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PARTICIPATE IN

IDRAC

EXCHANGE PROGRAM

**BUSINESS AND MARKETING PROGRAM (BACHELOR 3)
ENGLISH TRACK
ACADEMIC YEAR 2018/2019**

INTERNATIONAL DEPARTMENT

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IDRAC
BUSINESS SCHOOL

IDRAC BUSINESS SCHOOL

1 SCHOOL - 9 CAMPUSES

9 OPPORTUNITIES TO STUDY*



IDRAC Business School is a French private Business School with 9 campus sites in France: Amiens, Bordeaux, Grenoble, Lyon, Montpellier, Nantes, Nice, Paris and Toulouse.

ERASMUS Code for all campuses: F LYON112

Web: www.ecoles-idrac.com

To Apply: [Click Here](#)

The Business and Marketing program in English:

Campuses		Academic dates
Fall	Lyon	03/09/2018 to 21/12/2018
	Paris	10/09/2018 to 21/12/2018
Spring	Lyon, Montpellier, Nantes and Paris*	04/02/2019 to 31/05/2019

*According to campus opening
(Induction dates may vary depending on campus)

How does the school system works in France?

The French system might be different than the one in your home institution.

We value the time spent with the teacher and the knowledge you can get from him/her and the amount of time spent in class is larger than the time spent working at home.

Our pedagogical aim is for you to learn as much as you can from your professors. That's why the number of hours per course may seem important.

A French student spends approximatively 20h a week at school during 10 to 12 weeks in order to obtain 30 ECTS credits. The course load at home will not exceed a normal amount of study time.

About the grading system

Subjects taught at IDRAC Business School are graded on a 0 (lower grade) to 20 (higher grade) scale.

The passing grade for a subject is 10.

It is usually said that in France "20 is for God, 19 is for the King and 18 is for the President, so 17 is the maximum grade a student can attain"...

In practice, grades higher than 15 are very seldom awarded and 14 is considered very good.

IDRAC mark (/20)	IDRAC interpretation	ECTS grade	Definition	Credits Awarded
15 - 20	Outstanding	A	Excellent	Yes
13 - 14,99	Very Good	B	Very Good	Yes
11 - 12,99	Good	C	Good	Yes
10 - 11,99	Satisfactory	D	Satisfactory	Yes
Below 10	Failed	F	Failed	No

French Health Social Security

For non-European students, registration to the French student social security in addition to their local international insurance is **compulsory**.

The amount of the registration is about 220€ (payment by cash to the international Office during the induction day).



BUSINESS AND MARKETING PROGRAM—ENGLISH TRACK

ACADEMIC YEAR 2018-19

		Fall		Spring	
COURSES	Teaching language	Hours	ECTS Credits	Hours	ECTS Credits
LANGUAGES AND CIVILISATIONS					
French Seminar (mandatory)	FR	20	2		
French as a foreign language (mandatory)	FR	20	2		
Business English	EN	20	2		
French Seminar (mandatory)	FR			20	2
French as a foreign language (mandatory)	FR			20	2
Business English	EN			20	2
Second Language (Spanish/Italian/German)*				20	2
CULTURES & CIVILIZATIONS					
Geopolitics of natural resources	EN	20	2		
BUSINESS SALES NEGOTIATION					
Intercultural negotiation	EN	20	2		
MARKETING					
Marketing tools	EN	20	2		
International marketing	EN	20	2		
Purchasing and supply chain management	EN			20	2
Services marketing	EN			20	2
MANAGEMENT					
Human resources management	EN	20	2		
Tomorrow's employee**	EN			20	2
PROJECT MANAGEMENT					
Events & web communication	EN			20	2
FINANCE					
General accounting	EN	20	2		
Management & financial tools	EN	20	2		
Budget management	EN			20	2
Financial analysis	EN			20	2
STRATEGY					
Strategic marketing	EN	20	2		
Business models	EN			20	2
REPORTS & PROFESSIONAL WORKS					
International marketing report	EN	20	2		
Business game	EN			14	2
Report : Junior consultant assignment	EN			40	4
INTERNATIONAL BUSINESS DEVELOPMENT					
Designing web strategy for international business development**	EN	20	2		
Business development in Asia**	EN	20	2		
Virtual team management**	EN	20	2		
International brand strategy	EN			20	2
Negotiating purchasing and sales contracts	EN			20	2
International business financing	EN			20	2
* Availability of languages can vary depending on campuses		Total	30	Total	34

* Availability of languages can vary depending on campuses.

**Courses in italics correspond to digital classes

MARKETING

International Marketing

This course completes student training in marketing by extending the national context to a global context. It allows him/her 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

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.

Services Marketing

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...).

STRATEGY

Strategic Marketing

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.

REPORTS & PROFESSIONAL WORKS

Business Game

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 tasks to complete and report to the organizer to make sure they are going in the right direction.

FINANCE

Management and Financial Tools

Financial Management will present the necessary tools required to objectively approach and solve financial problems. The course facilitates the students' 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

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.

As a result, students acquire a general accounting education based on a rational basis.

Budget Management

This course introduces students to the characteristics of a budget system and budget elaboration procedures: 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

Common-size financial statements and financial ratios remove the effect of size, allowing comparisons of a company with peer organizations (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 tried to maximize profitability.

PROJECT MANAGEMENT

Events Communication & Web Communication

The “Events Communication course” is divided into 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.

The “Web Communication” course is divided into 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.

LANGUAGES AND CIVILISATIONS

French Seminar

French as a Foreign Language

Business English

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, view critically and with accuracy and understand 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.

MANAGEMENT

Human Resources Management

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...).

BUSINESS AND MARKETING PROGRAM—ENGLISH TRACK

ACADEMIC YEAR 2018-19

ACADEMIC CALENDAR 2018 / 2019

BACHELOR 3rd Year

IDRAC
BUSINESS SCHOOL

My BACHELOR

septembre 18	octobre 18	novembre 18	décembre 18	janvier 19	février 19	mars 19	avril 19	mai 19
1 sam 2 dim 3 lun 4 mar 5 ven 6 sam 7 dim 8 lun 9 mar 10 mer 11 jeu 12 ven 13 sam 14 dim 15 lun 16 mar 17 jeu 18 ven 19 dim 20 lun 21 mar 22 jeu 23 ven 24 sam 25 dim 26 lun 27 mar 28 jeu 29 ven 30 sam 31 dim	1 lun 2 mar 3 mer 4 jeu 5 ven 6 sam 7 dim 8 lun 9 mar 10 mer 11 jeu 12 ven 13 sam 14 dim 15 lun 16 mar 17 jeu 18 ven 19 dim 20 lun 21 mar 22 jeu 23 ven 24 sam 25 dim 26 lun 27 mar 28 jeu 29 ven 30 sam 31 dim	1 jeu 2 ven 3 sam 4 dim 5 lun 6 mar 7 mer 8 jeu 9 ven 10 sam 11 dim 12 lun 13 mar 14 mer 15 jeu 16 ven 17 sam 18 dim 19 lun 20 mar 21 jeu 22 ven 23 sam 24 dim 25 lun 26 mar 27 jeu 28 ven 29 sam 30 dim 31 lun	1 sam 2 dim 3 lun 4 mar 5 mer 6 jeu 7 ven 8 sam 9 dim 10 lun 11 mar 12 mer 13 jeu 14 ven 15 sam 16 dim 17 lun 18 mar 19 mer 20 jeu 21 ven 22 sam 23 dim 24 lun 25 mar 26 mer 27 jeu 28 ven 29 sam 30 dim 31 lun	1 mar 2 mer 3 jeu 4 ven 5 sam 6 dim 7 lun 8 mar 9 mer 10 jeu 11 ven 12 sam 13 dim 14 lun 15 mar 16 mer 17 jeu 18 ven 19 sam 20 dim 21 lun 22 mar 23 mer 24 jeu 25 ven 26 sam 27 dim 28 lun 29 mar 30 mer 31 jeu	1 ven 2 sam 3 dim 4 lun 5 mar 6 mer 7 jeu 8 ven 9 sam 10 dim 11 lun 12 mar 13 mer 14 jeu 15 ven 16 sam 17 dim 18 lun 19 mar 20 mer 21 jeu 22 ven 23 sam 24 dim 25 lun 26 mar 27 mer 28 jeu 29 ven 30 sam 31 dim	1 ven 2 sam 3 dim 4 lun 5 mar 6 mer 7 jeu 8 ven 9 sam 10 dim 11 lun 12 mar 13 mer 14 jeu 15 ven 16 sam 17 dim 18 lun 19 mar 20 mer 21 jeu 22 ven 23 sam 24 dim 25 lun 26 mar 27 mer 28 jeu 29 ven 30 sam 31 dim	1 lun 2 mar 3 mer 4 jeu 5 ven 6 sam 7 dim 8 lun 9 mar 10 mer 11 jeu 12 ven 13 sam 14 dim 15 lun 16 mar 17 jeu 18 ven 19 dim 20 lun 21 mar 22 jeu 23 ven 24 sam 25 dim 26 lun 27 mar 28 jeu 29 ven 30 sam 31 dim	1 mer 2 jeu 3 ven 4 sam 5 dim 6 lun 7 mar 8 mer 9 jeu 10 ven 11 sam 12 dim 13 lun 14 mar 15 mer 16 jeu 17 ven 18 sam 19 dim 20 lun 21 mar 22 mer 23 jeu 24 ven 25 sam 26 dim 27 lun 28 mar 29 mer 30 jeu 31 ven
Classes	Seminar and Events	Week Ends and Holidays	Exams					