

MANAGEMENT PROGRAM
(Programme Grande Ecole)
ACADEMIC YEAR 2016/2017

COURSES	Fall		Spring	
	Hours	Credits	Hours	Credits
INTERNATIONAL ECONOMICS & LAW				
Geopolitics	20	2		
European union market (distance learning)	20	2		
Common law	20	2		
Globalization and corporate strategy			20	2
ORGANISATION & HR STRATEGY				
Business policy	20	2		
Human resources strategy & organisations	20	2		
Human resources marketing	20	2		
Human resources management			20	2
Management Information System (distance learning)			20	2
GLOBAL MARKETING				
International marketing	20	2		
E-Marketing	20	2		
Strategic Marketing			20	2
INTERNATIONAL FINANCE & ACCOUNTING				
Financial reset	20	2		
International accounting & corporate finance	20	2		
Budget management			20	2
INTERNATIONAL TRADE				
International strategy of development	20	2		
International business project	20	2		
Intercultural Management			20	2
International Negotiation			20	2
MINOR INTERNATIONAL BUSINESS				
Pharmaceutical industries, Luxury, Events			60	8
OPTIONAL COURSES (2 options maximum per semester)				
Consultative selling & sales management	20	2		
Innovation ethics	20	2		
Team building	20	2		
Chinese Business	20	2		
Knowledge management			20	2
Public speaking			20	2
INTERNATIONAL TRACK				
French Seminar (intensive seminar at the start of the semester)	20	2		
French as a foreign language	20	2		
Intercultural report (distance learning)			20	2
	Total	32	Total	28

UPDATED MARCH 2016—SUBJECT TO CHANGES

INTERNATIONAL ECONOMICS & LAW

Geopolitics (fall)

Geopolitics dealt with various issues and has come to prominence in the Post Cold war era that deals with nation-states and a renewed focus on International conflicts related to resource access or Terrorism. This module will deal how nations approach resource access in an ever-changing world.

This course aims at providing the students with a greater understanding of Geopolitics. Students will explore ways of trying to understand the world views as well as understanding the theoretical framework of looking at world events in different Managerial and cultural contexts.

European union market (distance learning) (fall)

This course explores the question “what is the European Union today?”. While not meant as a definitive guide to the EU this paper is rather a preliminary guide with which to explore further the finer details of what is the vast, and ever-changing, *European Union Socio-Economic Project*.

The subject has been divided to focus on particular activities or function of the European Union. These parts begin with a brief history of the EU and then go on to talk about the departments and institutions of the EU, the current economic crisis, European expansion, education in the EU, common agricultural policy, common fisheries policy, EU timeline and finally an article from The Economist on the current financial crisis.

Common law (fall)

Students will work in a globalised world, therefore they will face multicultural issues in management and negotiations with foreign counterparts. A country's law is deeply rooted in its history and culture, therefore understanding a foreigner's law gives leverage for understanding his or her cultural background. Law is a threat or an opportunity in the external environment and a good practitioner would never start by assuming that a foreign law is similar to his own.

This course is divided in two parts. First the professor will cover various topics in different areas of common law, based on his or her knowledge and experience. This first part should be performed in a storytelling fashion. Secondly, a more academic presentation of different legal systems will be done and points of comparison between the different legal systems should be provided to the students.

Globalization and corporate strategy (spring)

This course aims to understand the notion of Globalization: Its origins, its consequences, its issues and challenges. Understand the consequences of the globalization on the strategy of industries and the new conditions for the competition. It takes into account : stakes (challenges and resources), how to have a new development strategy (the world is our market), the importance of growing on an international level. Students will also see the difference of approach between large transnational firms and small and medium firms, the steps from export (internationalization) to globalization and the characteristics of global companies.

ORGANISATION & HR STRATEGY

Business policy (fall)

The course shows how entrepreneurial vision and intuition must be combined with structured strategic management process in today's changing environment of the firms. The whole process, environment scanning, strategy formulation, implementation and evaluation is described globally. Then each step is detailed. Students are expected to be able to understand and make use of the key concepts related to corporate, business and functional strategy. The analysis step provides a methodology to understand a company's competitive situation.

It allows students to understand the various strategic options available to the company in its environment and to select the strategy that will deliver the optimum achievement of corporate objectives with the minimum resources. Students are invited to understand how the formulated may be implemented practically and to evaluate at each step if the implementation is in line with the planned activities and results.

Human resources strategy & organisations (fall)

The course presents two different uses of marketing processes in HRM. It helps students to understand the context and objectives of such strategies. It refers to the theoretical roots in marketing and HRM. Students will also learn to practice the semiotic analysis in order to help them to diagnose and to manage an employer brand.

Students learn to diagnose HR marketing strategy of an organization. Enabling them to identify the attraction, selection and retention process. They will learn to implement the process of engagement and manage the employer brand.

Human resources marketing (fall)

The course focuses on the work of strategizing and organizing, its historical approach and today's challenges. Students will understand how and where is strategizing and organizing work actually done. They will learn to use the common tools and techniques of strategizing and organizing and discover how these are used in practice.

Human resources management (spring)

HRM is the effective use of an organization's human resource to improve its performance. The human resource management functions used to be performed exclusively by human resource professionals and staff managers. Students should understand that, today, more of these functions have been delegated to managers and supervisors throughout the organization. They need to get the basics and particularly to be able to be part of a recruitment process or to an HR development program.

Management Information System (distance learning) (spring)

The global objective of this module is to help future professionals to better understand: What Business Information Systems are, why they are important to business organizations and their role in helping business organizations gain competitive advantages in the market place. The aim is to provide students with an appropriate balance of technical and organizational perspectives to serve as the basis for further use of business information systems.

GLOBAL MARKETING

International marketing (fall)

The aim of the course is to give students an insight into the dynamics of international marketing management and its role in business today. After taking this course, the student is expected to integrate their understanding into the managerial decisions.

E-Marketing (fall)

Through its class activities, learning content and assessment activities, the module is designed to support the professional development of the students and secondly to encourage innovation and commercialisation. Its key elements of marketing, social media and customer relationship management help students to look at the marketing opportunities in a wider context and to explore how technology can be used to effectively support business.

Strategic Marketing (spring)

This course is focused on helping students become a strategic marketer, so that they can develop and execute marketing plans that will build strong and enduring businesses. There are three main course objectives: think strategically about marketing, use key frameworks to analyse situations and make decisions, understand how to create a marketing plan

Strategic marketing involves developing a vision about the markets of interest to the organization, selecting market target strategies, setting objectives and developing, implementing, and managing marketing programs designed to meet the value requirements of the customers in each market target.

INTERNATIONAL FINANCE & ACCOUNTING

Financial reset (fall)

This is an overview class to prepare the students for the next financial classes. We will see together some basic notions such as: balance sheet, income statement, cash flow, compounding and discounting.

International accounting & corporate finance (fall)

The course examines important issues in corporate finance from the perspective of financial managers who are responsible for making significant investment and financing decisions. The concept of the Law of One Price is used to analyze how investment and financing decisions interact to affect the value of the firm. The course covers topics that are important to decision-making in marketing, operations management, and corporate strategy.

Budget management (spring)

The students will learn how to read and understand the financial situation of a company. It will enable them to establish a budget with provisional charges and exploitation products. Then observe the realisation and explain the difference between the two.

The aim is for students to be able to give all the elements of budget management and then take the right decision.

INTERNATIONAL TRADE

International strategy of development (fall)

The objective of this course is to understand the processes, strategies and impacts of 'Internationalisation' decisions on companies. There will be specific attention paid to evaluating international market opportunities, understanding the need for developing and adapting marketing tactics and strategies to specific 'national markets'. There will be a particular focus aimed at understanding the factors that would influence international success and failure of companies.

International business project (fall)

To be able to understand the difficulties necessary to overcome in dealing with international projects the students will be able to comprehend what is at stake and the difficulties to overcome in order to be able to establish and negotiate international sales contracts and to help students develop their skills in this field. The characteristics of international projects (B to B marketing principles, the levels of projects, international networks). How to use the networks (to analyse and develop new networks). How to select projects. How to build a value-creating offer.

Intercultural Management (spring)

In this globalized world, managers and business people must deal with the complexity of cultural differences. It becomes highly important to understand leader's behaviour and decision-making processes in every country. However, business customs and practices are different around the world. Therefore, knowing how people and companies behave in business could be the key to success. This course teaches students to identify and deal with the differences and barriers that they will face as managers or international team members.

International Negotiation (spring)

Negotiation skills are essential to conclude business. The businessman/woman must be able to listen, communicate, influence and convince in his/her professional environment. This course presents the basic techniques of negotiation used in the international business world. The aim of the course is to provide participants the skills needed for effective negotiations and for managing multicultural issues in international negotiations. Students will learn how to prepare for and conduct an international negotiation.

MINOR INTERNATIONAL BUSINESS

Pharmaceutical industries, Luxury, Events (fall)

This course is designed to provide students with a basic understanding of issues in cross-cultural management and the need for analytical thought when dealing with this process. An understanding of the kinds of problems and decisions that they will be confronted with. Frameworks and tools to organize and analyse cross-cultural management problems. Conceptual and operational definitions of cross-cultural issues. Those modules each lasts one week. Students will take part of different activities, class, conference and visits.

OPTIONAL COURSES (2 options maximum per semester)

Consultative selling & sales management (fall)

This innovative course provides the participants with a framework for conducting effective consultative selling as well as with basic skills for successfully implementing the method. It will help the participants to learn the value of engaging in questioning, and to develop the listening skills necessary to create a dialogue with customers. Such a dialogue is geared at helping the seller to understand customers' needs and at increasing the proposition value.

Innovation ethics (fall)

Innovation and business are guided by ethical rules and norms of conduct, which aim to ensure a focus on the common good, durable progress and resource conservation. This course aims to show that the way we progress through innovation and business has a potential impact on the human kind and its social life and to explain how to behave ethically while innovating and doing business.

Team building (fall)

Students improve their skills at team-building by understanding the dynamics of teams and increasing their knowledge about teams, team leadership, and team coaching. They learn the diagnosis of own team skills and knowledge and the application of team-building concepts to various contexts. In teams they will see the development behaviours and team roles both task-facilitating and relationship-building and the high performance teams and SMART objectives.

Chinese Business (fall)

Introduce a basic understanding of Chinese culture, business culture & etiquette, and negotiations. Present the key concepts in China business (i.e. guanxi, mianzi etc.). Discuss key issues related to doing business with/in China from a Chinese perspective. Demonstrate the structure of Chinese economy and the key features of the Chinese market and business environment, as well as future trends.

Knowledge management (spring)

Today's turbulent business environment has been characterized by 'the knowledge era' where competitive advantage is based upon the « Resource-Based View » of the firm and successful utilization of employee knowledge. The purpose of the course is to explore the concept of knowledge and the means by which organizations seek to manage it through formal technological practices and informal social systems.

Public speaking (spring)

This seminar is for all those who would like to feel better in a public speaking situation with some tips for preparing for public speaking. Simple tools to get your message across with success. Feel your body and control your movements while talking. Identify some tools that will help you confront your public. Exercises to better understand our mistakes or bad customs. Exercises in the use of passion to communicate. Identify your public.

INTERNATIONAL TRACK

French as a foreign language (fall)

French Seminar (fall)

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 report (distance learning) (spring)

Intercultural understanding refers to the breadth and depth of understanding across profound cultural difference wherein an individual or a group understands a variety of significant cultural experiences tied to forms of sociocultural difference

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

MANAGEMENT PROGRAM FALL & FULL YEAR

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	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. spring int.	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.	5 Thu	5 Sun	5 Sun	5 Wed	5 Fri	5 Mon.
6 Sat	6 Tue	6 Thu	6 Sun	6 Tue	6 Fri	6 Mon.	6 Mon.	6 Thu	6 Sat	6 Tue
7 Sun	7 Wed	7 Fri	7 Mon.	7 Wed	7 Sat	7 Tue	7 Tue	7 Fri	7 Sun	7 Wed
8 Mon.	8 Thu	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.	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	15 Wed	15 Sat	15 Mon.	15 Thu
16 Tue	16 Fri	16 Sun	16 Wed	16 Fri	16 Mon.	16 Thu	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 Wed	26 Fri	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 Wed	29 Wed	29 Sat	29 Mon.	29 Thu
30 Tue. French	30 Fri	30 Sun	30 Fri	30 Fri	30 Mon.	30 Thu	30 Thu	30 Sun	30 Tue	30 Fri
31 Wed. Seminar		31 Mon.		31 Sat	31 Tue	31 Fri	31 Fri	31 Sun	31 Wed	

Exams

Weekends and bank holiday

Courses

Induction and seminar