

# Exchange Students

## Bachelor of International business Administration YEAR 3 – 2023/2024

**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 Grade de Licence, level 6 (180 ECTS).

BACHELOR YEAR 3 - DOUBLE DEGREE - EXCHANGE STUDENTS - 2023/2024		
Semester 1		
Course Title	Nr of hours	ECTS
<b>Teaching Unit 1 – Digital and analytical competences</b>		
Corporate Finance	30	4
Management Information Systems	30	4
International Economics and Sustainability	30	4
<b>Teaching Unit 2 - Commercial and entrepreneurial competences</b>		
International Marketing	30	4
Business Models and Value Creation	30	4
<b>Teaching Unit 3 - Organisational and behavioral competences</b>		
Organisational Behaviour & International HRM	30	4
Behavioural Focus	15	2
<b>Teaching Unit 4 - Open-mindedness and communication</b>		
French Culture and Society	15	2
French as Foreign Language – FLE*	30	2
<b>TOTAL Semester 1</b>	<b>240</b>	<b>30</b>

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\*If students are coming from a French-speaking country, they can take instead the following course:

Course Title	Nr of hours	ECTS
TBC - Managing otherwise	15	2

Semester 2		
Course Title	Nr of hours	ECTS
<b>TU - Entrepreneurial and managerial competences</b>		
Strategic Management	30	4
Digital Business Transformation	30	4
Sustainable Supply Chains	30	4
Start Up week	30	4
<b>TU - Choosing a professional path (choose 3 out of 8)*</b>		
Elective - Corporate reputation	24	3
Elective - International Financial Markets	24	3
Elective - French Luxury & Excellence	24	3
Elective - Retail management technology	24	3
Elective - Doing business in/with the US	24	3
Elective - Introduction to Digital Marketing	24	3
Elective – Introduction to social entrepreneurship	24	3
Elective – Audit et Control	24	3
<b>TU - Interdisciplinary competences</b>		
Business game - Sustainable Development	24	3
French Culture and Society ( <i>for students attending only Semester 2 at MBS</i> )	15	2
French as Foreign Language - FLE ( <i>non french speaking students only</i> )**	30	2
<b>TOTAL Semester 2</b>	<b>246/261</b>	<b>30</b>
<b>Annual total for EXCHANGE 1Y &amp; Double diploma</b>	<b>486</b>	<b>60</b>

\* Double degree seeking students must choose 3 elective courses out of 8.

\*\* Double degree seeking students coming from a French-speaking country will have to take 4 elective courses instead of French as Foreign Language course .

## Course syllabus Semester 1

<b>Course</b>	<b>CFJ3101BAC_23</b>	<b>Course leader</b>	
	<b>Corporate finance</b>	<b>Teaching language</b>	English
<b>Year of study</b>	3rd Year	<b>ECTS</b>	4
<b>Semester</b>	Semester 1	<b>Hours</b>	30

### **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

<b>Course</b>	<b>MSE3101BAC_23</b>	<b>Course leader</b>	BARLETTE Yves
	<b>Management Information Systems</b>	<b>Teaching language</b>	English
<b>Year of study</b>	3rd Year	<b>ECTS</b>	4
<b>Semester</b>	Semester 1	<b>Hours</b>	30

### **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.

<b>Course</b>	<b>ERH3102BAC_23</b>	<b>Course leader</b>	ALLERA Alejandro
	<b>International economics and Sustainability</b>	<b>Teaching language</b>	English
<b>Year of study</b>	3rd Year	<b>ECTS</b>	4
<b>Semester</b>	Semester 1	<b>Hours</b>	30

### **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.

<b>Course</b>	<b>MVC3101BAC_23</b>	<b>Course leader</b>	LUFFARELLI Jonathan
	<b>International Marketing</b>	<b>Teaching language</b>	English
<b>Year of study</b>	3rd Year	<b>ECTS</b>	4
<b>Semester</b>	Semester 1	<b>Hours</b>	30

### **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.

<b>Course</b>	<b>MSE3102BAC_23</b>	<b>Course leader</b>	LESCOP Denis
	<b>Business Model and value creation</b>	<b>Teaching language</b>	English
<b>Year of study</b>	3rd Year	<b>ECTS</b>	4
<b>Semester</b>	Semester 1	<b>Hours</b>	30

### **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 focuses 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.

<b>Course</b>	<b>ERH3101BAC_23</b>	<b>Course leader</b>	MUKERJEE NATH Jinia
	<b>Organisational behaviour and International HRM</b>	<b>Teaching language</b>	English
<b>Year of study</b>	3rd Year	<b>ECTS</b>	4
<b>Semester</b>	Semester 1	<b>Hours</b>	30

### **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.

<b>Course</b>	<b>MET3101BAC_23</b>	<b>Course leader</b>	MAHE Annie
	<b>Behaviour Focus</b>	<b>Teaching language</b>	English
<b>Year of study</b>	3rd Year	<b>ECTS</b>	2
<b>Semester</b>	Semester 1	<b>Hours</b>	15

### **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 themselves 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.

<b>Course</b>	<b>ERH3103BAC_23</b>	<b>Course leader</b>	LELIGOIS Beverly
	<b>French Culture and Society</b>	<b>Teaching language</b>	English
<b>Year of study</b>	3rd Year	<b>ECTS</b>	2
<b>Semester</b>	Semester 1 or 2	<b>Hours</b>	15

### **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.

<b>Course</b>	<b>FLE010XBAC_23</b>	<b>Course leader</b>	J.P DERSOIR
	<b>French as Foreign Language – FLE</b> <i>(for students whose mother tongue is not French)</i>	<b>Teaching language</b>	French
<b>Year of study</b>	3rd Year	<b>ECTS</b>	4
<b>Semester</b>	Semester 1 and 2	<b>Hours</b>	30

### **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.

<b>Course</b>		<b>Course leader</b>	
	<b>Managing Otherwise</b> <i>(instead of FLE for French mother tongue)</i>	<b>Teaching language</b>	English
<b>Year of study</b>	3rd Year	<b>ECTS</b>	4
<b>Semester</b>	Semester 1 and 2	<b>Hours</b>	30

### **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.”

**Prerequisites:** No pre-requisite.



## Course syllabus Semester 2

<b>Course</b>	<b>MSE3201BAC_23</b>	<b>Course leader</b>	ASHRAF Naeem
	<b>Strategic management</b>	<b>Teaching language</b>	English
<b>Year of study</b>	3rd Year	<b>ECTS</b>	4
<b>Semester</b>	Semester 2	<b>Hours</b>	30

### **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.

<b>Course</b>	<b>MSE3203BAC_23</b>	<b>Course leader</b>	
	<b>Digital business Transformation</b>	<b>Teaching language</b>	English
<b>Year of study</b>	3rd Year	<b>ECTS</b>	4
<b>Semester</b>	Semester 2	<b>Hours</b>	30

### **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.

<b>Course</b>	<b>ERH3203BAC_23</b>	<b>Course leader</b>	SOUSA JABBOUR Ana
	<b>Sustainable Supply Chain</b>	<b>Teaching language</b>	English
<b>Year of study</b>	3rd Year	<b>ECTS</b>	4
<b>Semester</b>	Semester 2	<b>Hours</b>	30

### **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.

<b>Course</b>	<b>MSE3201BA_23</b>	<b>Course leader</b>	JAOUEN Annabelle
	<b>Start Up Week</b>	<b>Teaching language</b>	English
<b>Year of study</b>	3rd Year	<b>ECTS</b>	4
<b>Semester</b>	Semester 2	<b>Hours</b>	30

### **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.

<b>Course</b>	<b>MVC3202BAC_23</b>	<b>Course leader</b>	L'ECUYER Catherine
	<b>Elective - Corporate reputation</b>	<b>Teaching language</b>	English
<b>Year of study</b>	3rd Year	<b>ECTS</b>	3
<b>Semester</b>	Semester 2	<b>Hours</b>	24

### **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.

<b>Course</b>	<b>CFJ3201BAC_23</b>	<b>Course leader</b>	LI Li
	<b>Elective - International Financial Markets</b>	<b>Teaching language</b>	English
<b>Year of study</b>	3rd Year	<b>ECTS</b>	3
<b>Semester</b>	Semester 2	<b>Hours</b>	24

### **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.

<b>Course</b>	<b>MVC3203BAC_23</b>	<b>Course leader</b>	HIDALGO Alexandre
	<b>Elective - French luxury and excellence</b>	<b>Teaching language</b>	English
<b>Year of study</b>	3rd Year	<b>ECTS</b>	3
<b>Semester</b>	Semester 2	<b>Hours</b>	24

### **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.

<b>Course</b>	<b>MVC3204BAC_23</b>	<b>Course leader</b>	
	<b>Elective - Retail management technology</b>	<b>Teaching language</b>	English
<b>Year of study</b>	3rd Year	<b>ECTS</b>	3
<b>Semester</b>	Semester 2	<b>Hours</b>	24

### **Presentation and objectives**

This course discusses the retail management as a business function, examining how the use of physical experience and digital information technologies can make the point of sale and the e-commerce interface more effective and efficient, by qualifying sales and transforming customer relationship management.

From designing an appropriate mix to monitoring key retail performance indicators, students will understand how both physical and online stores are operated, reflecting the general marketing strategy of the business.

The course would be useful not only for students who are seeking to join and develop established retail stores as employees, but also for those who are aiming to develop their own business.

At each course session, some key retail concepts will be addressed, to progressively develop the students' retail knowledge & culture.

☑ This course has a “learning by doing” approach for an optimized understanding, assimilation and memorization of the different course concepts that will be shown in class: numerous group assignments will be done, analyzing famous retailers' concepts to make the learning process concrete and develop the students' skills.

☑ In parallel, students will produce individually a full report about a retailer of their choice, analyzing and detailing its retail strategy and operational execution.

**Prerequisites:** No pre-requisite.

<b>Course</b>	<b>MSE3204BAC_23</b>	<b>Course leader</b>	
	<b>Elective - Doing business in/with the US</b>	<b>Teaching language</b>	English
<b>Year of study</b>	3rd Year	<b>ECTS</b>	3
<b>Semester</b>	Semester 2	<b>Hours</b>	24

### **Presentation and objectives**

The course will start with a quick overview of the cultural environments of international business. Specifically, we will examine the role(s) that variables such as language, religion, homogeneity play in defining the international business scene. Following that we will explore the different regions on the United States and discuss the common elements and the differences between them. This will be followed by a discussion of cultural distance between the United States and some other countries and the best practices when it comes to negotiating with Americans across the globe. A review of

do's and don'ts as well as some peculiarities of business American English will be covered. Raising capital in the US and the importance of preparing a solid business plan for investors will be covered. The course will end with students demonstrate the acquired knowledge by working on a project that consists of introducing a product or service in a specified American city. Students will take a final exam at the end of the term and work on a project with two deliverables: a written report and an oral presentation.

**Prerequisites:** No pre-requisite.

<b>Course</b>	<b>MVC3203BAC_23</b>	<b>Course leader</b>	
	<b>Elective - Introduction to Digital Marketing</b>	<b>Teaching language</b>	English
<b>Year of study</b>	3rd Year	<b>ECTS</b>	3
<b>Semester</b>	Semester 2	<b>Hours</b>	24

**Presentation and objectives**

**Prerequisites:** No pre-requisite.

<b>Course</b>		<b>Course leader</b>	
	<b>Elective – Audit and control</b>	<b>Teaching language</b>	English
<b>Year of study</b>	3rd Year	<b>ECTS</b>	3
<b>Semester</b>	Semester 2	<b>Hours</b>	24

**Presentation and objectives**

**Prerequisites:** No pre-requisite.

<b>Course</b>		<b>Course leader</b>	
	<b>Elective – Introduction to social entrepreneurship</b>	<b>Teaching language</b>	English
<b>Year of study</b>	3rd Year	<b>ECTS</b>	3
<b>Semester</b>	Semester 2	<b>Hours</b>	24

**Presentation and objectives**

**Prerequisites:** No pre-requisite.

<b>Course</b>	<b>MSE3202BA_23</b>	<b>Course leader</b>	
	<b>Business game - Sustainable Development</b>	<b>Teaching language</b>	English
<b>Year of study</b>	3rd Year	<b>ECTS</b>	3
<b>Semester</b>	Semester 2	<b>Hours</b>	24

**Presentation and objectives**

**Prerequisites:** No pre-requisite.

<b>Course</b>	<b>ERH3204BAC_23</b>	<b>Course leader</b>	LELIGOIS Beverly
	<b>French Culture and Society</b>	<b>Teaching language</b>	English
<b>Year of study</b>	3rd Year	<b>ECTS</b>	2
<b>Semester</b>	Semester 1 or 6	<b>Hours</b>	15

**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.

<b>Course</b>	<b>FLE010XBAC_23</b>	<b>Course leader</b>	J. P DERSOIR
	<b>French as Foreign Language – FLE</b> <i>(for students whose mother tongue is not French)</i>	<b>Teaching language</b>	French
<b>Year of study</b>	3rd Year	<b>ECTS</b>	4
<b>Semester</b>	Semester 2	<b>Hours</b>	30

### **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.