand the different depreciation methods,
- Familiarize all commercial and business transactions into accounting operations.

In this way, the student has acquired a general accounting education based on a rational basis for treatment of future business functions in accounting.

### **Budget Management (spring)**

This course enables students to the characteristics of a budget system and budget elaboration procedures. The main budgets (sales budget, income forecast and expenses). Budgeting for central services (classical method and ZBB : Zero Based Budgeting). Sum-up documents (projected profit and loss, cash flow and financing plans)

## **Financial Analysis (spring)**

Common-size financial statements and financial ratios remove the effect of size, allowing comparisons of a company with peer companies (cross-section analysis) and comparison of a company's results over time (trend or time-series analysis).

Activity ratios measure the efficiency of a company's operations, such as collection of receivables or management of inventory.

Liquidity ratios measure the ability of a company to meet short

-term obligations. Solvency ratios measure the ability of a company to meet long

-term obligations. Profitability ratios measure the ability of a company to generate profits from revenue and assets.

Ratios can also be combined and evaluated as a group to better understand how they fit together and how efficiency and leverage are tied to profitability.

## **HUMAN RESSOURCES**

### **Project Management (fall)**

Provide a general understanding and knowledge on project management:

- Set project objectives,
- Define the appropriate project organization and execution plan
- Define and schedule project work, estimate the workload and the required man
- Hours to meet your milestones
- Build up an initial budget and its breakdown
- Manage critical interface at each stage of the project

### **Press Release (fall)**

This course teaches you everything that is needed about writing press releases in an easy and comprehensive manner.

- To familiarize students with different newspapers and reports.
- Understanding and utilizing Writing skills and adapting them across Media.
- Elaborating a strategy for understanding strategies of Newsmakers.

### **Events Communication & Web Communication (spring)**

Events communication course is organized in two stages:

- a first theoretical stage to review the fundamentals of marketing communications mix and acquire the fundamentals of project management,
- a second practical stage during which the teacher acts as a consultant towards the working groups.

Web communication course is organized in two stages:

- a first theoretical stage to review the fundamentals of digital communications tools
- a second practical stage during which the teacher acts as a consultant towards the working groups.

## **Human Resources Management (spring)**

The course aims to help students to master the basics of the HR processes and to understand the challenges of implementation of the HR practices worldwide.

Based on an active pedagogy, each session has two parts. The first is dedicated to the presentation of an HR process by a group of students (recruitment, training ...). In the second part, the teacher presents the international aspect of this practice (international recruitment...).

The group work is part of the evaluation because in the final exam, 12 points of the final exam are dedicated to what students have learned from their class presentation.

## **STRATEGY ECONOMY AND LAW**

### **International Institutions (fall)**

This course introduces students to the fundamentals of International Institutions, their role and functioning. The objectives of the readings, discussions, exercises and assignments of this course are

planned so as to enable students to better understand the need and functioning of organizations across the world and the impact they can have on nations and societies.

Students are expected to keep themselves abreast of world events of importance by following various International media and information sources so as to better understand the role of International Institutions in today's changing world

### **French Business in Europe (fall)**

This course aims at providing the students with a greater understanding of Europe and the place of France and French companies in the European Business world.

Students will explore ways of trying to understand the world views

as well as understanding the theoretical framework of strategy employed by French companies to be present in markets across Europe.

### **French Market Study (fall)**

This course develop knowledge of French companies in the European area. The 8 sections allows students to understand the issues, history and specifics of management practiced in French companies, Reflection of diversity, together with the evolution of the mid-nineteenth century to the present. This course can also help address societal issues such as the attitude of the employers deal with strikes, women's work, the Europe an directives, globalization...

### **International Law (spring)**

The course is divided into 3 parts. In each part, teacher has to use examples and mini cases to study to ease the way of comprehension.

The course enables students to get a legal culture dealing with international trade issues.

They should understand the role of each stakeholder.

## **European Integration (spring)**

The course deals with key aspects of the European economic and business environment in which companies operate. The objective is to provide an insight in the economic developments that are changing the European and global market place today.

The course focus on four main parts: the EU integration, the decision making in the EU, the economic and monetary union and the common policies.

## **Research Methods (spring)**

The scientific method and the idea of science is introduced to students by various examples touching the lives of students. A step by step approach via exercises of the research process including topic and problem definition, research methodology and approaches, literature review, data gathering and analysis.

## **LANGUAGE AND CIVILISATIONS**

### **French Seminar (fall)**

### **French as a Foreign Language (fall and/or spring)**

### **Business English (fall and/or spring)**

The aim of those courses is to enable the students to achieve functional fluency in a language as a result of their development in the following areas:

1. Listen, read and view critically and with accuracy and understanding a wide range of literary and informational/functional texts from print and non-print sources.

2. Speak, write and represent in internationally acceptable foreign language that is grammatical, fluent, mutually intelligible and appropriate for different purposes, audiences, contexts and cultures.

3. Understand and use internationally acceptable foreign language grammar and vocabulary accurately and appropriately as well as understand how speakers/writers put words together and use language to communicate meaning.

Such language exposure will broaden students' experience and give them meaningful contexts for learning a language. Students will use language in a variety of contexts, to revisit language structures and skills and to see how language works according to purpose, audience, context and culture.

### **Intercultural Exchange Report (spring)**

Students will reflect in a report in French and English about the cultural differences between their home country and their experience in France.

# CALENDAR 2016 / 2017

## BUSINESS AND MARKETING PROGRAM

August-16	September-16	October-16	November-16	December-16	January-17	February-17	March-17	April-17	May-17	June-17
1 Mon.	1 Thu Seminar	1 Sat	1 Tue	1 Thu	1 Sun	1 Wed	1 Wed	1 Sat	1 Mon.	1 Thu
2 Tue	2 Fri	2 Sun	2 Wed	2 Fri	2 Mon.	2 Thu	2 Thu	2 Sun	2 Tue	2 Fri
3 Wed	3 Sat	3 Mon.	3 Thu	3 Sat	3 Tue	3 Fri	3 Fri	3 Mon.	3 Wed	3 Sat
4 Thu	4 Sun	4 Tue	4 Fri	4 Sun	4 Wed	4 Sat	4 Sat	4 Tue	4 Thu	4 Sun
5 Fri	5 Mon.	5 Wed	5 Sat	5 Mon. Written exams	5 Thu	5 Sun	5 Sun	5 Wed	5 Fri	5 Mon.
6 Sat	6 Tue French	6 Thu	6 Sun	6 Tue	6 Fri	6 Mon.	6 Mon.	6 Thu	6 Sat	6 Tue
7 Sun	7 Wed Seminar	7 Fri	7 Mon.	7 Wed exams	7 Sat	7 Tue	7 Tue	7 Fri	7 Sun	7 Wed
8 Mon.	8 Thu Seminar	8 Sat	8 Tue	8 Thu	8 Sun	8 Wed	8 Wed	8 Sat	8 Mon.	8 Thu
9 Tue	9 Fri	9 Sun	9 Wed	9 Fri	9 Mon.	9 Thu	9 Thu	9 Sun	9 Tue	9 Fri
10 Wed	10 Sat	10 Mon.	10 Thu	10 Sat	10 Tue	10 Fri	10 Fri	10 Mon.	10 Wed	10 Sat
11 Thu	11 Sun	11 Tue	11 Fri	11 Sun	11 Wed	11 Sat	11 Sat	11 Tue	11 Thu	11 Sun
12 Fri	12 Mon. Fall Intake	12 Wed	12 Sat	12 Mon.	12 Thu	12 Sun	12 Sun	12 Wed	12 Fri	12 Mon.
13 Sat	13 Tue	13 Thu	13 Sun	13 Tue	13 Fri	13 Mon. Spring int.	13 Mon.	13 Thu	13 Sat	13 Tue
14 Sun	14 Wed	14 Fri	14 Mon.	14 Wed	14 Sat	14 Tue	14 Tue	14 Fri	14 Sun	14 Wed
15 Mon.	15 Thu	15 Sat	15 Tue	15 Thu	15 Sun	15 Wed Business	15 Wed	15 Sat	15 Mon.	15 Thu
16 Tue	16 Fri	16 Sun	16 Wed	16 Fri	16 Mon.	16 Thu Game	16 Thu	16 Sun	16 Tue	16 Fri
17 Wed	17 Sat	17 Mon.	17 Thu	17 Sat	17 Tue	17 Fri	17 Fri	17 Mon.	17 Wed	17 Sat
18 Thu	18 Sun	18 Tue	18 Fri	18 Sun	18 Wed	18 Sat	18 Sat	18 Tue	18 Thu	18 Sun
19 Fri	19 Mon.	19 Wed	19 Sat	19 Mon.	19 Thu	19 Sun	19 Sun	19 Wed	19 Fri	19 Mon.
20 Sat	20 Tue	20 Thu	20 Sun	20 Tue	20 Fri	20 Mon.	20 Mon.	20 Thu	20 Sat	20 Tue
21 Sun	21 Wed	21 Fri	21 Mon.	21 Wed	21 Sat	21 Tue	21 Tue	21 Fri	21 Sun	21 Wed
22 Mon.	22 Thu	22 Sat	22 Tue	22 Thu	22 Sun	22 Wed	22 Wed	22 Sat	22 Mon.	22 Thu
23 Tue	23 Fri	23 Sun	23 Wed	23 Fri	23 Mon.	23 Thu	23 Thu	23 Sun	23 Tue	23 Fri
24 Wed	24 Sat	24 Mon.	24 Thu	24 Sat	24 Tue	24 Fri	24 Fri	24 Mon.	24 Wed	24 Sat
25 Thu	25 Sun	25 Tue	25 Fri	25 Sun	25 Wed	25 Sat	25 Sat	25 Tue	25 Thu	25 Sun
26 Fri	26 Mon.	26 Wed	26 Sat	26 Mon.	26 Thu	26 Sun	26 Sun	26 Tue	26 Thu	26 Mon.
27 Sat	27 Tue	27 Thu	27 Tue	27 Tue	27 Fri	27 Mon.	27 Mon.	27 Thu	27 Sat	27 Tue
28 Sun	28 Wed	28 Fri	28 Wed	28 Wed	28 Sat	28 Tue	28 Tue	28 Fri	28 Sun	28 Wed
29 Mon. Induction	29 Thu	29 Sat	29 Thu	29 Thu	29 Sun	29 Mon.	29 Wed	29 Sat	29 Mon. Written Exams	29 Thu
30 Tue	30 Fri	30 Sun	30 Fri	30 Fri	30 Mon. Induction	30 Tue	30 Thu	30 Sun	30 Tue. Written Exams	30 Fri
31 Wed French		31 Mon.	30 Fri	31 Sat	31 Tue	31 Tue	31 Fri	31 Sun	31 Wed. Exams	

Exams

Weekends and bank holiday

Courses

Induction and seminar