



International Bachelor Semester IBS

PROGRAMME DESCRIPTION

OBJECTIVES

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

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

The objective of this course is to continue to provide students with the language necessary for successful integration into an English speaking professional environment.

This sub module aims to provide students with key skills to be able to welcome visitors from abroad, to look for a work placement and to participate in business meetings.

Scheme of work (sequences):

- getting to know each other
- welcoming international students
- job hunting: acquiring appropriate language for writing a cv and cover letter to apply for a work placement as well as being able to respond adequately in an interview
- meetings: acquiring appropriate language for participating in meetings (Chairing a meeting, different types of meetings, participating in a meeting, giving opinions and making suggestions, debating, asking questions and asking for clarification, decision making)
- develop listening skills and techniques for coping when comprehension is challenged
- revise main grammar points necessary for meetings (modal verbs, conditional structures)
- simulate a business meeting

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 21ST 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.

ORGANIZATIONAL BEHAVIOUR

Organisational Behaviour (OB) is the study and application of knowledge about how people act within organisations. It concerns all types of organizations. The understanding of OB allows to develop human performance to achieve organisational objectives as well as human objectives. It involves understanding, prediction and control of human behaviour and the factors which influence the performance of people in an organisation. It is concerned with the behaviour of individuals and groups not the behaviour of all members collectively. Organisational Behaviour aims at finding out those ways in which people will contribute in best possible manner to their company and to the Society as a whole.

The course is structured around a series of 5 weekly three-hour seminars. The seminars are designed to provide students with the opportunity to explore particular issues in depth and to engage in discussion and presentation in a small group context. In addition, this format relies on active engagement with the material presented in class.

INTERCULTURAL NEGOTIATIONS

Overall learning objectives:

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

GEOPOLITICS

“Geopolitics” gives an overview of the emerging current multi-polarity, the return to Great Power politics and the renewed interest in classical issues. The course aims to provide students with an overview of this changing nature of contemporary geopolitics. It introduces under-graduate students in international history, political science and related disciplines to the history, concepts, policies and practices of geopolitics.

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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 and 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 class 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 be called upon to understand the importance of the role of their generation in reshaping a Society that is in the flux of constant change. How does the past affect you now, even the past prior to your birth? In what way has your life been bonded to others and to what effect...for the better or the worse or even neutral? What decisions that you make today will change the future? All this and more needs an answer

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.

SERVICES MARKETING

The objective of this course is to be able to participate in the resolution of a business problem in the company by :

- acquiring the theoretical foundations of service marketing
- being able to implement a service marketing 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.