

Exchange Students

Bachelor of International Business Administration *Second Year - BIBA 2* Syllabus 2023 - 2024

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Preamble

The Bachelor of International Business Administration (hereafter BIBA) is a three-year higher education programme. It is acknowledged by the French ministry as a “Bac+3” programme, that is, 3 years of higher education subsequent to Bacalaureate, high school/secondary education diploma.

The curriculum is characterised by three important dimensions:

- This is a **general business and management programme** where students learn the fundamental skills and competences in all business disciplines. These fundamentals allow students to explore a wide range of opportunities and potential careers available to them upon completion of their studies. Moreover, this wide coverage allows students to be ready for future changes in their careers where some currently existing jobs may disappear due to technological and social evolutions and new types of jobs may be created.
- The **core MBS values** of Ethics, Openness and Diversity, Responsibility and Global Performance infuse through every discipline and every course of the programme, as we aim to prepare students for the current and future societal and environmental challenges. In addition, each year the programme includes at least one course specifically dedicated to the social and environmental transformations faced by businesses.
- A **twofold approach** allows students to develop both **academic competences in an international context** and **practical business acumen and skills**. The academic skills prepare students for the continuation of their studies either in France or abroad, whereas the professional skills make them ready for the job market right after graduation. Moreover, depending on their academic track, students can either (1) reinforce their international academic exposure via longer exchange and double degree opportunities in years 2 and 3, or (2) enhance their employability via long-term professional experiences such as the one-year, or two-year apprenticeship contracts. When making a choice about their academic path, each student is advised and coached to take a mid- and long-term stand on their professional and personal goals.

The BIBA program was accredited by the French Ministry of Higher Education on 1 September 2019 for five years and has been included on the *Répertoire National des Certifications Professionnelles* (RNCP - National Registry of Professional Qualifications) since 2013. Moreover, the diploma is acknowledged the equivalence with the university degree of “License” (Bachelor) for a period of 3 years starting with all new recruits of September 2021.

2nd Year of study – Bachelor Programme

Objective of the 2nd year of study: Apply management tools and methods while being cognizant of societal and environmental issues and contribute to the company's activities in a multicultural context.

2nd Year of study – Semester 3

BIBA 2 EN - 2023 2024		
Title	#h	ECTS
TU - Digital and analytical competences		
Management Accounting	30	4
Micro-behavior of economic agents	30	4
Statistics for business	30	4
TU - Organisational and behavioral competences		
Human Resources and diversity management	30	4
Responsible Marketing Mix	30	4
International Business	30	4
TU - Interdisciplinary skills		
International Week 3	15	2
Voltaire Certification (French speaking only)	15	1
Introduction to academic writing (English speaking only)	15	1
English for Business 2 & Second Language	45	3
Semester 3 total	255	30

Year of study	2nd Year	ECTS	4
Semester	Semester 3	Hours	30
Course	Management Accounting	Teaching language	English/French

Presentation and objectives

The objective of this course is to introduce students to different methods and techniques of management accounting. The course will offer students both theoretical and practical training. Students will work independently and in groups –small and large. By the end of this course, students must be able to apply technical knowledge in specific situations students will encounter during student's career. The opportunity to work both independently as well as in groups will contribute to both their autonomy and teamskills and allow students to continue to build on their knowledge more easily in the future.

Our goal is to prepare students to work in an increasingly complex global world. Accounting is the language of business –key to every decision made in the business environment. No matter where their professional life takes them, a strong understanding of accounting is a valuable skill to develop. Management Accounting is internally focused and includes planning, forecasting, measuring, reporting results on the operations of a business with the goals of strong asset management and maximizing profitability.

Prerequisites

No pre-requisite.

Year of study	2nd Year	ECTS	4
Semester	Semester 3	Hours	30
Course	Micro-behavior of economic agents	Teaching language	English/French

Presentation and objectives

In this course students will learn fundamental microeconomic principles and mechanisms underlying most existing economic theories. This course aims at developing the analytical abilities of students so as to give them the tools to construct a solid reasoning rooted on clearly stated hypotheses and eventually draw conclusions from the situation under study. This will be achieved with the use of microeconomic tools and mathematical models that reproduce in a simplified way setups typically met in the real-world context.

The students will be confronted in the classroom to typical economic situations and concepts and will have to develop an analytical capacity that will enable them to deduce general conclusions on the basis of specific assumptions. This will eventually help students in the decision-making process as future managers.

Several specific skills will be acquired during this course:

- Knowledge and understanding of fundamental economic models
- Explain the behavior of representative economic agents
- Ability to graphically represent the data present analysis and draw conclusions.

Prerequisites

None

Year of study	2nd Year	ECTS	4
Semester	Semester 3	Hours	30
Course	Statistics for business	Teaching language	English/French

Presentation and objectives

This course is the continuation of the course entitled "Business & Economics Calculus", designed for students in the first year of Bachelor and including descriptive statistics applied to business. The purpose of this new course is to provide students with more advanced statistical tools needed by managers. The course emphasizes understanding the process associated with statistical decisions, defining and formulating problems, analyzing the data, and using the results in decision-making.

The purpose of this course is to help managers to carry out the appropriate statistical analyzes in order to be able to propose adapted recommendations to a given problem. Through this course, students will acquire four main specific skills.

- Study the existing relationship between two studied phenomena (quantitative, qualitative).
- Being able to explain a quantitative phenomenon according to another phenomenon, or several others (quantitative and/or qualitative).
- Being able to explain a qualitative phenomenon according to another phenomenon, or several others (quantitative and / or qualitative).
- Being able to use SPSS and Excel statistical software to implement all the analysis methods discussed in the course.

Prerequisites

No pre-requisite.

Year of study	2nd Year	ECTS	4
Semester	Semester 3	Hours	30
Course	Human Ressources and diversity management	Teaching language	English/French

Presentation and objectives

This course aims to discover and use concepts related to key human resources (HR) functions and ethics in human resources management (HRM). It is also about understanding of the concepts of international openness, multiculturalism and diversity concerning HRM. The stake is to become a manager able to align strategy, structure and corporate culture of his-her firm. He-she will combine efficiency and ethics with his-her team and will adapt his-her actions in a context of international openness and multiculturalism.

Prerequisites

No pre-requisite.

Year of study	2nd Year	ECTS	4
Semester	Semester 3	Hours	30
Course	Responsible marketing mix	Teaching language	English/French

Presentation and objectives

This course starts from the premise that the objectives of companies and organizations should not be purely profit-driven. Likewise, marketing should not only be about selling products, services, or ideas to customers, at whatever the cost. Instead, companies and organizations and their (marketing) managers have a responsibility to do good for society, use scarce natural resources in a responsible way, and contribute to the general well-being of individual customers and their communities. Building on the basic foundations of marketing, and in particular the "marketing mix" framework (also known as the 4P's), this course aims to heighten the students' awareness regarding the higher moral obligations that a marketing manager ought to possess, that is, to employ marketing strategies and tactics with a concern for ethics, integrity, fairness, and justice in the marketplace.

Prerequisites

No pre-requisite.

Year of study	2nd Year	ECTS	4
Semester	Semester 3	Hours	30
Course	International Business	Teaching language	English

Presentation and objectives

The main objective of this International Business (IB) course is to introduce the main concepts of IB and the impact in the business world today. The modern Globalization, with their ups and downs, are part of our modern live. Within the Globalization, in the course we will discuss IB as a way of doing business, as well as the main IB theories and current challenges. The course emphasis both, the basic concepts of IB and a critical analysis from the current perspective.

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

1. Understand and use the basic concepts and definitions related to International Business
2. Know and understand the main Data Bases for the International Trade
3. The application of the knowledge of the data bases for identify international business opportunities

4. Capacity of Synthesis and critical thinking in regards of the Innovation and entrepreneurial mindset in International Business environment

Prerequisites

No pre-requisite.

Year of study	2nd Year	ECTS	0 ³
Semester	Semester 3	Hours	9
Course	International week 3	Teaching language	English

Every semester during the first two years of the Bachelor Program various visiting professors teach online or face to face specific topics to MBS students. The seminars are condensed into one week in order to stimulate intensive discussions, reflections and sharing of ideas. Particular emphasis is put on developing interdisciplinary competences that are not included in the Program for this specific year or semester. Moreover, all visiting instructors are presenting the topic from the perspective of their country or region, thus enhancing the international and intercultural exposure of the students.

General themes covered in each semester are as follows:

- Year 1 – Semester 1: Emotional Intelligence and Soft skills (intercultural perspectives)
- Year 1 – Semester 2: Social and Environmental Transition (Environmental innovation, CSR, Circular economy)
- Year 2 – Semester 1: International Business (Entrepreneurship, Doing Business in..., Family Business in...)
- Year 2 – Semester 2: Digitalization (Blockchain, Artificial intelligence, Cybersecurity)

Year of study	2nd Year	ECTS	1*
Semester	Semester 3*	Hours	15*
Course	Voltaire Certification*	Teaching language	French

**Only for French speaking students*

Presentation and objectives

This course prepares students for the Voltaire Certificate. It offers a refresher course in spelling, grammar and conjugations in order to correct the most common mistakes in professional writing.

Prerequisites

No pre-requisite.

Year of study	2nd Year	ECTS	1*
Semester	Semester 3*	Hours	15*
Course	Introduction to academic writing*	Teaching language	French

**Only for non-French speaking students*

Presentation and objectives

This course is designed to equip students with the fundamental techniques necessary for effective scholarly writing. It serves as a comprehensive foundation, guiding students through the essential elements of academic writing, including structure, clarity, and critical analysis. Students will learn how to articulate ideas concisely, develop strong arguments, and cite sources accurately using referencing styles. Additionally, the course emphasizes research skills, helping students locate and evaluate credible sources to support their claims. The pedagogical methods include interactive lessons and practical exercises.

Prerequisites

No pre-requisite.

Year of study	2nd Year	ECTS	1
Semester	Semesters 3 & 4	Hours	15
Course	English for business 2	Teaching language	English

AND

Year of study	2nd Year	ECTS	2
Semester	Semesters 2 & 3	Hours	30
Course	Second foreign language (Spanish, German, Italian, Chinese, French for foreigners)	Teaching language	Various

Students who achieved 60% mark or greater in the internal MBS test at the end of their first year of studies (or level B2 at other acknowledged English language certificates) are eligible to take the course English for Business coupled with a course in another foreign language. The course English for Business develops more advanced communication skill in English. It focusses on vocabulary and style used in official business communications in the international context.

OR

Year of study	2nd Year	ECTS	3
Semester	Semesters 1 & 2	Hours	45
Course	English communication skills	Teaching language	English

Students who did not achieve a 60% mark or greater at the end of year 1 test (or level B2 at other acknowledged English language certificates) should take the English communication skills course. They are not offered to take a second foreign language course until their English language proficiency achieves the minimum requirement.

The English communication skills course covers the full range of language skills (reading, writing, listening, speaking). By using interactive situational learning, sometimes related to business situations, but mostly to everyday life situation, the course develops also specific language skills in terms of grammar, syntax, and style.

2nd Year of study – Semester 4

BIBA 2 EN - 2023 2024		
Title	#h	ECTS
TU - Digital and analytical competences		
Financial statements analysis	30	4
Data management	24	3
TU - Organisational and behavioral competences		
Sales and Negotiation techniques	24	3
Design Thinking - Business Challenge	24	3
Project Management	24	3
TU - Open-mindedness and responsibility		
Responsible Management	24	3
Hackathon - SD Challenge	24	3
TU - Interdisciplinary skills		
International week 4	15	2
BIBA1 professional period assessment	-	3
English for Business 1 & Second Language	45	3
Semester 4 total	234	30

Year of study	2nd Year	ECTS	4
Semester	Semester 4	Hours	30
Course	Financial Statements Analysis	Teaching language	English/French

Presentation and objectives

Financial analysis is the process of analyzing and evaluating financial data and information about an entity to support decisions by stakeholders and management. Internally, financial analysis can help managers make future business decisions or review historical trends for past successes. Externally, financial analysis can help investors and stakeholders to evaluate investment choices and decisions to generate the best possible returns and investment possibilities.

The main objective of this course is to give students the basic tools needed to analyze and evaluate a company's strengths and challenges. This course aims to achieve two main objectives:

- 1) Students should understand the theoretical concepts presented and apply the technical concepts presented in specific situations.
- 2) Students must also be able to analyze the company's financial statements - balance sheet and income statement.

By the end of this course, students must be able to apply technical knowledge in specific situations that they will encounter during their careers. The opportunity to work both independently as well as in groups will contribute to both to autonomy and team skills and allow students to continue to build on their knowledge more easily in the future.

Prerequisites

No pre-requisite.

Year of study	2nd Year	ECTS	3
Semester	Semester 2	Hours	24
Course	Data management	Teaching language	English/French

Presentation and objectives

In today's digital world, data is becoming increasingly more abundant and diverse. Data is very peculiar business resource. Its abundance carries a lot of new opportunities but also difficulties for companies. In this context, data management and business analytics have become critical business success factors.

This course is designed to provide students with fundamental knowledge in collecting, organizing, processing data and providing meaningful information for business decision making. Fundamental data management techniques such as relational databases and SQL will be examined in the first part. In the second part, recent no-code solution for data management and visualization such as Power BI will be explored too. Moreover, some data mining and cleaning techniques will be studied and applied. Finally, students will be introduced to more advanced contemporary tools such as big data, Hadoop and data lakes.

Prerequisites

None

Year of study	2nd Year	ECTS	3
Semester	Semester 4	Hours	24
Course	Sales and Negotiation techniques	Teaching language	English/French

Presentation and objectives

In any human organisation, conflicts, tensions or frustrations are very disruptive. They can be detrimental to the company overall performance and social climate. They affect the culture, image and reputation. Managers are often confronted to these sort of situations and must be prepared to handle them.

The objective of this course is to give students the basic understanding of:

- Common sources of potential conflicts
- Assessment of the situation and parties involved
- Ability to prevent conflicts before they arise
- Conflict resolution through professional communication, mediation and negotiation

Prerequisites

No pre-requisite.

Year of study	2nd Year	ECTS	3
Semester	Semester 4	Hours	24
Course	Design Thinking – Business challenge	Teaching language	English

Presentation and objectives

The main objective of this course is to explore the different dimensions of the design thinking process and apply it to business and managerial issues. The intent of the course is to provide students with the tools and techniques that will help them define and solve managerial issues in a creative fashion. Methods for design thinking include observation, interviewing, empathizing, defining and framing issues and problems, low-tech prototypes and decision-making. During the course, students will have the opportunity to apply the tools and techniques to real life situations.

The course will teach students how to apply a design thinking model to solve or dissolve a real life problem, developing innovative and creative ideas from imagination to prototyping. Students should be able to analyse a real situation and understand the problem from a holistic point of view, in order to interpret their research, so that in the end they can generate ideas. In this regard, different assignments about discovery, interpretation and ideation steps will be used in a continuous evaluation method. The course develops students' ability to synthesize uncommon ideas and opinions to offer innovative and creative solutions or pathways. Students are expected to be able to generate multiple ideas from different points of view, trying to be innovative and creative. This ability will be measured with specific ideation and innovation and creation assignments. Design thinking participants should be able to collaborate in a multidisciplinary and diverse context using the diversity, differences and multicultural perspectives as an added value for their proposal. It is expected that students will demonstrate a capacity to discover, analyse and use diversity and differences. Continuous Students will also learn to evaluate the importance to the iterative feedback through analytical and critical thinking approaches. They will have to adopt a human centered design allowing them to improve their idea and propose new ideas from the different feedbacks. The iterative feedback will be evaluated through presentations given to their colleagues, to the specialist in the problem and to the people concerned with the design thinking challenge. Finally, the course helps students to communicate the output of their design thinking in oral and written format and to attract interest for the implementation of the idea/s. Students will be able to present their output to general public and stakeholders or a specialized audience. This skill will be evaluated through the final presentation.

Prerequisites

No pre-requisite.

Year of study	2nd Year	ECTS	3
Semester	Semester 4	Hours	24
Course	Project Management	Teaching language	English

Presentation and objectives

The 21st corporate context is extremely different. Competition is global and companies are more open. To succeed in this globalized world, organizations must be more responsive, innovative and open. Pyramid structures from 20th century, are now replaced by matrix or project mode organizations. In those organizations, individuals which have very different skills must collaborate and work together on complex projects. Almost any type of organization has to use project mode, inside their own structure or working with other stakeholders in a context of partnership for example (new project, consulting, digitalization, building industry, events...). In that context project management is essential.

This course is an introduction to project management. The objective is to help students understand main theories, methods and issues linked with project management. In this course student will also be able to discover main tools to deal with all project management stages.

From exercise done in class and a red wire case study, students will be able to put into practice all the methods and skills required to be a good project manager. They will also have to work in group and experience concretely issues that project managers are facing when they work in a team.

Prerequisites

None

Year of study	2nd Year	ECTS	3
Semester	Semester 4	Hours	24
Course	Responsible Management	Teaching language	English/French

Presentation and objectives

This course has been built to provide students with an overall knowledge of what responsible management means for companies. The content addresses how to translate the three pillars of sustainable development (economic, social and environmental) into corporate practices. It provides key insights of why companies should behave responsibly and of how they can do it by integrating responsible management principles into their functioning and at different levels of what they do. Students will become aware of the necessity for society to build socially responsible companies, of the stakes associated to such a project and of the ways of doing it. The pedagogy adopted for this course offers a mix of fun activities, critical study of discourses and news relayed by the press and business case studies. Theoretical concepts will always be used to illustrate and understand selected facts or situations for learning.

Prerequisites

No pre-requisite.

Year of study	2nd Year	ECTS	3
Semester	Semester 4	Hours	24
Course	PRO2201BAC_21 Hackathon – Sustainable Development	Teaching language	English / French

Presentation and objectives

On a format of 3 consecutive days, in Hackathon mode, opening with the climate fresco, students will have to propose answers to one or more issues on a theme of sustainable development or CSR.

Students are required to work in teams in order to design and present innovative projects producing significant environmental impact or reducing environmental footprint in the local context.

Prerequisites

No pre-requisite.

Year of study	2nd Year	ECTS	2
Semester	Semester 4	Hours	15
Course	International week 4	Teaching language	English

Presentation and objectives

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Particular emphasis is put on developing interdisciplinary competences that are not included in the Program for this specific year or semester. Moreover, all visiting instructors are presenting the topic from the perspective of their country or region, thus enhancing the international and intercultural exposure of the students.

General themes covered in each semester are as follows:

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- Year 1 – Semester 2: Social and Environmental Transition (Environmental innovation, CSR, Circular economy)
- Year 2 – Semester 1: International Business (Entrepreneurship, Doing Business in..., Family Business in...)
- Year 2 – Semester 2: Digitalization (Blockchain, Artificial intelligence, Cybersecurity)

Year of study	2nd Year	ECTS	2
Semester	Semester 1	Hours	-
Course	BIBA1 professional period assessment	Teaching language	French/English

Presentation and objectives

The first phase aims to discover jobs by exchanging with professionals, between the months of January to March, with the support of MBS partner, My Job Glasses, a digital platform that connects students and professionals. This work allows, on the one hand, to initiate a reflection on his professional project in order to identify a possible internship site and on the other hand to begin to become familiar with a network approach. At the end of these exchanges with professionals, the students will have to write an astonishing report which will illustrate the main lessons learned from this survey and will have to highlight how these will serve the construction of their professional project. Finally, they will produce a CV, to allow them to familiarize themselves with this tool, which will be used to apply for their internship search.

The second phase aims for the students to have a professional experience which should constitute the first step in opening up to the professional world. Thanks to this immersion in the field, they will discover how the company works, carry out operational missions and understand the complexity and the richness of human relationships. They will be able to carry out this experience in the profession and sector of activity of their choice under an internship agreement, or under an employment contract / student job

Prerequisites

No pre-requisite.

Year of study	2nd Year	ECTS	1
Semester	Semesters 3 & 4	Hours	15
Course	English for business 2	Teaching language	English

AND

Year of study	2nd Year	ECTS	2
Semester	Semesters 2 & 3	Hours	30
Course	Second foreign language (Spanish, German, Italian, Chinese, French for foreigners)	Teaching language	Various

Students who achieved 60% mark or greater in the internal MBS test at the end of their first year of studies (or level B2 at other acknowledged English language certificates) are eligible to take the course English for Business coupled with a course in another foreign language. The course English for Business develops more advanced communication skill in English. It focusses on vocabulary and style used in official business communications in the international context.

OR

Year of study	2nd Year	ECTS	3
Semester	Semesters 1 & 2	Hours	45
Course	English communication skills	Teaching language	English

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The English communication skills course covers the full range of language skills (reading, writing, listening, speaking). By using interactive situational learning, sometimes related to business situations, but mostly to everyday life situations, the course develops also specific language skills in terms of grammar, syntax, and style.