



Exchange Students

Bachelor of International Business Administration – Year 3

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.

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
Organisational Behaviour & International Human Resources Management	45	5
Corporate Finance	45	5
Export and International Trade Technics	45	5
Sustainable Development	30	3
Information Systems	30	3
Corporate Communications	30	2,5
Global integration	15	2
French culture and society	15	1,5
French as a foreign language	48	2,5
Total for semester 1	324	30
International Marketing	45	5
International Economics	45	5
Strategic management	45	5
Innovation Management	30	2,5
Elective courses (choose one of the three) : International Financial Markets or International project management or International Entrepreneurship	30	2,5
Design thinking	30	2,5
Digital marketing	15	1,5
Big data	15	1,5
Methodology : Creativity Development	9	1
Methodology : Job Hunting	9	1
Thesis	-	2,5
French as a foreign language (s2 only)	48	2,5
Total for semester 2	261	30
Total for the year	585	60

Course syllabus

Semester 1

■ 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

■ Corporate Finance

- a. Understand the operation of a company (be familiar with and understand the major functions of a company and its organization) decisions
- b. Identify ongoing and future changes
- c. 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)

■ Export and International Trade Technics

This course aims at developing the following interdisciplinary skills:

Understanding of economical, legal and regulatory differences in foreign trade

Knowledge of foreign trade tools and intermediaries (freight forwarder, dealer ...)

International strategy outline

Pre-requisites : This course requires a good understanding of financial mechanisms

■ Sustainable Development

The course aims to train students at the implementation of sustainable development in companies. The classes will first present the philosophical and economic principles that led to the emergence of sustainable development. The application of these principles to companies will then be introduced by discussing their consequences for corporate performance. The first sessions focus on how sustainable development can be introduced within the diverse corporate business functions and for the different stakeholder groups (employees, environment, local communities, financial actors and consumers). The second part of the classes then puts the emphasis on how to implement and manage a corporate strategy of sustainable development. Students will discover how to develop corporate objectives regarding social and environmental issues, how to manage stakeholders, how to evaluate/monitor corporate actions and how to communicate with stakeholders. The whole course is useful for developing students' awareness of the scope and challenges of the integration of sustainable development within companies. They discover new keys and tools, through managerial innovation, for achieving an overall corporate performance and develop a broader vision of corporate activities not only embedded within a market but also within society.

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.

■ Corporate Communications

Students will be able to:

- Understand the nature, role and scope of corporate communication and consider the relationship between corporate identity and corporate **reputation**. Outline the difference between shareholders and stakeholders. Explore the reasons why organizations use corporate communication.
 - Capture the differences between product brands and corporate brands.
 - Determine the impact of corporate **culture** on corporate **communication**, and the importance of **values**.
 - 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, issues management, crisis communication.
 - Students will analyze what went wrong and right in a real crisis communication case.
 - Make the link between corporate **branding and reputation**
 - Students will have to illustrate the Vision-Culture-Image Gap through examples.
 - Explore the way stakeholders perceive an organization today with ever more **skeptical mindset**. Discuss ways in which organizations address ethical, corporate social responsibility (CSR) and sustainability issues through their communications.
- ⇒ Forum discussion on the UN Global Compact and Ten Principles.

Pre-requisites : Marketing fundamentals

■ Global integration

The emphasis of this course is on how the variables of culture interact with other national and international factors thus affecting managerial processes and behaviors. Concerns about CSR (Corporate Social Responsibility), sustainability and ethics while operating in global locations will be addressed. This course also encourages students to reconsider, explore and transfer alternative practices across cultural boundaries. As well as providing insight into other cultures, this course will provide increased awareness of each student's own cultural identity.

The final learning outcome for applied students includes the following elements :

To understand how culture affects ethics and aspects of international management.

To distinguish the major dimensions which define cultural/ethical differences among societies or groups.

To recognize the critical value differences that frequently affect job behaviors.

To be able to develop a working "cultural profile" typical of many people within certain societies.

To develop critical thinking and reasoning skills in the context of finding solutions to business dilemmas.

Students will also have solid insights into the following aspects :

- their personal values/ethics and attitudes at work
- their decision making skills
- their communication skills

All of the above will prepare students to enter increasingly diverse workforces confronted with multicultural value systems and give them a sense of understanding that is necessary and useful in order to succeed.

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.

■ 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

■ International Marketing

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

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

Pre-requisites : none

■ 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

■ 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

■ Elective courses (choose one of the following three) :

1. 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.

2. International Project Management

By the end of this unit students will be able to:

- understand the common issues that arise in projects;
- develop and apply the ability to manage a project from conception to closure
- practice project management tools and techniques;
- understand the skills and requirements of leadership and management in a project;

1.2. Course specific goals

- To understand how to identify and mitigate risk in running a project
- To manage time, resources, cost, risk and quality within a project
- To implement a project plan

3. 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.

■ Design thinking

Design thinking is a subject that takes place in all business disciplines, and therefore in marketing. This course puts students on the path of gaining in-depth knowledge as well as application of design thinking methodologies in order to provide pragmatic solutions and innovative product and service ideas. This course will focus on the use of design thinking strategies within a holistic, human centered design and collaborative perspective. Student will develop skills as researchers, strategists, observers and storytellers through individual critical thoughts, individual assignment and a collaborative challenge. Students will apply what

they have learned to a challenge which they are going to choose and in which they are interested. They will explore innovative and creative ways to create a social and real impact concerning their challenge. Students are required to have a collaborative and multidisciplinary spirit, a special interest in design thinking with a human centered approach, and the ability to combine empathy and creativity/innovation in the generation of solutions.

Pre-requisite : Basic knowledge about business and marketing.

■ 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 : none

■ Big data

This course aims at presenting current challenges and techniques related to the Big Data phenomenon. The students will learn several classical techniques used to analyse the relationships between dependent and independent variables. This will be achieved through in-class implementations of use cases. We will highlight the difference between the different methods and we will also explain in which corporate framework(s) they can be relevant. Because it is highly numerical and essentially technical, this course will require an introduction to the R software and to basic coding.

Pre-requisite : None

■ Methodology : 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

■ Methodology : Job Hunting

This course will provide students with a comprehensive modern insight into job hunting in the 21st century. Each student will be required to look beyond the usual paper based CV in order that they are better equipped to compete in an increasingly competitive marketplace.

This course has been designed to give students some tangible skills that will help them in any stage of their professional careers. Each stage is designed to provide a specific output which each student can keep for future use or reference.

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