

TERM	CODE	MODULE	LANGUAGE	ECTS	OVERVIEW
<b>BACHELOR IN INTERNATIONAL MANAGEMENT PROGRAMME*</b>					
Fall (Sept-Dec)	BS05BH1-00	Induction Seminar : Multicultural Teambuilding I	English	2	The 3 <sup>rd</sup> Year Bachelor in International Management program at ESC Clermont School of Management brings together students from a number of our partner institutions including Brazil, Canada, China, Colombia, Finland, Germany, Italy, Mexico, Peru, the United Kingdom, and the United States, for one semester or one full year of study. The purpose of this 12-hour intensive welcome seminar is to enable the 3 <sup>rd</sup> year undergraduate students to get to know each other at the start of the program by working across cultures to participate in practical teambuilding activities. Additionally, students will be expected to analyze their teamwork processes using theoretical frameworks and concepts presented in the session. This course is mandatory for all degree-seeking and exchange students.
Fall (Sept-Dec)	BS05BC1-00	Business Ethics	English	6	This course is intended as an introduction to general ethics, and more especially to business ethics. Ethical considerations have come to the forefront in corporations and in legal regulations, as well as in business schools, over the past few years, and business ethics has been the site of immense changes since the beginning of the third millennium. Recent scandals and international crises have proven that the "bottom line" for corporations involves more than just making profits: in order to succeed, a company needs to adopt ethical behaviour and strategies, beyond the limits of the merely "legal". Government policies are also taking ethics seriously today, defining what before were common business practices, authorised by liberal economics and free-market mentality, as crimes against society, individuals, stakeholders and consumers, subject to severe sanctions. But business ethics is not merely about company policies, and involves workers at all levels of a corporation's hierarchy. Ethics deals with how people ought to act, what is right and wrong, acceptable and unacceptable behaviour. However, the limits of these judgments are sometimes exceedingly difficult to distinguish, especially in the corporate world where private human interests are subjected to the greater needs of the workplace.
Fall (Sept-Dec)	BS05BS2-00	Strategy & International Development	English	6	The major purpose of this course is to enable students to reflect on, analyze, discuss on and understand issues such as the concept of strategy and its components, the concept of international strategy, its determinant factors and its classification, the way and the process by which the firm develops its international expansions, The concept of cultural bloc, and its impacts on the international strategy formulation and the impacts of internationalization on firms' performance. In addition, this course seeks to enable students to have an excellent strategic design experience through conceiving an internationalization project for a French (or European) company.
Fall (Sept-Dec)	BS05BM1-00	Business Negotiation 1	English	6	The objective of this course is to prepare the students to conduct successful business negotiations by using the ad'hoc methodology, technique and tools. They will learn the different steps of the negotiation from preparation to closing the deal. Students attending this class will actively practice negotiation and manage concrete topics, using case studies, real life situations as well as video materials. They will learn about the necessary personal skills to be able to interact with the other party and develop the expected competencies. Some references will be made to purchasing and value creation, as well as business ethics and negotiating in an international environment.
Fall (Sept-Dec)	BS05BE1-00	Business Intelligence 1	English	6	A key factor in improving the competitive position of a company in a global economy is the use of intelligence. In this course you learn how managers can use intelligence techniques this course can make an important contribution to future success in a company. You will work on a case study where you have to research relevant data, analyze it and diffuse it for decision making. During your case study they are coached by the lecturer. In a second part, you will focus on the subject of external sales intelligence which is international tenders. A large number of companies need to respond to tenders to win new business. New tenders need to be found, selected and responded to. You will learn in this course how to put into place a BI system to find international tenders and to select those you wish to respond to.
Fall (Sept-Dec)	BA5-LV2-FR	Foreign Language and Cultural Development - French	English	4	This course enables students to improve their spoken French in general and communication skills in simple every-day situations as well as acquire an understanding of French culture. The main goal is to give students the confidence to express themselves in French.
Fall (Sept-Dec)	BS05BM2-00 BS05BM3-00 BS05BE2-00 BS05BE3-00	Optional courses: Choose up to 1 course from the following list : - E-Business Strategies - Web Site Development - Economics, Globalization - Trends and Risks - Entrepreneurial Export Import Project Asia (Full-Year students only)	English	4	<b>E-Business Strategy :</b> This course introduces students to various aspects and models for e-business. At the end of the course participants should have an understanding of the impacts which e-business is having on society, markets commerce. Students should also become aware of the global nature of e-commerce and how traditional means of doing business will need to change in the electronic age. <b>Website Development :</b> Knowledge of the basic tenets of web design and development is important for companies of all sizes. It is also an important skill for business students to learn, especially in the marketing world. This website development module will give students a foundation in HTML and CSS, the pillars for building and designing websites. Javascript, Bootstrap, and other emerging technologies will also be studied if time permits. <b>Economics Globalization - Trends and Risks:</b> This course aims to deepen the principles of globalization. Through this module, students will learn how these principles are applied in a managerial context and how they can impact the managerial decision. Students are supposed to be informed of the main globalization trends and risks. <b>Entrepreneurial Export Import Project Asia:</b> The Asian marketplace offers a large range of products at very competitive prices. This course allows students to create their real export-import company as to profit from the opportunities present in Asia. The students select a product they wish to import from Asia and then put into place a sales strategy to sell it in France or Europe. The project goes over 2 semesters.
Spring (Jan-May)	BS06BH2-00	Induction Seminar : Multicultural Teambuilding II	English	0	The 3 <sup>rd</sup> Year Bachelor in International Management program at ESC Clermont School of Management brings together students from a number of our partner institutions including Brazil, Canada, China, Colombia, Finland, Germany, Italy, Mexico, Peru, the United Kingdom, and the United States, for one semester or one full year of study. The purpose of this 6-hour intensive welcome seminar is to enable the 3 <sup>rd</sup> year undergraduate students to get to know each other at the start of the new semester by working across cultures to participate in practical teambuilding activities. Additionally, students will be expected to analyze their teamwork processes using theoretical frameworks and concepts presented in the session. Although there are no credits associated with this course, it is mandatory to attend - as useful information about the program will be provided. The grades for the work done in Multicultural Teambuilding will be counted in the course Personal Branding.
Spring (Jan-May)	BS06BF8-00	International Economics and Finance	English	6	The module is split into two parts: In the first part, it presents the general functioning of financial markets and focuses on stock markets. It aims at understanding the main indicators used on financial markets and presents an overview of the main financial and economic crisis. In the second part, the module presents the phenomenon of Mergers & Acquisitions: main drivers and internal rules. It covers the principles of financial accounting and the analysis of financial statements as well.
Spring (Jan-May)	BS06BH3-00	Cross Cultural Management	English	6	In this course, we will explore major theoretical and practical issues in the discipline of Cross-Cultural Management that confront individuals engaged in a global career. Many of the pitfalls, obstacles, and rewards stem from the (mis)understanding of various cultures (national or organizational). In the first part of the course, we consider some theoretical proposals that illustrate the typical cross-cultural approach to discussing difference and otherness. Students will be invited to reflect critically on national and organizational culture. In the second part of the course, intercultural communication, teamwork, negotiations and conflicts will be studied in more detail. Specific emphasis is put on "transferability of knowledge" so that students learn to apply their knowledge independently.
Spring (Jan-May)	BS06BE4-00	Export & Import Trading	English	6	For individuals and for companies large and small wishing to profit from global trade, exporting and importing can be an intimidating process. There are customs risks, payment risks and several legal risks to take into account. This course in Fundamentals in International Business allows the students to get basic guidance for beginning Export-Import traders. The course is organized the following way: First we will give guidance on the management of the custom operations. This is very often overlooked in companies... In the next step, we will learn how to help companies to manage their financial risks such as the non-payment risks. We will present in detail the payment instruments used in international Trade such as L/C and SBLC and Banking guarantees. In the last part of the course we will give guidance on international sales model contracts which can be used and adapted to negotiate.
Spring (Jan-May)	BS06BM3-00	Sales Organization	English	6	The objective of this course is to prepare the students to develop a professional approach to a selling activity by using the ad'hoc methodology and tools. How to organize one's work? How to manage a Customer's portfolio? How to develop sales? How to build a long term relationship with strategic accounts? Students attending this class will actively practice account management and act as "sales representatives". Using case studies, real life situations as well as other video materials students will learn about the personal and professional skills, techniques and tools that a selling activity involves.
Spring (Jan-May)	BA6-LV2-FR	Foreign Language and Cultural Development - French	English	4	This course enables students to improve their spoken French in general and communication skills in simple every-day situations as well as acquire an understanding of French culture. The main goal is to give students the confidence to express themselves in French.
Spring (Jan-May)	BS06BP1-00	Personal Branding	English	2	This module is designed to help students learn how to market themselves on the job market, how to explain their academic background and improve the presentation of their professional profile on social media. They will also reflect on how to incorporate their multicultural identity into their professional identity that corresponds to their personality, education, career goals, communication skills and the requirements of the international job market.

Spring (Jan-May)	BS06BE5-00 BS06BM4-00 BS06BE6-00 BS06BM5-00	Optional courses: Choose up to 1 course from the following list : - Entrepreneurial Export Import Project Asia - Digital Marketing - Business Intelligence 2 - Business Negotiation 2	English	4	<p><b>Entrepreneurial Export Import Project Asia:</b>          The Asian marketplace offers a large range of products at very competitive prices. This course allows students to create their real export-import company as to profit from the opportunities present in Asia. The students select a product they wish to import from Asia and then put into place a sales strategy to sell it in France or Europe. The project goes over 2 semesters.</p> <p><b>Digital Marketing:</b>          As the digital marketing landscape continues to grow at a rapid pace, marketers are faced with new challenges and opportunities within this digital age. The course examines digital marketing strategy, implementation and executional considerations for BtoB and BtoC brands and provides a detailed understanding of all digital channels and platforms.</p> <p><b>Business Intelligence 2 :</b>          Business intelligence refers to the concepts, methods and tools used to integrate, modelize and present data, in order to provide decision support and enable executive managers to have a transverse consolidated view of their enterprise. The objective of this module is to offer an overview of Business Intelligence, in order to answer the growing demand of the current digital trend on this innovative topic. This will also allow future managers to go beyond the basic understanding of the past to better anticipate the future, in a lean and agile way of working between Business and IS.</p> <p><b>Business Negotiation 2:</b>          The objective of this course is to prepare the students to conduct successful business negotiations by using the ad'hoc methodology, technique and tools. They will learn the different steps of the negotiation from preparation to closing the deal. Students attending this class will actively practice negotiation and manage concrete topics, using case studies, real life situations as well as video materials.</p>
------------------	------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------	---	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

\* To obtain the Double Degree, students need to complete the full Programme

\*\*According to the terms of the Double Degree agreement, students may begin with the Spring semester