



# **International Bachelor Semester Programme - IBS**

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# PROGRAMME DESCRIPTION

## PROGRAMME STRUCTURE

The programme will be delivered by international professors to a multicultural group (French students + International students).

## TEACHING ORGANISATION

An Interactive and differentiated Pedagogy divided into three main learning concepts:

✓ Learning through Concepts and Tools' Acquisition

Delivered through a combination of classroom and hands-on exercises, independent studies, and challenging questions

✓ Learning through Case Study

After having introduced and discuss with students main concepts, approaches and tools, Professors encourage students to develop their knowledge and work practice by using a solving case approach.

✓ Learning through Practice and Research

In addition, Professors encourage students to go through rigorous field projects that enable them to put into practice all their learning. This takes the form of what we call a **Field Research Project** or FRP. In group, students are invited to write a paper and perform an oral presentation based upon subjects suggested by student groups, the school, or companies that work very close with the school.

What we are looking for when teaching is to offer to students: knowledge, methods, tools, and experience that can help them to develop their skills not only as a manager but also as a leader.

We believe that our teaching method can help you to be a leader who inspires innovation and change.

## ASSESSMENT

Through lectures, case studies, hands-on exercises, and interactive group discussion students develop their leadership skills. Students will be graded through:

- Individual interactivity (10%),
- Assignment and oral presentation of case studies and reading materials (PowerPoint slides must be used) (30%),
- Final exam or individual written paper (60%).

## **COURSE DESCRIPTION**

### **English Training Weeks**

Coming soon

### **Intercultural Integration Seminar**

“Coming together is a beginning; Keeping together is progress; Working together is success.” The first objective of this interactive course is to use structured exercises in order to enable students to better know one another and become more comfortable working together. The second objective is for students to demonstrate both cultural similarities and differences within groups, become aware of one’s own cultural behaviours and biases. The third objective is to stimulate awareness, knowledge and skills for managing the psychological dynamics of diverse cultural contexts in practical ways. Exercises are designed to motivate the students to take a more culture-centred perspective toward interpreting the behaviours of themselves and others. The ultimate objective is that students will identify and experience their potential for working effectively in multi-cultural environment and in a team.

### **Human Development & Leadership in the 21<sup>st</sup> century**

This course uses guided discussions, individual and small group-exercises to define the most important skills for effective team leaders. Through theories, self-assessment, self-discovery, self-development and practices, participants will define the attributes of leadership and will work on their own image. This will provide them with a solid foundation on which to develop meaningful leadership skills. It also offers a stimulating setting for reflection, personal and professional growth. By the end of the module, participants will match their natural leadership styles to sample scenarios.

### **Commercial Development Strategy**

Overall learning objectives include:

- Discover the economic landscape of enterprises in the twenty-first century
- Understand business strategy issues in a competitive corporate world
- Acquire the tools to understand, design and implement new business models
- Analyse and renovate old business models
- Re-interpret strategy through the business model lens
- Learn how to appreciate the change needs in a company and how to lead changes

### **Changing Organizations**

Key learning objectives include:

- To understand the interplay between business vision and strategy for change,
- To understand the concept of a shared vision,
- To understand how to plan, construct, launch and manage a change project,
- To identify the skills necessary for managers to guide an effective change project.

### **Intercultural Negotiations**

Overall learning objectives:

- Be able to understand another business culture
- Be able to ask the right questions to improve their sales performances.

### Geopolitics & Psychological Dimensions of the USA

This course uses guided discussions, lecture, small group, and pair work activities to provide the students with a basic understanding of human development, motivation, and functioning. This information is then applied to a political context, namely, the structure, organization, and direction of American national, economic, and foreign policy. It will also provide a highly stimulating setting for personal reflection and growth. By the end of this course, the students will have a thorough understanding of the basic tenets of human growth and development (as well as the capacity to appeal these principles in both professional and personal contexts). Additionally, students will have a broad knowledge of American geopolitical functioning, the role of American government in economic policy, and a global appreciation of American culture and its role in world politics.

### The World we in

As whiplash change, ephemerality and super-complexity continue to dominate societal and business contexts, it becomes increasingly difficult for us to understand the present let alone imagine with any kind of certainty what tomorrow's world will hold for future generations. Change has become simultaneously fast-moving and permanent, yet scenario planners must still continue to try to design new winning systems for an unknown reality. By asking some of the important questions about potential future issues, this module aims to help heighten student's awareness of the wicked dilemmas they will face in their different personal, business and community roles. As such, students will understand the importance of the role of their generation in reshaping a Society that is no longer fit for purpose.

### International Retail Marketing (Winery Case Study)

This course is aimed at undergraduate students who are looking to gain an appreciation of the global retail sector, with a particular emphasis on the US, UK and French models. The course aims to bring to light the success of Tesco's supermarkets in the UK and Leclerc and Auchan supermarkets in France. The course will give students a 'hands-on' approach with the possibility of grasping real-life situations within the world of retail marketing.

By the end of the course, students will have:

- A good understanding of different retail models in different countries
- An understanding of the challenges and complexities of a supply chain and supplier relationships
- A good understanding of consumer behaviour in retail situations
- A general comprehension of the wine, cheese and confectionery markets in France, in particular in the 'Grande Distribution' (supermarkets – in particular the grocery departments).
- A basic knowledge of how to analyse a retail situation

### International Brands

This course is designed to develop students' understanding of the importance of brand and branding in a multicultural context. Topics will include understanding several concepts such as brand image, brand positioning, brand equity, etc. Students will also study what the main characteristics of international brand communications strategies are. This course will provide students with both a theoretical framework and practical tools to address the following questions:

- How does branding influence consumer behavior?
- How can I build brand equity?
- How should I manage my brand image?
- Which brand extension and brand alliances can I recommend?
- How to perform my international brand communication?

A team project will allow students to examine a brand in depth and make actionable recommendations for their branding strategy.

### French as a foreign language

The objective of this course is to introduce speakers of other languages to the basics of French. It aims to provide students with key skills to understand and speak French in simple everyday situations.