



International Trade & Business ***Fall Semester 2017***

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STRATEGY & MANAGEMENT

COURSE OBJECTIVES

- develop the strategic awareness towards global markets, learning diagnostic reasoning skills to find the problems and figure out the solutions
- improve the communication skills, learn from each other and refine our way of thinking
- learn, understand and apply toolkit, in order to analyse the strategic situation of various firm (MNCS, SMES) in international markets

COURSE STRUCTURE

- session 1: Introduction of corporate strategy
- session 2: Analysis of global business environment
- session 3: Business strategy development
- session 4: Corporate strategy and diversification
- session 5: International strategy development
- session 6: Alliance, mergers & acquisitions

ASSESSMENT METHOD

Course deliverable	Due Date	Weight on Final Grade
In-class case study (group)	From session 1 to session 4	15%
Research project (group)	Session 5	15%
MCQ (individual)	Session 5	20%
Final case study (individual)	Session 6	50%

ORGANISATIONAL THEORY

LEARNING OBJECTIVES

Through the theoretical framework and case study, participants will:

- understand how managers can utilize organizational theories increase the organizational effectiveness
- develop the analytical, problem-solving and decision-making abilities, which can support organizations to achieve their goals
- improve the communication skills, learn from each other and refine our way of thinking

COURSE STRUCTURE

- session 1: an introduction to organizational theory
- session 2: contingency theory
- session 3: humanistic theories of organizations
- session 4: resource dependency theory
- session 5: institutional theory
- session 6: the evolution of organizational theory

ASSESSMENT METHOD

- individual MCQ (15%)
- in-class case study (15%)
- team-based project work (20%)
- final written exam (50%)

Final grade = (MCQ + Case study + Project Work) x 50% + Final Exam x 50%

BUSINESS GAME

COMPETENCES ATTENDUES

A l'issue du cours, les étudiants devront être capables

- de comprendre les interdépendances entre les différentes fonctions de l'entreprise (finance, marketing, ressources humaines)
- de comprendre l'environnement de l'entreprise
- d'utiliser les documents liés à la gestion d'une entreprise (documents comptables, liasse fiscale, etc.)
- de mettre en œuvre les connaissances acquises sur l'ensemble des domaines de la gestion d'entreprise

OBJECTIFS DU COURS

L'objectif des Business Games est de permettre aux étudiants de s'essayer à la prise de décision en gestion des entreprises.

Les Business Games portent sur les activités de base d'une entreprise industrielle ou de service.

Les fonctions suivantes, sont étudiées :

- production de biens ou de services
- vente de biens ou de services
- gestion des ressources humaines
- gestion comptabilité

L'animation de Business Games se fait grâce à l'utilisation d'un logiciel de simulation de gestion spécifique et vise à vérifier la maîtrise des connaissances des fondamentaux de la gestion.

INTERNATIONAL MARKETING

LEARNING OBJECTIVES

- be capable of constructing a coherent marketing report in English
- be able to plan for a research project for development outside of national boundaries
- appreciate the impact (difficulties and opportunities) of the internet for international marketing
- improve oral and written communication in English
- be capable of summarizing and analysing short case studies in English

COURSE OBJECTIVES

- improve oral and written communication in English
- learn the essentials of international marketing
- learn to understand and analyse international marketing case studies
- understand the implications of culture and political differences in international marketing
- understand marketing and management differences worldwide

COURSE STRUCTURE

- session 1: Global versus local: Which international markets to enter? Entry strategies
- session 2: Product + price in international contexts: Cultural issues across borders
- session 3: Place + promotion in international contexts: Cultural issues across borders
- session 4: Presentations part 1 & Global E-marketing
- session 5: Designing and implementing a marketing programme & Presentations part 2

ASSESSMENT METHOD

- continuous assessment:
 - individual grade for the finale oral presentation 20%
 - individual grade for participation 30%
 - group grade for the written report 50%
- written examination

INTERNATIONAL TRADE TECHNIQUES

Module : Marketing

24h

3 ECTS

LEARNING OBJECTIVES

- To familiarize themselves with the international trade players
- To master flow technics (goods, information, finance)
- Allow international trade problem solving

LEARNING OUTCOME

- Knowing incoterms rules in order to optimize inbounds and outbounds flow of goods

	Subjects
Being able to assist an export manager in his trade and logistics mission	
Course 1	➤ Legal framework of international exchange
Course 2	➤ Inbounds and outbounds flow of goods (transport, custom, insurance)
Course 3	➤ Financial flow: payments, guarantees, financing...
Course 4	➤ Risk and hedge risk

ASSESSMENT METHOD

- Continuous Assessment (50 %)
- Exam (50 %)

INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Faculty in charge : Dominique BORDENAVE

15 h

Language : English

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Course presentation

The objective of this course is to present the evolution of the HR function as a strategic pillar of the business development in an international context. The IHR main contribution to the corporate strategy is to prepare the company for future growth prospects.

Globalization brings people from a variety of cultures to collaborate and to cope with complex factors and different environments. Thus, in an international environment, teams and management have to work together taking into account the different 'norms', social traditions, work styles, or the impact of remote communications with distant teams (transnational, virtual and global). Individuals, team members and managers working in such an environment have to develop cultural awareness and be able to handle cultural differences.

The focus of this course is on a general overview of International HR Management (IHRM) ; it will cover HR concepts & trends and Organizational Behavior in a multicultural environment. Theoretical approaches and their applications will be covered.

Course objectives

This course is designed to :

- Understand the future trends & the challenge that International HR faces in each relevant area of responsibility
- Articulate International Human Resources Management (IHRM) main issues such as :
 - o Talent management (recruitment & staffing)
 - o Organization and international team building
 - o Performance management (people review, motivation)
 - o Expatriation & mobility policy
- Integrate the cross-cultural approach and the international people management issues (theoretical and practical approaches)
- Develop the student's cultural awareness

Teaching method and pedagogy

This course will incorporate a variety of teaching methods to ensure effective learning :

- Lectures on the key theories
- Reading assignments followed by analysis presentation
- Case studies
- Teamwork project : team research & analysis

- Exercises (Recruitment plan, HR tool design)
- Group discussions & debates

Evaluation

This course is assessed by **continuous assessment**. The mark for the semester will be derived from 4 separate measures:

> **Readings presentation** (team assignment) (35%)

> **Written exercise:** (individual work) (55%)

Recruitment action plan

Handling with skills shortage

> **Participation** (10%)

- Class attendance

Course outline

5 sessions (x 3h format)

SESSION 1 – HR, a strategic function in a globalised playground

1-Considering human resources globally

Readings : SHRM survey

2- IHRM, a strategic function in an international context

Exercise: The role of HR /Dave Ulrich survey

SESSION 2- Organisational patterns and cultural dynamic

1-What does multicultural mean?

Readings

2- Managerial practices and culture

Case study: An American in Paris

SESSION 3 – Talent management in international context

1-Staffing and performance

2- Retaining talents

Case study : Recruiting in India

SESSION 4– Building an international management system

1-Diversity management

2- Organisational adjustment

Case study : Brunt Hotels

SESSION 5– Managing international assignments

1- Expatriation and mobility policy

2- international assignments : supporting international careers

Readings

Recommended Readings

- DOWLING Peter J.(2012) ; International Human Resources Management : *Managing people in a multinational context*, 5th edition ; Cengage
- ULRICH Dave, YOUNGER Jon, BROCKBANK Wayne, ULRICHE Mike (2012): *Global HR competencies* ; McGraw Hill.
- TROMPENAARS F., HAMPDEN-TURNER C. ; (1997) : *Riding the waves of culture. Understanding Diversity in Business* ; N-Y : Mac Graw Hill.
- HOFSTEDE Geert, HOFSTED Gert Jan, MINKOV Michael (1991); *Culture and organisations : software of the mind* ; London: Mac Graw Hill.
- THOMAS C. David, INKSON Kerr (2003) ; *Cultural intelligence : people skills for global business* ; San Francisco : BK Inc. .
- JOYNT Pat, MORTON Bob (1999); *The Global HR manage : Creating the seamless organization* ; London : Institute of Personnel and Development.

WEB MARKETING

COURSE OBJECTIVES

- what is web marketing ?
- understand the issues of a web marketing strategy
- acquire the tools for a web marketing policy
- analyse current web strategy from examples and case studies

COURSE STRUCTURE

- session 1: Introduction of e-marketing, web marketing, digital marketing; Introduction of social media; Content strategy
- session 2: Search Marketing; Content strategy; Social Media & SNs; Web optimization interface
- session 3: Search Marketing; Content strategy; Web optimization interface; Management e-reputation
- session 4: Mobile Marketing (brands, mobile technology, targeting...)
- session 5: Case Study PEPSI; Google Case

ASSESSMENT METHOD

- continuous assessment = 50%
- final examination = 50%

EXPORT ASSIGNMENT

COMING SOON...

ENGLISH

COURSE OBJECTIVES

- speaking: each student will give a 10 – minute presentation based on their study abroad. Each student will give a 3-minute summary of their skills and experience to persuade a potential employer to hire them
- listening: grammar, vocabulary and TOEIC preparation lessons will be based on audio extracts. Students will watch videos of authentic news reports.
- grammar: students will study challenging points of grammar and have a written evaluation on them
- TOEIC: Students will study methods to help them maximize their score in the test

COURSE STRUCTURE

- session 1:
 - explanation of the program and evaluation criteria
 - grammar: presentation and practice of prepositions
 - review of language and structure for effective presentations
 - TOEIC: strategy for listening test – scanning pictures and questions before listening
 - video news report: comprehension and class discussion on the theme
- session 2:
 - evaluated presentations with feedback and discussion for each
 - grammar: presentation and practice of linking words
- session 3:
 - TOEIC: strategy for listening test – understanding and recognizing distractors (such as homonyms)
 - grammar: presentation and practice of Present Perfect and Phrasal Verbs
 - video news report: comprehension and class discussion on the theme
- session 4:
 - TOEIC: strategy for reading test – understanding and recognizing word families and different parts of speech
 - time markers and how to use them to select the correct verb tense
 - individual 3 – minute presentations from each student showcasing their skills and experience to a potential future employer
 - grammar evaluation (prepositions, linking words, present perfect, phrasal verbs)
- session 5: complete TOEIC practice test

ASSESSMENT METHOD

- oral presentations
- grammar evaluation
- TOEIC parts 1 – 7
- active participation in class

ESPAÑOL

OBJETIVOS

- desarrollar la capacidad de interacción comunicativa
- ganar en precisión y sutileza
- adaptar el registro de idioma en función de los interlocutores y del ámbito de comunicación

COMPETENCIAS DESARROLLADAS

- asegurar el éxito de la comunicación por teléfono con clientes, proveedores o colaboradores
- desarrollar la comunicación escrita con clientes, proveedores o colaboradores
- presentar un proyecto, un plan de acción
- gestionar las situaciones conflictivas de comunicación y aportar soluciones

METODOLOGIA

- modalidades pedagógicas:
 - clases presenciales y colectivas con profesor (volumen lectivo)
 - trabajos individuales y colectivos para presentar en clase (volumen no lectivo)
- secuencias:
 - presentación de los elementos lingüísticos / culturales de cada competencia
 - puesta en aplicación y producción oral
 - autocorrección, corrección
 - presentación oral individual o colectiva: ponencia, presentación, simulación,....
 - interacción y corrección colectiva
 - trabajo de preparación o presentación para la siguiente sesión
- recursos pedagógicos generales:
 - artículos de prensa empresarial
 - anexos de casos de estudio: empresarios, empresas, mercados, productos, clientes ...
 - cuaderno de gramática
 - hojas de ruta

ORGANIZACION Y ESTRUCTURA

- módulo de 21 horas: 14 sesiones de 1.5horas. 1 sesión por semana durante 14 semanas (variable según el calendario académico del año)
- grupos de nivel según resultados del test de posición inicial
- contenidos pedagógicos específicos según el nivel colectivo de cada grupo
- contenidos pedagógicos generales:
 - conversación profesional por teléfono
 - comunicación profesional escrita
 - gestión relación cliente en situación de comunicación difícil

EVALUACION

- créditos ECTS atribuidos a la asignatura: 3 ECTS. Volumen de \pm 21 horas lectivas
- control continuo sin examen final:
- trabajos escritos: 50 % de la nota final
- trabajos orales: 50 % de la nota final
- obtención de la media académica: 10/20
- obtención de los créditos ECTS atribuidos a la asignatura: 10/