



Exchange Students

Bachelor of International Business Administration

Programme overall structure

Year of studies	Academic code	
Year 1 Semester 1 Semester 2	L1	Academics MBS regular students
Year 2 Semester 1 Semester 2	L2	Academics MBS regular students
Year 3 Semester 1 Semester 2	Professional Year	MBS regular student
Year 4 Semester 1 Semester 2	L3	Academics MBS regular students + Exchange students (see program below)

Programme of the Year 4 – L3

Option 1 : Credit transfer : students who have achieved, in their home university, 2 years (eq. 120 ECTS credits) in a Bachelor program will take some or all the courses of the year 3 (final year) of our BIBA program. Some courses have pre-requisites.

Option 2 : Double degree : Students who have achieved, in their home university, min. 2 years (eq. 120 ECTS credits) in one of the Bachelor programs indicated in the cooperation agreement signed with their home university, will follow the **whole course plan of the year 3** of our Bachelor of International Business Administration (BIBA) program – Titre RNCP niveau II “Chargé de projets marketing et commerciaux à l’international”.

All the courses are taught in English

Courses	Teaching hours	Credits
International Economics	30	4
International Marketing	30	4
Corporate Finance	30	4
Organisational Behaviour & International HRM	30	4
Information Systems	30	4
Digital Business	30	4
French Culture and Society	15	2
French as a Foreign Language (FLE)	107	4
Bachelor Thesis (for double degree students only)	20	3
Total for semester 1	332	33
Managing otherwise	30	4
Strategic management	30	4
Innovation Management	30	4
Digital Marketing	30	4
Elective courses (choose one in each track) :		
Track one :		
Corporate reputation	30	4
International Financial Markets		
Supply chain		
Track two :		
French Luxury & Excellence	30	4
International Entrepreneurship		
Creativity Development		
French Culture and Society <i>(for students who will only attend the Semester 2)</i>	15	2
French as a Foreign Language (FLE) <i>(for students who will only attend the Semester 2)</i>	107	4
Bachelor Thesis	30	6
Total for semester 2	332	36

Course syllabus

Semester 1

■ International Economics

The course is positioned between international trade, international economic and development economics and **mobilizes mainly qualitative and organizational analysis tools** of the international economy.

The course is divided into two sections:

This course is a general introduction to the topic of the international economy. The purpose of this course is to help students understand the basics of the international economy and the effects of different international economic policies on business, in a very concrete way. The course will focus firstly on the theoretical elements, indispensable basis for understanding the debates on the current international economic policies, such as those that take place within the framework of WTO negotiations. On the other hand, the course has as major objective to provide students to critically analyze the various issues of international economic policies. The analysis of the different actors of the North and the South will be offered as well.

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

- Understanding the business environment;
- Determine the components of the regional environment, national and international business;

- Understand the impact of globalization on specific sectors and companies
- Integrating the challenges of social responsibility in their thinking. Students will then be able to demonstrate their awareness of the social, environmental and economic world of business.

Pre-requisites : none

■ International Marketing

The students are expected to develop during this course the following specific competencies:

- analyze the international business environment and select the best foreign target market and market-entry mode
- develop an international marketing mix adapted to the specific organizational and market context
- identify the best international marketing strategy related to a specific organization and international market context

Pre-requisites : none

■ Corporate Finance

- Understand the operation of a company (be familiar with and understand the major functions of a company and its organization)

decisions

- Identify ongoing and future changes
- Process information: analysis, calculations and rules of validity

Pre-requisites

Students are supposed to have a basic knowledge and understanding of:

- financial statements analysis
- time value of money and related calculation (discounting)
- statistics (expected value, variance, standard deviation)

■ Organisational Behaviour & International Human Resources Management

- Knowledge and understanding of main HRM activities

At the end of the course, students will be able to describe the main HRM activities (recruitment, training, appraisal...) and to be critical regarding the implementation of various HRM tools.

The pre-course homework checked in class, the lectures and e-learning sessions will help students to develop better understanding and knowledge of HRM concepts and theories.

- Knowledge of main OB concepts and theories

At the end of the course, students will be able to explain the main concepts and theories associated with OB (motivation, conflict, resistance to change, leadership...).

The pre-course homework checked in class, the lectures and e-learning sessions will help students to develop better understanding and knowledge of OB concepts and theories.

- Understanding of current issues in HRM

At the end of the course, students will be able to understand the evolution of HRM in terms of both its contribution to business strategy and to corporate social responsibility. Specific topics including managing a diverse workforce and international human resource management (IHRM) will provide students with new insight into HRM.

- Understanding of OB and management practices

At the end of the course, students will be able to understand human behavior in the workplace from an individual, group and organizational perspective and to describe the links between HRM activities and management practices. Students will be allowed to apply their theoretical knowledge using concrete business realities which will help them to achieve success in this course.

Pre-requisites : none

■ Information Systems

The overall objective of this course is to familiarize students with business and organizational challenges involved by Information Systems. Students will:

- Understand basic concepts related to I.S.;
- Understand the operational and strategic aspects of I.S.;
- Understand organizational and managerial issues related to the implementation of I.S. projects (commitment, change management, executive support);
- Understand potential positive and negative impacts of IS projects on organizations, business activities and people.

Pre-requisites : No specific pre-requisite is necessary, but a previous training period or apprenticeship would be helpful to better understand I.S.-specific issues.

■ Digital Business

Digital business is disrupting the economy. This course will explore the design principles and practices of disruptors such as Amazon, E-Bay, Facebook and Google. The class mainly uses case-based approach to convey to most important aspects of digital business today.

At the end of the course the students should be able to :

- Determine the data needed to analyze a given situation
- Identify the appropriate methods for analysis
- Apply these methods
- Explain the achieved results
- Formulate recommendations.

Pre-requisites : none

■ French culture and society

The goal of this course is not limited to helping students adjust to French culture and society. It is also a way to give students a competitive advantage for the cross-cultural job field. The main source of Cultural Intelligence is exposure to other cultures, but the other way to gain Cultural Intelligence (that will be used in this course) is to use **focus training** to enhance cultural competencies. Focus training makes it possible for students to attain all of the learning objectives cited above using the **4 areas of the CQ wheel**.

The 4 parts of the wheel constitute the principal competences that will be reinforced in this course : finding motivation, preparing each encounter, reflecting on **every** experience and acting "SMART" in every cultural context.

In addition, given the globalization of business and increasing diversity of workforces, a cross-cultural component in management education is critical to the success of today's students. The number of managers required to work effectively across cultural borders is constantly on the rise. Therefore, cross-cultural awareness through CQ will give students a practical, hands-on approach to cross-cultural business.

The ultimate goal of this course is also to prepare students to conduct business in a cross-cultural context. French culture and society will be used for practical implementation and will encourage students to discover new approaches to problem solving as well as to acquire practical knowledge about French behavior.

Prerequisites : This course does not require students to have previous experience in any particular area, but they should have a proper high school reading level in English.

Semester 2

■ Managing otherwise

This course is built to help students to think « out of the box” and to discover and imagine new management practices, especially those that foster the principles of responsible management. Students will have to solve a complex and transdisciplinary project – using a raw case methodology – by developing an alternative organization with economic, social and environmental goals at the very heart of its mission. Following a creative methodology and a pedagogy “on-demand”, they will have to demonstrate their capacities to innovate and to create meaningful and citizenship organizations. They will discover new keys and tools, through managerial innovation, for achieving an overall performance and develop a broader vision of organizational activities not only embedded within a market but also within society.”

Pre-requisites : none

■ Strategic management

Managers are often facing challenges on how to structure their organizations, how to split the tasks between employees, how to create groups, how to solve conflicts, how to prioritize objectives...? All these difficulties are covered by a general theoretical background called organizational theory. Organizational theory has been developed to help managers understanding the main goals of their organizations and implementing the best structures, systems and processes to achieve these goals. Many disciplines (psychology, sociology, economy...) have been interested by these subjects and even proposed, sometimes, competing interpretations of organizational issues. The aim of this course is thus to give to participants a basic understanding of the main organization theories in order to develop not only their organizational but also their relational skills at work. It provides key tools for structuring organizations and for dealing with day-to-day problem-solving and decision-making issues. By focusing on these aspects, this course seeks to highlight the importance of an “organizational thinking” for reaching a high level of global performance. It gives to participants the basic elements of understanding of the organizational world in its diversity and complexity.

Pre-requisites : none

■ Innovation Management

The main objective of this course is to expose students to issues in innovation management. This module provides training both at theoretical and practical levels that will help you understand what innovation management is. The overall objective is to develop innovation skills and prepare students to understand the innovation management environment.

This course provides an overview of key concepts, theories and models that explain the different dimensions of innovation management. These concepts are discussed in theory during the lectures (e-book or academic lectures) and are supported by relevant examples, either from the academic literature (research outputs) and professional experience or actual practice (through various case studies). This approach encourages students to critically evaluate theories and current practices, examine their applicability and evaluate the best areas of application. This course is supported by several individual and group work and case studies.

Pre-requisites : Management and Marketing basics

■ Digital Marketing

The objective of this course is to prepare students to conceive, propose and enhance the value of innovative solutions. By the end of this course, students will be able to conceive creative digital marketing solutions and demonstrate their innovativeness. The course covers all major digital platforms and theoretical frameworks to conceive efficient solutions and strategies in a digital environment. More specifically, students will learn to develop their analytical aptitudes through the use of theoretical concepts to propose new, creative and

innovative digital solutions. Students will be exposed to numerous examples of real digital strategies to help them effectively conceive creative solutions in digital marketing.

Pre-requisites : Management and Marketing basics

■ **Elective courses (choose one in each track) :**

Track one

1. Corporate reputation

The objective of this course is to develop the knowledge of the main concepts and theories in corporate communication in order to be able to build, promote and defend the image and reputation of a company. With the internet and social media & growing impact on reputation, corporate communication concerns everyone, everywhere in small, medium and large companies.

Pre-requisites : Marketing fundamentals

2. International Financial Markets

The main objective of this course is to provide a broad overview of the international financial market by wide range of topics related to the theory and practice of the global financial markets. Its purpose is not to produce "experts", but to give to the students a rich financial culture education and solid understanding of what modern managers need to know in financial landscape.

3. Supply chain

- Conducting international business in a sophisticated organization (culture, customs regulations, distance, communication, ERP, CSR)
- Understanding of the international economic, cultural and geopolitical environment
- Mastering the concepts and techniques of Procurement, Logistics and Quality processes (Transport regulations; supply chain organization, planning techniques, audits and quality standards)
- Mastering the concepts and techniques of financial management (Budget Management, Inventory Management, Accounting and Administrative Management, Cost Optimization and Financial Indicators)
- Mastering the concepts e-business and supply chain

Track two :

1. French luxury and excellence

If the term luxury is used everywhere and all the time and the concepts are constantly appearing in order to differentiate even more the luxury, no one seems to be able to give a clear definition of this sector. Some talk about "hyper luxe", "Mass Tige", "Trading Up", "Ultrapremium" "Opuluxe".... leading to spoil a term that no one can give an accurate definition

Luxury is not only a product, a know-how, it is above all a different and global way of understanding customers, of managing the brand and the company making it its success.

The challenge of this course is to clarify the different elements contributing to the success of this sector and the implications that can be extended to other sectors in order to improve its functioning through the establishment of a luxury strategy (example : Apple)

At the end of the course, students will be able to:

- Understanding the international economic, cultural and geopolitical environment
- Mastering the concepts of luxury (definition, etc..) and techniques of strategic development as well as marketing and communication techniques.
- Mastering the presentation techniques in order to be ambassador.

Pre-requisites : Marketing fundamentals

2. International Entrepreneurship

The primary objective of this course is to expose the students to issues involved in entrepreneurship. The world crisis has reduced the possibilities of finding employments in big enterprises. Thus, creating or overtaking a small or medium sized enterprise (SME) may be an interesting alternative. Also, this topic has become important, both as an academic discipline and as a professional specialization.

Mainly based on practical case studies, this course will present and discuss concepts and methods, in order to familiarize the students with a variety of situations that can be encountered when creating/overtaking a firm. By providing the framework and in-depth examples, students should be able to apply this knowledge to the specific situations examples that may come up in their future careers.

Pre-requisites : none

3. Creativity Development

This course aims at developing the creative thinking of the students, their ability to find new and innovative solutions. This course will help the students understand the role of creativity and innovation in their work, and how they can share it with others.

Pre-requisites : none

■ Bachelor Thesis

30 pages including summary and bibliography :

Introduction

Review of the literature

Method/survey/results

Results

Discussion of the results

Conclusion