

# Exchange Students

## Bachelor of International Business Administration Year 3 2021/2022

**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 4 (L3)** of our Bachelor of International Business Administration (BIBA) program – Diplôme en Management international des Affaires, visé BAC+3, niveau 6 (180 ECTS).

BACHELOR YEAR 3 - DOUBLE DEGREE - EXCHANGE STUDENTS - 2021/2022		
Semester 1		
Course Title	Nr of hours	ECTS
<b>TU -Foundations of Management</b>		
Corporate Finance	30	4
Management Information Systems	30	4
Business Model and Value Creation	30	4
<b>TU - Expertise - International</b>		
International Economics	30	4
International Marketing	30	4
Organisational Behaviour & International HRM	30	4
<b>TU - International skills for EXCHANGE students</b>		
French Culture and Society ( <i>for students who will attend S1+S2 or Semester1 only</i> )	15	2
French as Foreign Language - FLE (French as Foreign Language - FLE (not available for native French speaking students) *)	30	4
<b>TOTAL Semester 1</b>	<b>225</b>	<b>30</b>

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\*If students are coming from a French-speaking country, they can take instead the following Teaching unit (TU)

Course Title	Nr of hours	ECTS
<b>TU - Professionalisation</b>		
Behaviour Focus 2	15	2
English TOEIC	15	2

Semester 2		
Course Title	Nr of hours	ECTS
<b>TU - Foundations of Management</b>		
Strategic Management	30	4
Digital Business Transformation	30	4
Start Up week	30	4
<b>TU - Expertise within the BIBA : New perspectives in International Business</b>		
Elective - Corporate reputation**	30	4
Elective - International Financial Markets**	30	4
Elective - Supply chain**	30	4
Elective - French Luxury & Excellence**	30*	4
Managing otherwise ( <i>for students who will attend S1 + S2</i> )	15	2
<b>TU - International skills for EXCHANGE students</b>		
French as Foreign Language - FLE (not available for native French speaking students) ***	30	4
French Culture and Society ( <i>for students who will attend S2 only</i> )	15	2
<b>TU - Professionalisation</b>		
<b>TOTAL Semester 2</b>	<b>225</b>	<b>30</b>
<b>TOTAL S1 + S2</b>	<b>450</b>	<b>60</b>

\*\* Students must choose 3 elective courses out of 4.

\*\*\*If students are coming from a French-speaking country, they can take all four electives courses from TU - Expertise within the BIBA : New perspectives in International Business.

# Course syllabus semester 1

## Corporate Finance

<b>Year of study</b>	3rd Year	<b>ECTS</b>	4
<b>Semester</b>	Semester 1	<b>Hours</b>	30
<b>Course</b>	CFJ3101BAC_20	<b>Course responsible</b>	BAGNERIS Jean Charles
	Corporate finance	<b>Teaching language</b>	English

### Presentation and objectives

The corporate finance course aims to provide the students with operational knowledge ("know-how") of techniques related to investment decision:

- time value of money,
- valuing common stocks and bonds,
- the risk return relationship,
- weighted average cost of capital and the cost of resources,
- investment decision criteria,
- estimating cash flows for investment decision purposes.
- Calculate the firm's overall cost of resources. Expected outcome: knowledge, understanding and application of techniques to measure the cost and market value of debt, the cost and market value of equity, and the Weighted Average Cost of Capital. Note that this outcome needs knowledge, understanding and application of time value of money techniques.
- Estimate the expected net present value of an investment project. Expected outcome: knowledge, understanding and application of the cash flow estimation techniques and the investment decision process and methods
- Analyse the potential conflicts between the concept of value maximization in finance, and personal or corporate values. Expected outcome: knowledge and understanding of potential ethical conflicts in finance decision taking

### Prerequisites

Students are supposed to have a basic knowledge of:

- reading and understanding financial statements
  - doing calculations with a spreadsheet and an electronic calculator
- To review these concepts and techniques, some supplementary handouts will be provided

## Management Information Systems

<b>Year of study</b>	3rd Year	<b>ECTS</b>	4
<b>Semester</b>	Semester 1	<b>Hours</b>	30
<b>Course</b>	MSE3101BAC_20	<b>Course responsible</b>	BARLETTE Yves
	Management Information Systems	<b>Teaching language</b>	English

### Presentation and objectives

The main objective of this information systems course is to raise awareness about the major benefits, but also the major pitfalls related to information management. Information Systems are part of management disciplines, their purpose is to enhance organizational performance through better information management. Companies increasingly need to monitor their environment (competitors, consumers and their needs, etc.) and their activities, in order to react as quickly as possible to external evolution and strategic threats or opportunities, by adapting themselves and responding through innovative strategies and internal changes. Through enhanced agility, businesses can innovate and outcompete their rivals. After introducing the main concepts, this course presents (1) the strategic aspects of I.S, (2) the digital world and how to improve the management of strategic information, and (3) examples of the main enterprise applications that improve organizational performance. Other business alternatives are also explored, such as (4) outsourcing and cloud computing. This course concludes with the issues faced when implementing the above elements, i.e., launching (5) I.S. projects, with the opportunities they can offer, but also the estimated costs and potential risks, mainly related to human issues and therefore requiring careful change management.

### Prerequisites

No pre-requisite.

## Business Model and value proposition

<b>Year of study</b>	3rd Year	<b>ECTS</b>	4
<b>Semester</b>	Semester 1	<b>Hours</b>	30
<b>Course</b>	MSE3102BAC_20	<b>Course responsible</b>	LESCOP Denis
	Business Model and value creation	<b>Teaching language</b>	English

### **Presentation and objectives**

"Business Model" is a term widely used by managers, scholars, entrepreneurs, politicians, journalists, students... So widely used that many different definitions co-exist. It often makes discussions sterile and can lead to excruciating misunderstanding. A business model encompasses a large variety of situations and contexts. Its significance depends on the observer and her purpose: are we evaluating an enterprise? Are we creating a new activity? Are we trying to understand the sources of the competitive advantage of an enterprise? Are we presenting our entrepreneurial project? Are we trying to know if an enterprise is worth an investment?

Many managerial questions may have their answers at least partially rooted in the concept or framework of business models. At a point in time in their career, students will be confronted with it.

The intention in this course is to prepare students to respond to this kind of problem. The approach is not purely academic but rather practical relying essentially on tools and their usage.

Simply put, a business model is a plan that details the way a firm intends to make profits. However, it is not a complete description of a particular enterprise. It focusses on the main/key/strategic elements of the model of the enterprise. In a way, it is an abstracted view, a model of the enterprise.

### **Prerequisites**

No pre-requisite.

## **International Economics**

<b>Year of study</b>	3rd Year	<b>ECTS</b>	4
<b>Semester</b>	Semester 1	<b>Hours</b>	30
<b>Course</b>	ERH3102BAC_20	<b>Course responsible</b>	ALLERA Alejandro
	International economics	<b>Teaching language</b>	English

### **Presentation and objectives**

The main objective of this International Economics (IE) course is to introduce the main concepts of IE and the impact of these concepts in the International Business. In today's business world, International Economy impact our daily life in ways that sometimes we don't even realize. So, one key takeover for this course is to raise the concern that the International Economy is wide integrated into the International business concepts and in our life. Understanding international economic integration requires us to define what we mean by the term. During the course we will discuss classical concepts of Economy, but also and perhaps more important, we will learn different ways of measure the Economy performance

in the current international environment. The course emphasizes both, the basic concepts of IE and a critical analysis from the current's perspective.

The overall objective of this course is to familiarize students with International Economy concepts, the main concepts and the challenge that IE faces in this time. Through this course, students will:

1. Know, understand the basic concepts and definitions related to International Economy
2. Know and understand I.E. Integration into International Business
3. Know, understand how to measure the economic situation of a country
4. Propose different alternatives of measure the international economy in the current concept.

**Prerequisites**

No pre-requisite.

**International Marketing**

<b>Year of study</b>	3rd Year	<b>ECTS</b>	4
<b>Semester</b>	Semester 1	<b>Hours</b>	30
<b>Course</b>	MVC3101BAC_20	<b>Course responsible</b>	LUFFARELLI Jonathan
	International Marketing	<b>Teaching language</b>	English

**Presentation and objectives**

Companies often operate in overseas markets and seek to grow by entering foreign markets. Marketing is thus often practiced on an international or global scale. International/global marketing offers unique opportunities and poses unique challenges, which marketers must be able to appreciate, exploit, and address. Marketers need, for instance, to understand differences and similarities among international customers and markets, to tailor products and services to diverse needs of different markets, and to design market entry strategies to operate successfully in foreign markets. This course is designed to serve as an introduction to the theory and practice of international/global marketing. It is designed for students interested in marketing, communication, branding, strategy, and business administration. It is also designed for students who want to start their own company since entrepreneurial ventures are often involved in international business dealings and form relationships with international partners.

**Prerequisites**

No pre-requisite.



## Organisational behaviour and international HRM

<b>Year of study</b>	3rd Year	<b>ECTS</b>	4
<b>Semester</b>	Semester 1	<b>Hours</b>	30
<b>Course</b>	ERH3101BAC_20	<b>Course responsible</b>	MUKERJEE NATH Jinia
	Organisational behaviour and International HRM	<b>Teaching language</b>	English

### Presentation and objectives

The main objective of this course is to make students understand the values of collaboration, and help them understand the managerial ethics and diversity of people in all its forms, in order to be able to exercise an ethical and socially responsible approach to the management of human resources.

This course is an introduction to behaviour in organizations. As an introductory course, it aims to foster an awareness and understanding of behavioral phenomena occurring at the individual, interpersonal, group, and organizational level. Topics covered include personality, attitudes, decision making, motivation, diversity, cross-cultural issues, communication, leadership, power, group dynamics, conflict, ethics, organizational structure and design, organizational culture and managing change. In the class, students will:

- 1) gain an awareness of the opportunities and challenges of workplace,
- 2) gain familiarity with theories and concepts relevant to understanding human element at work,
- 3) develop an understanding regarding their application in managing day to day life in the organization,
- 4) improve management-related skills, including reading business cases, writing, oral presentation, planning and organizing tasks for groups, and
- 5) understand and improve their own experience and behavior as a member of the class and of a work group.

### Prerequisites

No pre-requisite.

## French culture and society

<b>Year of study</b>	3rd Year	<b>ECTS</b>	2
<b>Semester</b>	Semester 1 or 2	<b>Hours</b>	15
<b>Course</b>	ERH3103BAC_20 or ERH3201BAC_20	<b>Course responsible</b>	LELIGOIS Beverly
	French Culture and Society	<b>Teaching language</b>	English

### **Presentation and objectives**

This course has been designed as a tool to help international students successfully integrate French society by observing and fully understanding the various aspects of French life and culture. The idea is to make it as easy as possible to understand, therefore accept and tolerate the cultural differences that students will encounter not only in France, but also in the cross-cultural work force later on. This course will help students gain “Cultural Intelligence” (known as CQ). The 4 concepts of CQ (drive, knowledge, strategy and action) will transform students into pertinent cultural observers, enabling them to fully understand and develop the notions of international openness, multiculturalism and diversity while promoting academic inclusiveness. Students will be required to channel their energy and generate shared commitment by obtaining common objectives in various “Learning by Doing Activities”. These activities will enhance cultural understanding and the notion of cultural diversity while allowing students to establish relationships as well as develop their listening and team motivation skills. At the same time, students will also improve their analytical and problem-solving skills in the process. As a result, students will adapt to multiculturalism on different levels and be more open to the norms of another culture while maintaining their own values and identity. The main objective of the course is to require students to work in a different multicultural work team in every session as a way to exchange about their own cultural differences while “Frenchifying” themselves together in order to ensure a successful experience in France.

### **Prerequisites**

No pre-requisite.

## French as Foreign Language

<b>Year of study</b>	3rd Year	<b>ECTS</b>	4
<b>Semester</b>	Semester 1	<b>Hours</b>	30
<b>Course</b>	ERH3101BAC	<b>Course responsible</b>	
	French as Foreign Language - FLE (for international and non french speaking only, mother tong)	<b>Teaching language</b>	French

### Presentation and objectives

This course aims to develop oral and written communication skills in French for non-French speakers through the acquisition or consolidation of basic knowledge. At the end of this course students will be able to communicate in French and interact with a native speaker. The level of mastery expected at the end of the training will depend on the initial level of the student.

### Prerequisites

No pre-requisite for beginners.

## Behaviour Focus 2

<b>Year of study</b>	2nd Year	<b>ECTS</b>	2
<b>Semester</b>	Semester 2	<b>Hours</b>	15
<b>Course</b>	MET3101AC_20	<b>Course responsible</b>	MAHE Annie
	Behaviour Focus 2	<b>Teaching language</b>	English

### Presentation and objectives

Its main objectives are to develop oral communication skills. Students must be able to make a structured and relevant oral argument. In order to prepare them, they will be asked to communicate orally the results of the sessions. As part of their evaluation, they will be asked to present their group work concisely. In addition, the exercises and tools used should help to establish the relationship with others and to encourage exchanges.

Students will need to demonstrate initiative, adaptation, personal organization and be able to build support around achieving a common goal in an ethical logic. In particular, the ability to implement self-organization and adaptation will be worked on. Students must demonstrate

their ability to position themselves in a thoughtful and upright attitude as well as to interact with others, particularly in understanding relational business works.

The need to be able to position himself in a company and to adapt to new situations has created an obligation to reflect on our mental attitudes and personal postures as well as on our individual and collective organizational behaviors. The course's specific skills are:

The first part of the course will increase the student's step back, who must be able to study a situation by knowing the entire communication system in order to adapt his positioning and behavior to the environment. At the end of the course, students must be able to describe the main steps of a method that allows to build a more accurate look to allow easier action and adaptation. Oral group questions are intended to validate this specific skill.

The 2nd, 3rd and 4th parts of the course will develop each student's personal abilities by allowing them to work with tools of self-knowledge and knowledge of others. At the end of the course, students must be able to describe the self-management tool being studied in class as well as the basics of other people's comprehension tools.

**Prerequisites**

No pre-requisite.

**English TOEIC**

<b>Year of study</b>		<b>ECTS</b>	2
<b>Semester</b>	Semester 1	<b>Hours</b>	15
<b>Course</b>	LV13101BAC_21	<b>Course responsible</b>	
	English TOEIC	<b>Teaching language</b>	English

This is a short course to prepare 3<sup>rd</sup> year Bachelor student for the TOEIC exam. The exam has 7 parts which measure the ability of the student to understand written and spoken English in a business/professional context. The course focuses on specialized business vocabulary, both formal and idiomatic. It includes current forms of communication (telephone, email and formal written correspondence) and covers a broad array of professional situations.

**Prerequisites**

Intermediate – advance knowledge of English



## Course syllabus semester 2

### Strategic Management

<b>Year of study</b>	3rd Year	<b>ECTS</b>	4
<b>Semester</b>	Semester 2	<b>Hours</b>	30
<b>Course</b>	MSE3201BAC_20	<b>Course responsible</b>	ASHRAF Naeem
	Strategic management	<b>Teaching language</b>	English

#### Presentation and objectives

Strategy is a vital tool for corporate managers. Therefore, the primary objective of this course is that students understand the factors that affect the overall performance of a company. This course will thus begin with a presentation and an explanation of the main models, concepts, and theories of the field making it possible for students to understand the complexity of the business world and the need for using the intellectual tools necessary to apprehend it. These theoretical elements will be studied and discussed in class, around real examples drawn from the professional literature, or the personal experience of the teacher and the students. Such an approach will encourage students to evaluate the contributions and the limits of these theoretical tools, through critical thinking. Hence, students will not only be able to identify the factors which affect the overall performance of an organization but will also be able to evaluate them; allowing them the later use of those concepts as well as a deep understanding of how strategy helps companies to be successful. Understanding industry and global dynamics inducing change will prepare them for the challenges they have to face in their life as managers.

#### Prerequisites

No pre-requisite.

### Digital Business Transformation

<b>Year of study</b>	3rd Year	<b>ECTS</b>	4
<b>Semester</b>	Semester 2	<b>Hours</b>	30
<b>Course</b>	MSE3203BAC_20	<b>Course responsible</b>	

	Digital business Transformation	<b>Teaching language</b>	English
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### **Presentation and objectives**

Digital business is disrupting the economy: computers and robots are increasingly replacing humans, while organizations flatten benefitting a few behemoths and many small companies. In this course we will look at a large variety of examples of digital business and study the benefits and drawbacks of their activities.

McAfee & Brynjolfsson (2017) see digital business as a sector that brings about and takes advantage of three distinct but related trends: Machines taking over activities traditionally carried out by human, the ever more present intermediation by platforms of consumer-producer interactions, and the increasing role of outsiders in organizations that run as digital business. After an introductory session devoted to its organization and approach, this course devotes three separate blocks of six sessions to each of these trends. Finally, Digital Marketing and all the social media impact will be analyzed and the students will comprehend the implication in the current business context.

### **Prerequisites**

The course builds upon concepts seen in the first semester in the courses on information systems and business model and value proposition.

## **Managing otherwise**

<b>Year of study</b>	3rd Year	<b>ECTS</b>	2
<b>Semester</b>	Semester 2	<b>Hours</b>	15
<b>Course</b>	ERH3202BAC_20	<b>Course responsible</b>	MARAIIS Magalie
	Managing otherwise	<b>Teaching language</b>	English

### **Presentation and objectives**

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 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.”

First, the course will help students to get the knowledge and understanding of organizational contexts: economic, social, historical and political. Indeed, the course has been designed to give to the students an overview of: what is an organization/a company? What is a corporate or organizational mission? What do they stand for? The objective is to question the role and mission of organizations/companies within societies. Doing so, students will have the capacity to imagine innovative ways to build alternative organizations in specific contexts. The analysis of the context is there of tremendous importance as an alternative cannot be defined and developed without roots. In their final project (final exam – collective assessment), students will have to describe the context in which the organization they create is embedded in. To do so, they will have to engage in an extensive collection of qualitative and quantitative data to describe the context of their project and to assess its relevancy. The data analysis will be based on the use of tools inspired from strategy, marketing or communication practices. Students will also get a better understanding of ethical challenges for managers. In this regard, the course describes the different dilemmas that managers can face with regards to economic, social and/or environmental responsibilities. They will discover some ways to resolve some of them and sometimes acknowledge that some tensions that cross organizations cannot be addressed with traditional management tools and solutions. The course will be helpful to enhance students' creativity and will increase their universe of possibilities through the imagination of managerial alternatives.

Last, students will learn how to integrate sustainable development/CSR at all levels of an organization. A transversal approach of sustainable development/CSR implementation will be proposed to identify how it could impact practices in strategy, marketing, governance, and communication within an alternative organization. Students are expected to be able to describe the stakes of sustainable development/CSR for the diverse corporate functions, to develop recommendations for its implementation and to adopt a transversal vision to evaluate functional complementarities for building a global coherent sustainable/CSR orientation.

#### **Prerequisites**

No pre-requisite.

### **Elective course - Corporate reputation**

<b>Year of study</b>	3rd Year	<b>ECTS</b>	4
<b>Semester</b>	Semester 2	<b>Hours</b>	30
<b>Course</b>	MVC3202BAC_20	<b>Course responsible</b>	L'ECUYER Catherine
	Elective - Corporate reputation	<b>Teaching language</b>	English

### **Presentation and objectives**

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 reputation concerns everyone, everywhere in small, medium and large companies. Students will be able to:

- Explore the role of corporate reputation and what are the key issues that need to be considered when managing reputation.
- Define the stakeholder theory and map the stakeholders in new business models. - Understand the nature, role and scope of corporate communication and consider the relationship between corporate identity and corporate reputation. Explore the reasons why organizations use corporate communication.
- Acquire skills in building a corporate identity: message framing, corporate ad, public relations, sponsorship activities.
- Examine the corporate identity mix and consider the different methods of corporate communication to influence specific stakeholders especially for internal communication, media relations, crisis communication. -Students will analyze what went wrong and right in a real crisis communication case.

### **Prerequisites**

No pre-requisite.

### **Elective course – International Financial Markets**

<b>Year of study</b>	3rd Year	<b>ECTS</b>	4
<b>Semester</b>	Semester 2	<b>Hours</b>	30
<b>Course</b>	CFJ3201BAC_20	<b>Course responsible</b>	LI Li
	Elective - International Financial Markets	<b>Teaching language</b>	English

### **Presentation and objectives**

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. Beyond the transmission of “pure” financial knowledge, this course aims at helping the beginners in finance to grow and meet various learning goals.

First, the course attempts to improve the Analytical and problem solving skills : the strategic thinking of the business judgment is critical for a successful career. The students in this course are encouraged to select, analyze, discuss relevant information in a given context and then

interpret their key assumptions as well as business decision. The participants will develop the ability to think strategically about the proposed topics and to analyze the impact of them over a variety of countries and economic areas.

Second, the course targets at the development of the Interpersonal and communication skills: all participants of this course are required to prepare an oral presentation on various topics in global international market. They are expected to provide develop rational and convincing argumentation for their ideas. Furthermore, students will frequently work in group for discussions and debates in classes. This goal will be improve students' communication skills and their relation skills to works with different colleagues from different education backgrounds.

Third, one feature of this course is the Ethics, diversity and global responsibility . Future managers need understand the importance of being open minded and have the basic skills to work with people from different cultural background. The students of this course are from all over the world and they are encouraged to build working team with classmates form different culture backgrounds. During the group presentation, topic discussions or debates, they are encouraged to show their own culture and also to open themselves to that of their classmates.

**Prerequisites**

No pre-requisite.

**Elective course – Supply Chain**

<b>Year of study</b>	3rd Year	<b>ECTS</b>	4
<b>Semester</b>	Semester 2	<b>Hours</b>	30
<b>Course</b>	ERH3203BAC_20	<b>Course responsible</b>	SOUSA JABBOUR Ana
	Elective - Supply Chain	<b>Teaching language</b>	English

**Presentation and objectives**

Supply chain course aims to equip students with knowledge on decisions that firms should consider when operating successfully within supply chains. The course addresses the structure and business processes of a supply chain and the design and implementation of strategic decisions within global supply chains, involving environmental implications and the use of digital technologies to firms' competitiveness.

The students are expected to demonstrate learning on:

- The fundamental concepts of supply chain management topic
- The critical importance of supply chain decisions towards firms' competitiveness

- Selection and application of appropriate tools and techniques to manage a supply chain to achieve overall efficiency and effectiveness.
- Analyses of environmental issues in supply chain decision-making

**Prerequisites**

No pre-requisite.

**Elective course - French luxury and excellence**

<b>Year of study</b>	3rd Year	<b>ECTS</b>	4
<b>Semester</b>	Semester 2	<b>Hours</b>	30
<b>Course</b>	MVC3203BAC_20	<b>Course responsible</b>	HIDALGO Alexandre
	Elective - French luxury and excellence	<b>Teaching language</b>	English

**Presentation and objectives**

If the term luxury is used everywhere and all the time and that concepts never cease to appear in order to always differentiate one's luxury; no one seems to be able to give a clear definition of this sector.

Some speak of "hyper luxury", "mass stem" of "trading up", "ultrapremium" "opuluxe .... Leading to a term that no one can come up with in a precise definitionLuxury is not only a product, a know-how, it is above all a different and global way to understand the customers, to manage the brand and the company which makes it its success.

The aim 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 their operation through the establishment of a luxury strategy (Example: Apple.The purpose of this course is to allow the student to:

- benefit from an increased general culture because of the social, societal and economic implications of such an industry
- be an informed consumer
- better understand an economically and symbolically powerful industry around the world

**Prerequisites**

No pre-requisite.

**START'UP WEEK**



<b>Year of study</b>	3rd Year	<b>ECTS</b>	4
<b>Semester</b>	Semester 2	<b>Hours</b>	30
<b>Course</b>	MSE3201BA_20	<b>Course responsible</b>	JAOUEN Annabelle
	Start Up Week	<b>Teaching language</b>	English

### **Presentation and objectives**

Startup Week is a module that results from Montpellier Business School's desire to give each student completing their Bachelor program a methodology for business creation and to develop their entrepreneurial spirit, by realizing that everyone of them is a potential future entrepreneur.

The coordination of the event and support for students is provided by the MBS Entrepreneurship Center where coaches and expert business creators intervene.

### **Prerequisites**

No pre-requisite.

## French culture and society

<b>Year of study</b>	3rd Year	<b>ECTS</b>	2
<b>Semester</b>	Semester 1 or 2	<b>Hours</b>	15
<b>Course</b>	ERH3103BAC_20 or ERH3201BAC_20	<b>Course responsible</b>	LELIGOIS Beverly
	French Culture and Society	<b>Teaching language</b>	English

### **Presentation and objectives**

This course has been designed as a tool to help international students success fully integrate French society by observing and fully understanding the various aspects of French life and culture. The idea is to make it as easy as possible to understand, therefore accept and tolerate the cultural differences that students will encounter not only in France, but also in the cross-cultural work force later on. This course will help students gain "Cultural Intelligence" (known as CQ). The 4 concepts of CQ (drive, knowledge, strategy and action) will transform students into pertinent cultural observers, enabling them to fully understand and develop the notions of international openness, multiculturalism and diversity while promoting academic inclusiveness. Students will be required to channel their energy and generate shared commitment by obtaining common objectives in various

“Learning by Doing Activities”. These activities will enhance cultural understanding and the notion of cultural diversity while allowing students to establish relationships as well as develop their listening and team motivation skills. At the same time, students will also improve their analytical and problem-solving skills in the process. As a result, students will adapt to multiculturalism on different levels and be more open to the norms of another culture while maintaining their own values and identity. The main objective of the course is to require students to work in a different multicultural work team in every session as a way to exchange about their own cultural differences while “Frenchifying” themselves together in order to ensure a successful experience in France.

**Prerequisites**

No pre-requisite.

**French as Foreign Language**

<b>Year of study</b>	3rd Year	<b>ECTS</b>	4
<b>Semester</b>	Semester 1	<b>Hours</b>	30
<b>Course</b>	ERH3101BAC	<b>Course responsible</b>	
	French as Foreign Language - FLE (for international and non french speaking only, mother tong)	<b>Teaching language</b>	French

**Presentation and objectives**

This course aims to develop oral and written communication skills in French for non-French speakers through the acquisition or consolidation of basic knowledge. At the end of this course students will be able to communicate in French and interact with a native speaker. The level of mastery expected at the end of the training will depend on the initial level of the student.

**Prerequisites**

No pre-requisite for beginners.